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The Fifth Estate

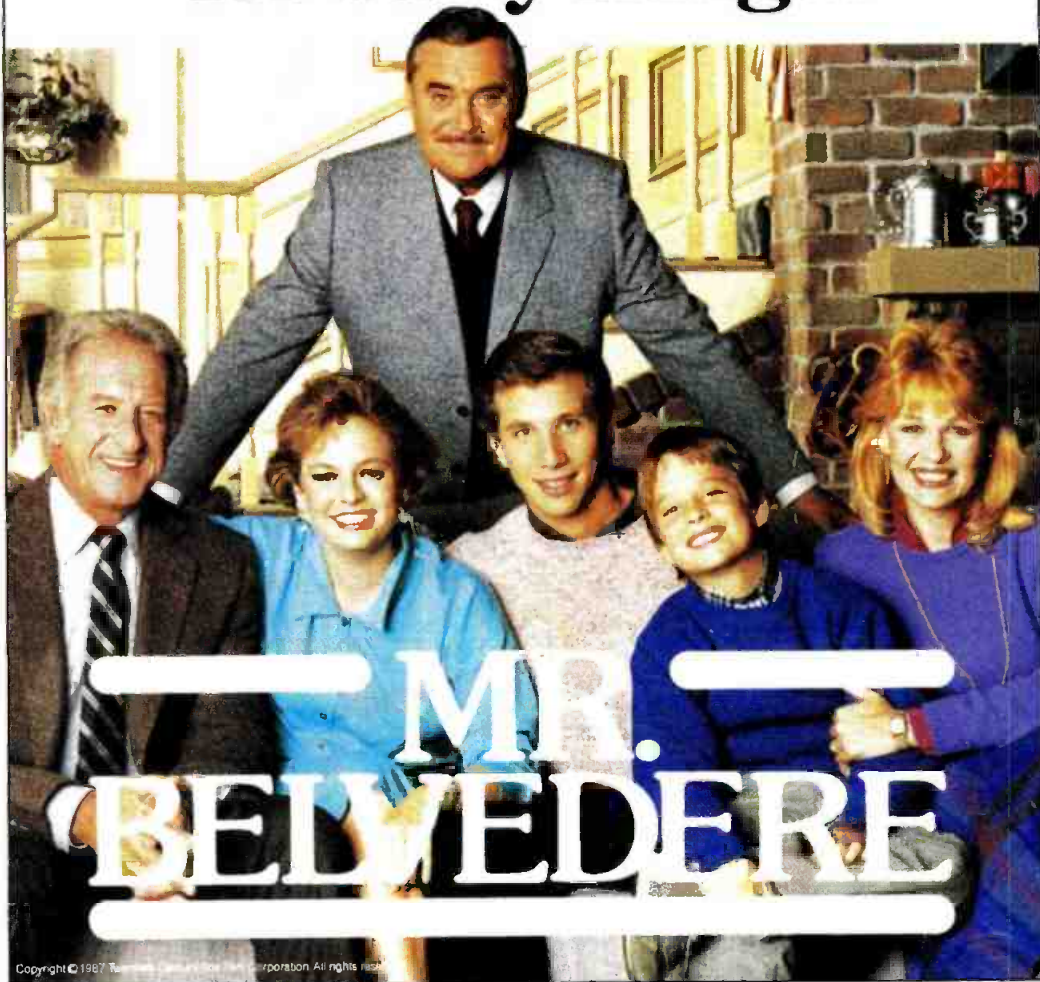
RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jul 6

July 6, 1987

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58th Year 1987

Annual Fifth Estate Awards  
 Children's TV  
 PAGE 36  
 PAGE 75

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Kansas City have signed. And WBMG-TV, Birmingham. And WUHQ-TV, Cedar Rapids. And WVEC-TV, Norfolk. Louisville's WLKY-TV has signed. And Dallas' KDFI-TV has signed, too. And WNYT-TV, Albany. And the list goes on. With stations all across America.

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Features contemporary Christian music artists and is available 24 hours a day. Each hour includes 10.5 minutes of free local spots.

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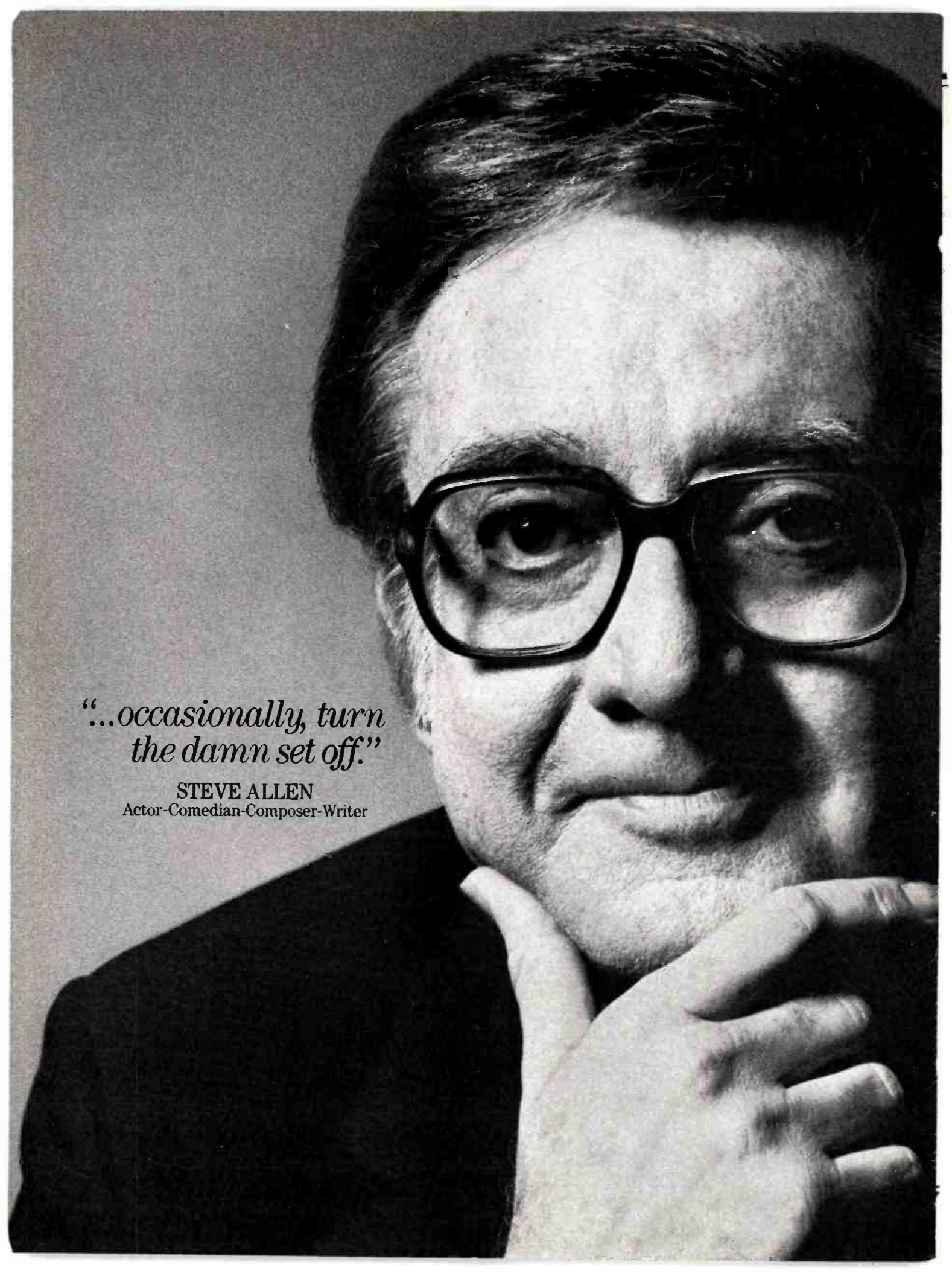
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A black and white close-up portrait of Steve Allen. He is wearing thick, dark-rimmed glasses and has his hand resting under his chin. The lighting is dramatic, with strong shadows on the right side of his face. The background is a plain, light-colored wall.

*"...occasionally, turn  
the damn set off."*

**STEVE ALLEN**  
Actor-Comedian-Composer-Writer



# Steve Allen. No Script.

Like many intelligent, articulate people, Steve Allen has a lot to say about television. That's why we asked him to participate in the "NBC Tuned In To America" campaign.

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"Tuned In To America" is a corporate public forum for ideas. Its messages have been broadcast on NBC for a year and will continue throughout 1987.

The design of the campaign is simple: people who have something to say about television say it on our television network. Some speakers are well known, and some are unknown. Some are connected with televi-

sion, but most aren't.

During the campaign we've heard from Ralph Nader, and the President of the National PTA. We've heard from former astronaut James Irwin, and two New Jersey school teachers, among many others. Because we want to maintain this open line on ideas

about television, the list goes on and on.

We've had a lot of feedback about this campaign from affiliates, the press, and the public. And if you've got something to say about television, NBC would like to hear from you.

After all, the whole idea is for us to stay tuned in to America.



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If you'd like to participate in this project, write to  
TUNED IN TO AMERICA, NBC, 30 Rockefeller Plaza, Room 1420A, New York, New York 10112.

# Why did these radio station owners call Americom first to sell their radio stations?



"We personally interviewed seven brokers when we decided to sell WOJO (FM) in Chicago. We wanted top dollar and wanted to make sure the deal closed smoothly. We chose Americom because we felt they were the most creative and sophisticated and we're glad we did — they got us \$14,000,000 cash for a station many people felt was worth only \$11 or \$12,000,000. Their understanding of financing also helped assure us that the buyer would be financially qualified to close."

*Jim & Jane Hall*  
Owners



"I did not know who to trust to talk about selling our station. Several brokers contacted us, and I liked the way Americom did business. They had an excellent knowledge of my station's value (a super power class B FM in New England). When we talked value, they gave us the highest price we could expect and did not inflate the price to get a listing. Our people are very important to us and we didn't want the station shopped around. Americom produced a small handful of qualified buyers. The result . . . \$7,000,000 and no covenant, no seller note."

*Fred Godley, Jr.*  
Chairman



"When we decided to sell, I just didn't know who to call. I had a lot of inquiries and even a short arrangement with one broker but he couldn't get me my price. Another broker brought in two separate buyers who tried to do the deal but couldn't get the financing. My attorney mentioned Americom and I had asked around and heard good things so I called you and am delighted you got me a price the other brokers couldn't get near. I also feel good that your company knew enough about financing to bring in a guy who was financially capable to close, as we did February 20 for \$9,270,000 cash . . . without real estate."

*Sam Sitterle*  
President  
SIT Broadcasting

## AMERICOM



### Radio Station Brokerage & Financing



# Broadcasting **Jul 6**

**Directors Guild poised for work stoppage... page 27.**

**Turner won't pursue must carry appeal... page 104.**

**CBS moves to drop Nielsen service... page 104.**

**Ledwig named president of CPB... page 29.**

**ACT celebrates commercialization decision... page 75.**

**King World continues Cassandra dominance... page 62.**

**STRIKE SET** □ Los Angeles membership of Directors Guild of America votes to strike, with New York faction expected to follow suit. NABET walkout hits NBC, causing some on-air disruptions. **PAGE 27.**

**PUBLIC CHOICE** □ Corporation for Public Broadcasting makes permanent appointment of Donald Ledwig to presidency. **PAGE 29.**

**SCRAMBLED VOICES** □ House hearing focuses on latest in home satellite-scrambling marketplace. **PAGE 30.**

**MUNICIPAL VOTE** □ Voters in Springfield, Ore., approve referendum to allow municipal cable system to be built in competition with already existing TCI system. **PAGE 31.**

**VOTE GETTER** □ CBS's Washington representative, Bob McConnell, played instrumental role in gathering Senate votes to impede override of Reagan veto of fairness doctrine bill. **PAGE 33.**

**FIFTH ESTATE HONORS** □ BROADCASTING's annual roundup of the top award competitions honoring the best in radio, television and cable. **PAGE 36-59.**

**KING'S HILL** □ Top three rated syndicated programs in May Nielsen Cassandra report are King World's *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*. **PAGE 62.**

**PROGRAMING BUY** □ Carolco, Los Angeles film and home video producer, buys Orbis Communications for \$15.4 million. **PAGE 62.**

**CLOSING SALE** □ Cable Value Network and C.O.M.B. complete merger of two companies. **PAGE 67.**

**FUNDING SUPPORT** □ NAB begins two-year fund raising effort for high-definition television. **PAGE 68.**

**ACT VICTORY** □ Action for Children's Television basks in the glow of the appeals court decision asking for justification of FCC's elimination of commercial limits in children's programming. **PAGE 75.**

**TWO FOR TWO** □ Appeals court backs FCC in cable pole-attachment case and broadcast application question. **PAGE 79.**

**LOOSE ENDS** □ NAB, at joint board meeting, urges changes in FCC's cross-interest policy, won't block move to eliminate Carroll Doctrine and pledges support for AIDS education. **PAGE 80.**

**BY THE NUMBERS** □ Nielsen's May numbers pin cable penetration at 49.2%. **PAGE 81.**

**AGRIBUSINESS MAN** □ WGN Radio's Orion Samuelson is among agricultural news's leading broadcast newsmen. **PAGE 103.**

## INDEX TO DEPARTMENTS

Advertising & Marketing . . . . .	72	Editorials . . . . .	106	In Sync . . . . .	68	Riding Gain . . . . .	60
Business Briefly . . . . .	74	Fates & Fortunes . . . . .	99	Law & Regulation . . . . .	75	Satellite Footprints . . . . .	84
Cablecastings . . . . .	70	Fifth Estater . . . . .	103	The Media . . . . .	80	Stock Index . . . . .	69
Changing Hands . . . . .	83	For the Record . . . . .	87	Monday Memo . . . . .	19	Syndication Marketplace . . . . .	63
Closed Circuit . . . . .	8	In Brief . . . . .	104	Programming . . . . .	62	Where Things Stand . . . . .	10
Datebook . . . . .	20						

**INDEX TO ADVERTISERS:** Americom 6 □ Ampex 24-25 □ Sherlee Barish & Associates/Broadcast Personnel, Inc. 99 □ Blackburn & Co., Inc. 82 □ Blair Entertainment Second Cover □ Blair Television Fourth Cover □ Broadcast Electronics, Inc. 23 □ CBN Radio Network 3 □ CEA Investments 85 □ Centro Corp. 37 □ Chapman Associates 87 □ Classified Ads 91-98 □ Dow Chemical Corp. 45 □ Milton Q. Ford & Associates 43 □ Four Star International, Inc. 18 □ Gabriel Awards, The 41 □ General Electric 20 □ Heller Financial 83 □ Knight-Ridder Third Cover □ Lorimar 13, 15 □ NBC Corp. 4-5 □ New World Television 54-55 □ Otari Corp. 9 □ Professional Cards 89 □ Services Directory 88 □ SONY Broadcast Products 16-17 □ SONY Professional Tape 39 □ Standard Rate & Data Service, Inc. 21 □ Telecom Broadcasting, Inc. 14 □ Edwin Tomberg & Co., Inc. 86 □ 20th Century Fox Television Front Cover, 11 □ Video Protection Co. 22 □ Washington International Teleport 47, 49, 51 □ World Space Report 60

## Loading up

In coming weeks as Congress continues to examine campaign finance reform legislation, National Association of Broadcasters is preparing to resist attempts to broaden political broadcast regulations. Part of effort includes study, soon to be released, that contains complete rundown of campaign expenses for federal candidates. Included will be costs of media time, political consultants and staff salaries. Because of high campaign costs, broadcasters expect serious move either to mandate free air time or replace present lowest-unit-rate ceiling with flat 30% discount. It's expected data will provide NAB with evidence to make its case against such proposals.

## Hooky

Although Action for Children's Television's Peggy Charren is complaining about what she says is overcommercialization of children's television, members of Association of Independent Television Stations are wondering where buyers of time in kids' programing have gone. INTV folks say sales of that time are poor. They're also concerned about separate but possibly related problem—decline of number of children who watch television. In fact, so concerned are they that INTV board has authorized study of life styles of children and parents in effort to find out where kids have gone, and why, as preliminary to getting them back to television sets. Life-styles study is being done by M/E Marketing & Research, of Boston, and results are to be announced at INTV convention in Los Angeles in January.

## Slow signatures

Of three broadcast networks, only ABC has signed contract for new television rights package with National Football League. Neither CBS nor NBC has. Source at CBS said, however, that all substantive points were resolved and that pact should be signed this week. NBC Sports executives were attending last week's Wimbledon tennis tournament and could not be reached for comment regarding delay in NBC's case. It is understood that one of last points resolved was payment schedules, and how those schedules might be altered in event of NFL players strike.

Union contract expires Aug. 31, and sources close to talks say sides are far from agreement. One management source

said NFL Players Association surprised league with 123-page proposal for changes under next contract, ranging from more money (in various forms, including unlimited free agency) to reduction of powers of NFL commissioner. As to player proposals, source said, "We have problems with all of them. There's a lot of work to be done, and some long hard bargaining."

## Unexcited bidding

ESPN may be disappointed in take from sale of broadcast rights to its National Football League game feeds. Bidding was less than anticipated in at least two markets, Dallas-Fort Worth and San Diego, where KXAS-TV and KGTV(TV), respectively, won rights last week to air preseason and regular season games for one year. Ohlmeyer Communications Inc., which is handling bidding for ESPN, was at first rebuffed by stations on asking prices—\$175,000 per game in Dallas and around \$100,000 in San Diego—and had to accept lower bids in second round. In one of four markets awarded earlier, Miami's winning WPLG-TV also reportedly felt \$140,000 minimum asking price was high, although in end it paid undisclosed amount in excess of that to carry games for next three years.

## Curious conjunction

Some major players in syndex and must-carry square-off are being brought together for seventh annual conference of National Association of Telecommunications Officers and Advisers Sept. 20-24 at Pfister hotel in Milwaukee: Jack Valenti, president, Motion Picture Association of America; James P. Mooney, president, National Cable Television Association, and Preston Padden, president, Association of Independent Television Stations.

## Missing expert

Absent from recent congressional hearings on three-year holding rule was party whose name some consider synonymous with station flipping, New York-based investment firm, Kohlberg Kravis Roberts & Co. (KKR). Phone calls were made to KKR partner, Henry Kravis, and associate, R. Theodore Ammon, by staff of House Telecommunications Subcommittee. Invitation to appear was declined by Ammon's secretary just before hearings began and subcommittee staff issued no subpoena for appearance at hearing,

considering that proceeding's exploratory nature. Among properties KKR has turned over are independent KTLA-TV Los Angeles and stations of Wometco Broadcasting: WTVM(TV) Miami, WLOS-FM-TV Asheville, N.C.; KVOS-TV Bellingham, Wash. (Vancouver, B.C.); WZZM-TV Grand Rapids, Mich.; WWHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y. It also bought and sold 50% of Storer Broadcasting.

## Second look at stereo

Stereo TV sound has been subject of high-level discussion at CBS in recent weeks, with network apparently pondering expansion of now-limited stereo program schedule. Network has limited stereo product to occasional specials, and as result only 57 network affiliates, plus CBS O&O's, have made multichannel sound conversion, compared to 131 NBC affiliates and owned stations, where stereo abounds in prime time and late night.

One factor prompting CBS reexamination may be network's new senior vice president and managing director of operations and engineering, Donald Gotimer. Gotimer, who went to division from CBS Records, is known to believe improved stereo audio is important program element that may improve viewer attentiveness. Another factor may be network projections that put stereo receiver penetration in U.S. homes as nearing "critical mass," reaching 13% by year's end.

## Radio recovery

Recent attention given to radio by Wall Street firms seems to have pulled radio stocks out of slump most suffered during April and May. Basket-index composed of publicly held group owners (Clear Channel, Infinity and Jacor, three of largest radio-only groups) and radio networks (Satellite Music Network and Westwood One) shows that stock group has followed general pattern of broader market, but with much sharper drop at beginning of April. During following one-month period radio index dropped almost 30%, compared to Standard & Poor's 400 decline of about 5%. In past three weeks, reports by research groups at Kidder Peabody & Co. and other firms may be responsible for attracting institutional money, and stocks have made sharper climb than other media sub-groups or market in general. Index, however still stands below pre-downturn levels, with weakness in network and spot advertising perhaps explanation.



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## Editor's Note

*Time flies. It has been 11 years, almost to the day (Broadcasting, July 5, 1976), since "Where Things Stand" gave up its weekly frequency to become, first, a monthly feature and then a quarterly one. The editors now confess they were never terribly enthusiastic over that change. When "Where Things Stand" was introduced on May 26, 1975, it was our intention to present within every issue of Broadcasting a "status report on major issues in electronic communications" for the convenience of readers who needed a quick update. Even we were surprised by the enthusiasm with which readers greeted that inaugural issue; letters about it dominated our "Open Mike" pages for several weeks thereafter.*

¶ *With this issue, "Where Things Stand" returns to its original weekly frequency. We feel the need is as great as ever for a "quick read" feature that covers the Fifth Estate; indeed, even greater, when one takes into account the many new media and new issues that have joined the party since 1975.*

¶ *To accommodate the new "WTS," two other departments are changing location. "Cablecastings," a special interest department designed to focus Broadcasting's attention on the cable industry, is taking up residence in the main body of the magazine. (This week, it appears on page 70.) "Business Briefly" is being moved to the "Advertising & Marketing" department, which will undergo still other changes in succeeding weeks. (This week, it appears on page 74.)*

¶ *Basically, Broadcasting's publishing motto has always been: "Evolution, not revolution." The editors continue to pursue that policy, fine-tuning their product week by week. Some weeks are just more evolutionary than others.*

## Where Things Stand

A weekly status report on major issues in the Fifth Estate

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**AM-FM allocations.** FCC has proposed to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts, with expectation of all but 200-300 of 2,400 daytimers getting some nighttime power. About 500 daytimers operating on foreign clear channels received nighttime authority in previous proceeding. FCC hopes to have final order by fall, with comment deadline July 17 and reply comments due Aug. 3.

FCC has processed 24 of about 80 windows for new FM allocations created by docket 80-90 proceeding. Commission has also received almost 800 petitions for new allotments and facility upgrades.

□

**AM stereo.** Following five-month inquiry, National Telecommunications and Information Administration concluded last February that AM stereo

marketplace has "stagnated" and that multisystem radios are only way to get marketplace moving and insure AM stereo's future. Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. To confirm its faith in technology, NTIA's laboratories in Boulder, Colo., are testing multisystem radios and integrated circuits. Tests are expected to be completed by end of July.

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious. Since no one is making radio to receive Kahn signal only, Kahn is counting on proliferation of multisystem radios.

□

**Antitrafficking.** Congressional interest in rein-

stating FCC's antitrafficking rule is building. Although Hill action on any broadcast legislation has been put on hold until fate of fairness doctrine is settled (see "Fairness doctrine," below) signs indicate antitrafficking could move on its own (BROADCASTING, June 29). Legislation is pending in House and Senate that would restore three-year rule. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule. Senate hearings are scheduled later this month (July 17 and 20), with antitrafficking key issue.

□

**Children's television.** U.S. Court of Appeals in Washington overturned FCC action eliminating commercial guidelines for children's programming. Court, in remanding case, said commission had failed to justify its deregulatory action. Commission had maintained marketplace regulation





Small Wonder Watcher:

Jeri Landon

Thousand Oaks, CA., Registered Nurse

Interests: reading, sports, travel

Mother of Rodd, Mark, Jodi, Lisa, Brooke & Blair



Number one with moms.

Small Wonder is a joint venture of the New Program Group and MPC Producers, Inc. Produced by MVP Video Productions, Inc. Copyright © 1987 Twentieth Century Fox Film Corporation. All rights reserved.



TELEVISION

would be sufficient to serve public interest; court said commission had offered neither facts nor analysis to support that position.

□

**Compulsory license.** After often-bitter war of words, cable and motion picture industries have begun talking again about settling their differences over cable's compulsory copyright license. If fruitful, talks could lead to legislation overhauling license. Reform would likely include simplified "flat-fee" formula (so much per subscriber per distant signal) for calculating license fees to replace existing complicated formula (varying percentages of gross basic revenues per signal). Some cable operators have also indicated willingness to give up license under certain conditions after transitional period of five or 10 years, but all feel it's important to preserve license for carriage of local signals and for distant signals by cable systems in "underserved markets."

□

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites is flourishing. Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or operators.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

**Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employees are covered under rules and part-time and full-time employees must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

□

**Fairness doctrine.** President Reagan vetoed bill codifying fairness doctrine. Senate Democratic leadership lacked votes to override, but had support to refer veto message to Commerce Committee, where measure originated. It is anticipated doctrine will be attached to legislation President will be reluctant to veto. Broadcast industry opposition to codification was initially limited, with only CBS and Radio-Television News Directors Association working for veto. Now, however, NAB says it will support veto (BROADCASTING, June 29).

FCC has initiated rulemaking to determine whether enforcement of doctrine is contrary to public interest. It acted after panel of U.S. Court of Appeals in Washington remanded case in which Meredith Corp. had challenged constitutionality of doctrine (BROADCASTING, Jan. 19). Same panel, in case brought by Radio-Television News Directors Association and number of other broadcaster groups, had held that it

lacked jurisdiction to consider constitutionality of doctrine. Panel directed plaintiffs to submit issue to U.S. District Court. Full court, after considering petitions from broadcasters and FCC, decided to rehear case.

□

**HF(shortwave).** U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

□

**High-definition television.** HDTV may soon be subject of extensive tests by industry standards body, Advanced Television Systems Committee, to see how high-resolution, wide-screen signal could be transmitted on terrestrial TV bands such as UHF or 12 ghz microwave. National Association of Broadcasters, which participated in first demonstration of terrestrial HDTV transmission last January with Association of Maximum Service Telecasters, in June approved and is seeking finances for up to \$700,000 for two years of HDTV tests to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite

system in 1990.

□

**Indecency.** FCC has decided to enforce broader definition of indecency (BROADCASTING, April 20) than "seven dirty words" of 1978 *Pacifica* Supreme Court decision. Of three cases pending at time of decision, WSP(FM) Philadelphia and KCSB-FM Santa Barbara, Calif., and KPFK(FM) Los Angeles, involved indecencies, FCC said, and Pacifica's KPFK was referred to Justice for possible criminal prosecution under obscenity. Pacifica petitioned U.S. Court of Appeals, Washington, for review of commission's action, saying FCC's new policy will have "chilling" effect on broadcast speech.

In mid-May, NAB executive committee issued policy statement "condemning" broadcast of indecent material and asking for clarification of, but not objecting to, commission's new ruling.

TV networks, Motion Picture Association of America and Radio-Television News Directors Association, petitioned FCC for reconsideration of its new standards. Parties said standards were vague, overbroad and contrary to public interest (BROADCASTING, June 8).

Pacifica Foundation, licensee of noncommercial WBAI(FM) New York, on May 22 asked FCC for declaratory ruling on whether planned June 16 broadcast of "Ulysses" excerpts would violate indecency standards. FCC rejected request, saying ruling could be "functional equivalent of prior restraint." WBAI went ahead with broadcast, and at press time had received no complaints, and knew of none at FCC.

□

**International Telecommunications Satellite Organization.** Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general. Burch, former FCC chairman, succeeds Richard Colino, who along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). U.S. attorney for District of Columbia is conducting parallel criminal investigation.

□

**International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but the proposal of only one, PanAmerican Satellite Corp., which has secured Peru as a foreign partner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

**Land-mobile.** FCC proposal to reallocate UHF TV channels for land-mobile radio use has run into controversy, with broadcasters fearing that reallocation would leave broadcasting without spectrum for HDTV use. Broadcasters have asked FCC to delay reallocation proceeding pending completion of study of impact of HDTV on local broadcasting. At present, however, FCC Chairman Dennis Patrick sees terrestrial HDTV and land-mobile use of UHF frequencies

### Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
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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as separate issues.

□  
**License renewal reform.** Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hill leadership has indicated that no broadcast legislation will move until outcome of fairness doctrine is determined. Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board two weeks ago and association says it wants to renegotiate (BROADCASTING, June 29). H.R. 1140, already introduced by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), would eliminate threat of competing applicants, establish two-step renewal process in exchange for reaffirmation of public interest standard. In Senate, S. 1277 would also set up two-step process, but there are number of other provisions broadcasters find objectionable.

□  
**Low-power television.** FCC's freeze on low-power applications and major changes—in effect since 1983—has thawed, with new window opened June 22-July 2. Pittsburgh is lone filing site. FCC has no field office there, but city is site of "lock box" bank that is handling \$375 fee accompanying each application.

□  
**Mergers.** Mass Media Bureau two weeks ago approved purchase of five television stations from Spanish International Communications

Corp. by joint venture of Hallmark Cards and First Chicago Investment Corp. for \$301.5 million. ■ Pending before FCC is proposed \$320-million settlement of KHTV Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ Under current review before FCC's television transfer branch is proposed \$270-million sale of WTVJ Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management. ■ Also pending before transfer branch is sale to Gillett Holdings for approximately \$650 million of half-interest in six TV stations currently owned and run by SCI Holdings. Sale is contingent on commission's approving long-form application to transfer five other stations to trust whose beneficiaries are children of George Gillett. Formal agreement between two companies was signed two weeks ago and filed last week as amendment to application. ■ Taft Broadcasting Co.'s \$157-per-share buyout by joint venture composed of leading shareholders was recently filed at FCC and Taft expects to hold special shareholders meeting next fall. ■ Shareholders of Heritage Communications voted, on June 30, to approve \$34-per-share buyout. On June 26 FCC granted transfer application for Des Moines, Iowa-based company's TV and radio stations.

□  
**Minority preference.** OMB has ruled that broadcast licensees need not return special FCC minority ownership questionnaire that would have generated data for its pending reexamination of constitutionality and advisability of preferences for minorities and women. FCC received comments in proceeding in June (BROADCASTING, June 8) and reply comments are due today (July 6).

□  
**Multichannel television.** Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made appearance in several markets, including Cleveland, Washington and San Francisco. Using mix of microwave (2 ghz) channels allotted to three services—multi-point distribution service, instructional television fixed service and operational fixed service—pioneer MCTV operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Growth of MCTV has been retarded by regulatory and financial problems. But, according to some MCTV proponents, chief problem is securing distribution rights to popular cable services like Home Box Office and Showtime. Metropolitan had to go to court to get rights to Showtime.

□  
**Multiple ownership.** FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Reply comments in proceeding (Docket 87-7) are due July 15. Comments are due July 31, and reply comments Aug. 31, in FCC proceeding re-examining cross-interest policy (Docket 87-154), dealing with "nonattributable" ownership interests.

□  
**Music licensing.** For radio, All-Industry Radio Station Music License Committee reached agreement with ASCAP last summer and with BMI this past March for new music licensing pacts. Latest industry contracts for both ASCAP and BMI (both blanket and per-program) eliminate trade and barter income reporting. ASCAP blanket licenses run for five years, retroactive to Jan. 1, 1986, with per-program agreements in effect for four years, retroactive to Jan. 1, 1987. New agreement raises annual blanket fees by 7.5%.

BMI contract has been "simplified" for blanket licenses, raising annual rates for some stations by 2% to 3%. New blanket licenses are retroactive to Jan. 1, 1987, while new per-program licenses took effect on July 1.

Committee is continuing to solicit funds from industry to pay off remaining legal and administrative debt from contract negotiations.

For television, May 5 trial date set by federal rate court in New York to establish "reasonable" ASCAP fees for blanket and program licenses for TV stations has been pushed back to October. Interim decision was handed down last winter by magistrate in Southern District for New York establishing retroactive ASCAP fees for period from April 1985 through March 31, 1988, of \$60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Ruling is subject to change, pending outcome of rate trial, but sources indicate that BMI and All-Industry Television Station Music License Committee are close to agreement on similar interim operating procedures.

□  
**Must carry.** U.S. Court of Appeals rejected request by group of cable interests seeking stay of FCC's new package of must-carry rules, which took effect June 10. FCC and major broadcasting and cable trade associations had asked court to deny stay. Cable groups, in petitioning court for stay, argued that rules violated their First Amendment rights. In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of

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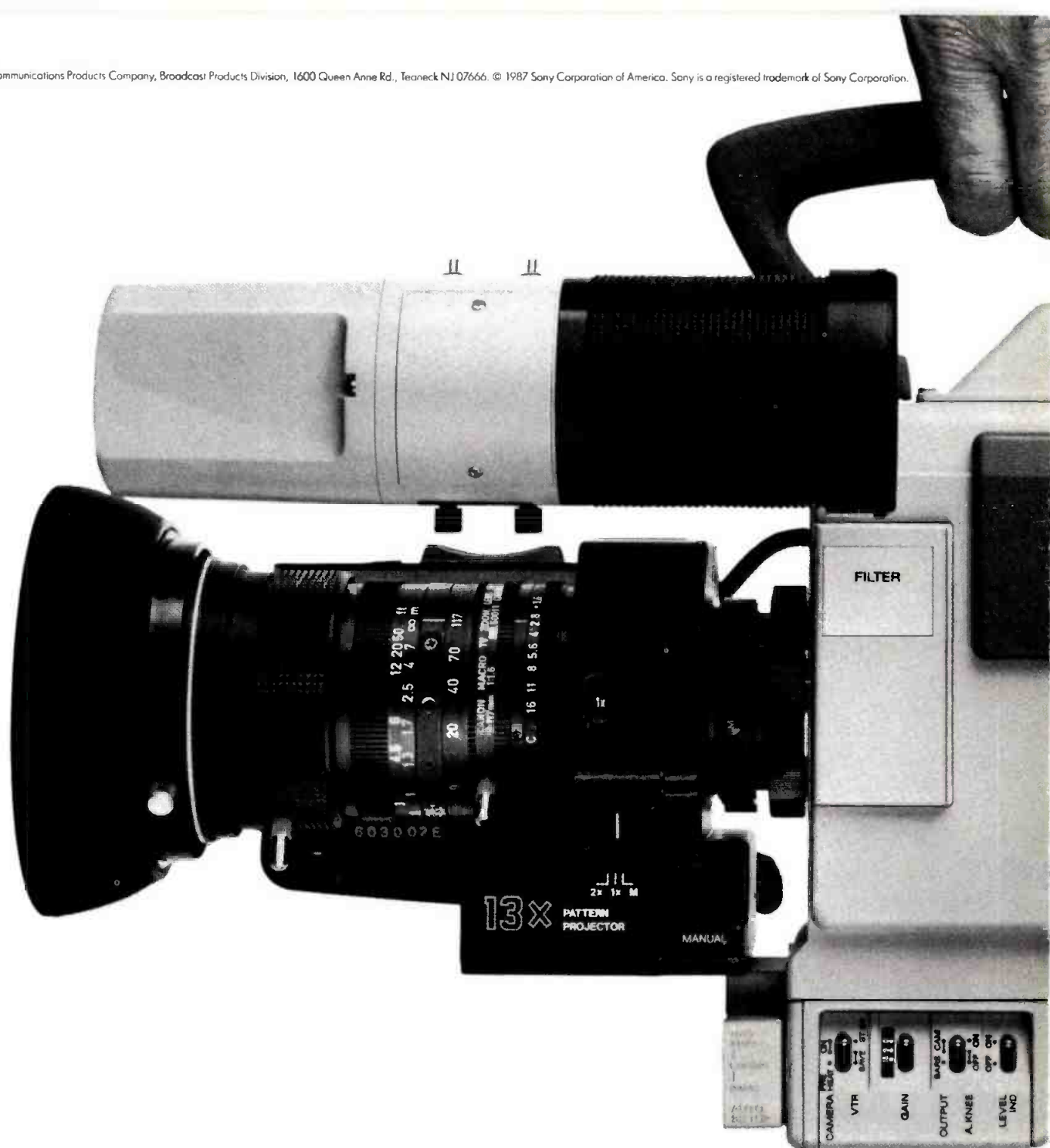


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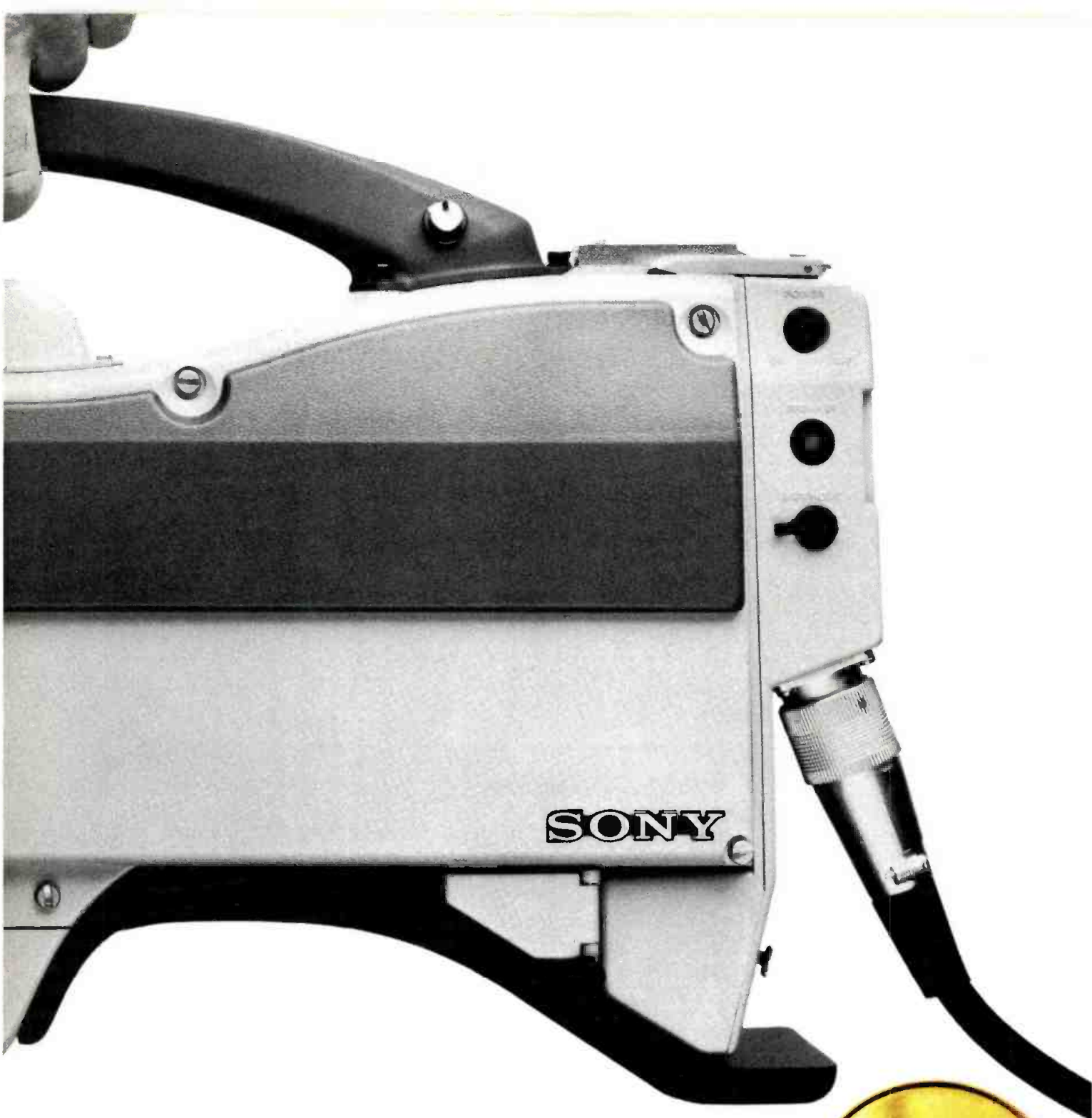
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broadcast stations. But at same time measure is on hold. It won't move until Congress deals with fairness doctrine.

**People meters.** A.C. Nielsen and AGB Television Research Co. are scheduled to launch people meter TV viewing measurement services in September. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced three weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients exclusively for its people meter service. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating money it will pay networks if it falls short of guarantees.

AGB has about 800 homes in its proposed 2,000 sample base on line (to be expanded to 5,000 by 1988). ■ ScanAmerica has signed one station in Denver market so far: KBYR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers.

**Scrambling.** House hearing last week on scrambling should set stage for congressional activity in area (see "Top of the Week"). Senate Communications Subcommittee is convening

scrambling hearing July 31. Bills have been introduced in Senate and House to promote fair marketing of scrambled satellite signals.

**Space WARC.** U.S. expressed qualified optimism in September 1985, following first session of two-session conference to develop plan for use of space services. However, controversy between developed and developing countries in first session prevented delegates from completing work in orderly way, with result that countries are concerned about planning for second session, in 1988. Under compromise reached, conference focused on fixed satellite services, agreeing that expansion bands associated with 6/4 hhz and 14/11-12 bands—where relatively few satellites operate—would be set aside for arc allotment planning. That was intended to meet demands of developing countries for guaranteed access to orbital arc. As for heavily used C- and Ku-bands, session said "multilateral planning method" would be developed for coordinating requirements in them. U.S. had backed such MPM at session, but since has been having second thoughts, with officials expressing doubts as to whether practicable procedure could be developed (BROADCASTING, May 4).

**Syndex.** FCC has proposed rulemaking to reinstate rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Broadcast industry is chief advocate for return to syndex, along with motion picture community. FCC has extended comment deadline for syndex to July 22, with reply comments due Sept. 8. In compulsory license proceeding, comment deadline has

been extended to Aug. 6, with replies due Sept. 21.

**TV stereo.** Seven percent of U.S. TV households have stereo receivers, although the vast majority of homes are within reach of broadcast stereo station. Some 400 stations will be broadcasting TV stereo by year's end and one source puts number of cable systems carrying broadcast stereo signal at 300. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to the Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects.

**Unions.** Some 2,800 technicians, newswriters and others struck NBC last Monday, June 29. Company and National Association of Broadcast Employees and Technicians union failed to reach agreement on new contract after last four-year pact expired three months ago. Dispute centers on network's proposed increase in use of temporary employees and term of new contract. ■ Directors Guild of America last week was also on verge of job action (see story, "Top of the Week"), with DGA officials scheduled to meet with ABC, CBS and NBC, as well as Alliance of Motion Picture and Television Producers, representing seven major Hollywood studios and 200 independent producers. DGA membership vote on management offers was expected midweek last week. ■ Also holding talks last week to settle labor walkout were five major animation studios and several hundred members of Screen Actors Guild.



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A public broadcasting commentary from Howard Gutin, acting chairman of CPB

## The role of CPB

In the 20 years since its creation, the Corporation for Public Broadcasting (CPB) has been a torchbearer. It has brought light where there was darkness, knowledge where there was ignorance, joy where there was an emptiness.

The corporation has been indispensable in making funding possible for high quality programming on public television and radio—from the extraordinary current affairs programming of *Frontline* and *All Things Considered* to the outstanding children's productions, *Square One TV* and *Kids America*.

CPB is committed to insuring that quality programs with diverse viewpoints are communicated to a nationwide audience. It is the source of the seed money that generates millions of dollars of funding from foundations, corporations, states, viewers and listeners.

But CPB is more than a program funder. Its support services contribute to thorough planning, to assistance for a variety of audiences, to well prepared personnel, and, ultimately, to better public broadcasting.

As a catalyst to providing training, instruction, recruiting and research, CPB extends public broadcasting's reach to the needs and interests of the physically challenged, minorities and independent producers—to name a few.

During its first two decades, CPB's performance has been characterized by discussion, discovery and, indeed, dissent. But CPB has had the fortitude to investigate the possibilities and to get things done. That is the essence of America, and it is the key to CPB's successes. I believe that if there weren't a CPB, someone would have to invent one to accomplish the multitude of things this organization does—and does well.

Let's look at CPB's wide-ranging commitment to public broadcasting.

It is a major funder of the *MacNeill/Lehrer NewsHour*, *Frontline*, *Wonderworks*, *American Playhouse*, *Great Performances* and other major public TV programs that are the anchors of the Public Broadcasting Service schedule. CPB also provides 18% of public radio's financial support.

Public television's roots are in education. Today it devotes 65% of its air time during the school day to programming for the classroom. Examples of educational program success spurred by CPB seed money are *Square One TV*, the innovative series on math for children that premiered just this year; *Reading Rainbow*, a television show that has motivated youngsters from kindergarten through third grade to read during the summer months, and *Kids America*, the only daily, live, national call-in radio show for children.

The Annenberg/CPB Project, a 15-year program to develop audio and video college-



Howard D. Gutin is the acting chairman of the Corporation for Public Broadcasting. He was president/director of national development and president and general manager of the Southwest Texas Public Broadcasting Council, which oversees the operations of KLAN-TV, San Antonio and KLRU, Austin, both Texas. Currently he is a broadcasting communications consultant. Gutin joined the CPB board in September 1984, was elected vice chairman on Nov. 14, 1986, and became acting chairman in March 1987. His term on the CPB board expires in March 1989.

level instructional materials, is building an impressive collection of courses, such as *The Brain* and *Planet Earth*, so that stations can give students an opportunity to earn college credit. In addition, the Annenberg/CPB Project funds projects for development of innovative use of telecommunications technologies to be used in higher education.

CPB funding also makes possible more than 22,000 hours of programs for the visually impaired through the Association of Radio Reading Services Tape Exchange. It helps more than 275,000 visually or physically handicapped listeners by supporting In-Touch Networks Inc., a 24-hour national satellite service. And matching support from CPB helps provide for closed-captioning of more than 1,200 hours—about 24 hours a week—of public television programming.

To keep public broadcasting in the forefront in international markets, where outlets as well as co-production financing can be found for U.S. productions, CPB supports television screening facilities and sales in London, Cannes and Monte Carlo.

It also provides sales and audio facilities for U.S. public radio organizations at the Cannes international music/radio market. The corporation initiates exhibitions of public television programs throughout the world and acts as a clearinghouse for information concerning program production collaboration between U.S. and foreign broadcasters.

Since 1977, CPB has made it possible for public television producers to attend INPUT, the International Public Television Screening Conference. At the most recent INPUT meeting in Grenada, Spain, public broadcasting professionals from 33 countries had the opportunity to view programming, to interact and to explore ideas and methods that inspire and motivate their colleagues from around the world. All in attendance gained a better understanding of how to make quality television programming for the worldwide public they serve.

Through the CPB-established Public Radio Satellite Interconnection System, more than 20,000 hours of programming a year are made available to all public radio stations, enough to program three stations full time.

In programming planning and research, CPB works with stations to articulate objectives for public broadcasting and then to evaluate how well the industry is doing.

The corporation's program funds for both radio and television often provide initial financing for many independent and minority producers, insuring further diversity in the source of outstanding programming. Productions like *Eyes on the Prize*, this year's critically acclaimed television series about the civil rights movement, required many funders, all spurred by early support from CPB, PBS and public TV stations.

Through professional development programs, CPB contributes to the diversity of public broadcasting's work force.

The production fellows project, created in 1986, provides for on-site production work for one to two years for women and minorities at a public radio or television production house. CPB also funds the minorities'/women's fellowship in public broadcasting management at Ohio University's School of Journalism.

Through its management opportunity project, the corporation assists minority-controlled stations in meeting public broadcasting standards and community needs. The corporation also sponsors mid-management training courses that prepare participants for professional positions and NPR news and information residencies that provide specialized training for public radio. CPB funds up to 50% of training costs through in-service training grants and up to 50% of salary and training costs for one year for minorities'/women's training grants.

The corporation's employment outreach project, in cooperation with public broad-

casters, pushes for affirmative action recruitment through a talent bank, a job line and recruitment and outreach at target group conferences. And CPB developed and piloted the project to broaden minority audience involvement in public broadcasting.

Hispanic, black, Asian, native American and Pacific Islander organizations participate in the minority programming consortia project, under which they acquire, co-produce and/or produce and distribute programs about their ethnic groups.

Public broadcasting has been active in calling attention to various social problems, as well, through special outreach efforts that lead to public action. Substantial funding from CPB helped make possible Project Lit-

eracy U.S.—PLUS—a cooperative effort between public broadcasting and Capital Cities/ABC. This unprecedented campaign, recently extended through the 1987-88 broadcast season, is to help raise awareness of the illiteracy problem and to boost literacy in this nation.

Other recent outreach presentations on public television focused on drug and alcohol addiction and child abuse, and a current production, featuring First Lady Nancy Reagan, emphasizes prevention of teen-age pregnancy, suicide and dropouts.

Through its management consulting service, CPB provides financial resources for consultant assistance. In 1986 a number of stations or organizations requested service

from experts in the system on a wide range of issues, from program planning and station management to engineering and promotion.

In meeting its congressional mandates, as set forth in the Public Broadcasting Act of 1967, CPB has responded consistently to the needs of public broadcasting's diverse constituencies and, above all, to serving the viewing and listening public.

At the same time, it has laid a strong foundation to continue its contribution to quality programming and valuable public service. CPB has the responsibility to continue to set the tone and pace of public broadcasting in this country. In so doing, it will continue to meet the challenge of brightening and enlightening the lives of the American people.

## Datebook

■ Indicates new entry

### This week

**July 6**—Reply comments due in FCC proceeding (Docket 86-484) reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies. FCC, Washington.

**July 6-13**—Jazz/folk music recording workshop, sponsored by *National Public Radio*. State University of New York, Fredonia, N.Y. Information: 1-800-235-1212;

extension 2734.

**July 7**—Comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

■ **July 7**—*Ohio Association of Broadcasters* programmers workshop. Harley hotel, Columbus, Ohio.

■ **July 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon, "Selling the Fourth Network." Speaker: John Lazarus, VP-sales, Fox Broadcasting Co. Copacabana, New York. Information: (212) 765-2450.

■ **July 9-10**—Regional producers workshop, spon-

sored by *Central Educational Network*. Workshops will be held at WGTV(TV) Atlanta, KDIN(TV) Des Moines, WTVS(TV) Detroit, KUHT(TV) Houston, WFYI(TV) Indianapolis, WHA(TV) Madison, Wis., WKNO(TV) Memphis and WHMM(TV) Washington. Information: (312) 390-8700.

**July 9-12**—12th annual *Upper Midwest Communications Conclave*. Keynote: Dr. Timothy Leary, futurist and media philosopher. Radisson University hotel, Minneapolis. Information: (612) 927-4487.

**July 10**—Deadline for entries in third annual Nancy Susan Reynolds Awards for sexual responsibility in television, sponsored by *Center for Population Options*. Information: (818) 766-4200.

■ **July 10-12**—*North Carolina Association of Broadcasters* summer convention. Topsail Beach, N.C.

**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 "Broadcasting 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.

### Also in July

**July 12-17**—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

**July 14**—*Southern California Cable Association* monthly meeting. Pacifica hotel, Los Angeles.

**July 15**—Deadline for replies to FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

**July 15**—*Arizona Cable Television Association's* public relations training seminar. Gateway Park hotel, Phoenix. Information: (602) 257-9338.

**July 15**—*Satellite Broadcasting and Communications Association* meeting of earth segment group. 501 North Fairfax Street, Alexandria, Va.

**July 15**—Deadline for entries in *American Film Institute's* National Video Festival, to be held Oct. 22-25 in Los Angeles. Information: (213) 856-7787.

■ **July 15**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon, "10 Surprising Predictions about the Future of Cable TV." Speaker: Robert Weisberg, managing director, The Nostalgia Channel. Copacabana, New York.



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**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. 31-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

## Major Meetings

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. 23-25, 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.

**April 17-20, 1988**—Broadcast Financial Management Association annual meeting. Hyatt Regency, New Orleans. Future meeting: April 9-12, 1989, Loews Anatole, Dallas.

**April 28-May 3, 1988**—24th annual MIP-TV, Marches des International Programmes des Television, international television program market. Palais des Festivals. Cannes, France.

**April 30-May 3, 1988**—National Cable Television Association annual convention. Los Angeles Convention Center.

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

**June 8-12, 1988**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

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

■ **June 17-June 23, 1989**—16th International Television Symposium. Montreux, Switzerland.

**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**—Caucus for Producers, Writers and Directors third annual general membership meeting. Chasen's, Los Angeles.

**July 16-18**—Colorado Broadcasters Association summer convention. Beaver Run, Breckenridge, Colo.

**July 16-18**—National Federation of Local Cable Programmers 10th annual convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

**July 16-18**—Montana Cable Television Association 28th annual meeting. Colonial Inn, Helena, Mont. Information: Tom Glendinning, (406) 586-1837.

**July 17**—Deadline for comments on FCC proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to

500 watts (MM Docket 87-131). FCC, Washington.

**July 17**—Deadline for comments on FCC inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). FCC, Washington.

**July 17**—Deadline for comments on FCC proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). FCC, Washington.

**July 17-19**—Louisiana Association of Broadcasters radio-television management session. Lafayette Hilton, Lafayette, La.

**July 17-19**—Oklahoma Association of Broadcasters annual summer meeting. Lake Murray Lodge, Ardmore, Okla. Information: (405) 528-2475.

**July 20-22**—New England Cable Television Association annual convention. Keynote speaker: Former House Speaker Tip O'Neill. Dunfey Hyannis hotel, Hyannis, Mass.

**July 21-23**—Florida Cable Television Association annual convention. Bonaventure hotel, Fort Lauderdale, Fla.

**July 21-24**—National Cable Forum summer press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

**July 21-27**—Classical music recording workshop, sponsored by National Public Radio. State University of New York, Fredonia, N.Y. Information: 1-800-235-1212; extension 2734.

**July 22**—Comments due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

■ **July 22**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon, "New Era in Spanish Language Television." Speaker: Carlos Barba, VP-programing and production, Telemundo Television Group, and president and general manager, WNJU-TV Linden, N.J. Copacabana, New York.

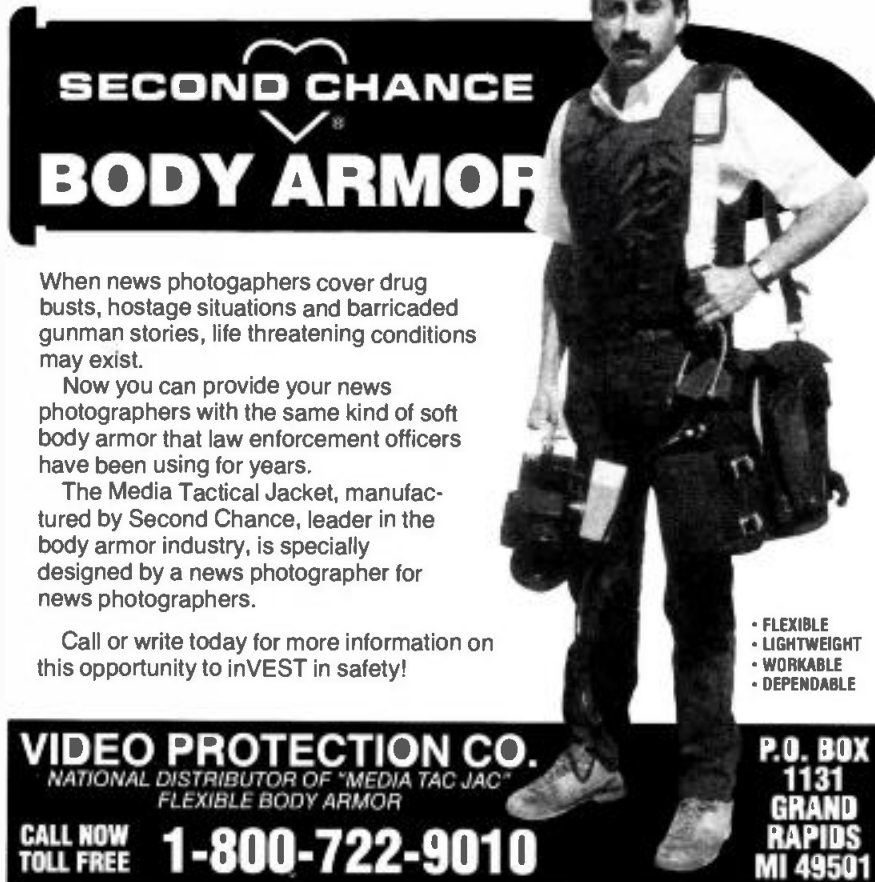
■ **July 23**—"How to Get on Public Access," drop-in breakfast sponsored by National Academy of Television Arts and Sciences, New York chapter. Speaker: Fred Ciccone, director of programing, Manhattan Cable TV, 11 East 61st Street, New York. Information: (212) 765-2450.

■ **July 23-25**—Idaho Association of Broadcasters annual convention. Sun Valley, Idaho.

**July 24-25**—South Carolina Broadcasters Association summer convention. Radisson hotel, Myrtle Beach, S.C.

**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 Televi-



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sion Critics Association, Century Plaza, Los Angeles.

**July 26-28**—California Broadcasters Association summer convention, celebrating CBAs 40th birthday. Keynote speaker: FCC Chairman Dennis Patrick, Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

**July 28**—Television Critics Association Day, with presentation of TCA awards, Century Plaza, Los Angeles.

**July 28**—Synditel, syndicators' annual press preview of first-run television programming, during Television Critics Association Day (see above), Sheraton Redondo Beach, Redondo Beach, Calif. Information: Bill Coveny, (213) 653-3900.

■ **July 28**—Satellite Broadcasting and Communication Association meeting of public affairs working group, San Diego. Information: Christine Giozzo, (703) 549-6990.

**July 29**—Virginia Public Radio Association meeting, Holiday Inn-South, Charlottesville, Va. Information: (703) 568-6221.

■ **July 29**—National Academy of Television Arts and

Sciences, New York chapter, drop-in luncheon, "How the MPAA and its Allies Are Combatting the Billion Dollar Swindle which Affects Everyone from Executive Producer to Go-Fer to Consumer." Speaker: William Nix, VP-worldwide director, anti-piracy, Motion Picture Association of America, Copacabana, New York. Information: (212) 765-2450.

**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.

**July 31**—Comments due on FCC proposal (MM Docket 87-154) to eliminate cross-interest policy.

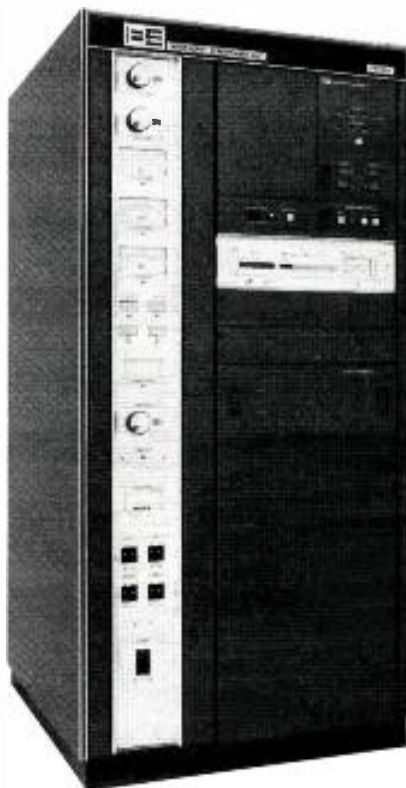
## August

**Aug. 1-3**—ABC press tour, in conjunction with Televi-

"Datebook" continues on page 85.

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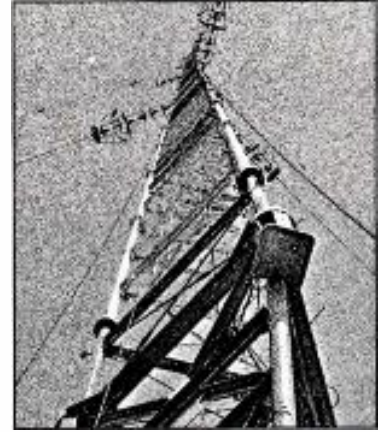
Ken Creasman of Yale Video, Anaheim, creates on a 3D Picturemaker.





## July 27 Special Report

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After all these years, nothing is changing faster, moving in more directions or having a greater impact on communications than radio. On July 27, 1987, Broadcasting will bring you its annual analysis of the people, the products, the business of radio.

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# Broadcasting Jul 6

Vol. 113 No. 1

TOP OF THE WEEK

## Directors Guild walkout threatens industry

**Los Angeles vote appears unanimous, with New York faction expected to follow suit; strike of longer than two weeks could affect fall season start; work stoppage hits NBC as NABET goes out on strike, causing some minor on-air technical problems**

The Directors Guild of America moved a step closer last week to a strike that could shut down the television and movie industries, with the guild's national board recommending that members reject a final contract offer by the Alliance of Motion Picture and Television Producers.

The DGA action, which came after the alliance rejected a final counterproposal from the directors on Wednesday, did not include about 1,000 network news and sports directors, who have been negotiating separately with the three networks. The networks have been seeking to eliminate certain DGA staff positions and combine others. Sources said little progress had been made in talks with ABC, CBS and NBC, but that the door is still partially open for settlement.

The DGA's members cast written ballots in Los Angeles last Wednesday and New York last Thursday, with the guild expected to reveal the results last Thursday night. From a preliminary show of hands at the Wednesday meeting in Los Angeles, where 1,500 guild members had gathered, sentiment for a strike appeared unanimous. The DGA claims 8,420 members in all.

Despite the producers' apparent rejection of the guild's 11th-hour counterproposal, which contained concessions on the sensitive issue of residuals, negotiations between the factions were to have resumed on Sunday, July 5.

A DGA walkout could add to the burden at NBC, where nonunion employees from clerks to executives last week were filling in for some 2,800 technicians, newswriters and others who are members of the National Association of Broadcast Engineers and Technicians and who are now on strike.

No NBC programs were interrupted by the work stoppage, which began Monday, June 29, but there have been numerous minor glitches on-air, according to a variety of reports. Problems also emerged for network newsgathering operations in at least two owned-station markets. New York City Mayor Ed Koch said last week he would refuse interviews with O&O WNBC-TV during the strike, and Los Angeles union news crews from other stations refused to work beside NBC's nonunion crews.

The Directors Guild membership is un-

happy with proposals by the AMPTP to eliminate residuals for the fast growing pay-per-view market and for sales of theatricals to cable movie channels that do not generate more than \$15 million in revenue, as well as with plans to cut into the guild's pension plan and eliminate jobs. DGA President Gilbert Cates said that if the producers did not take their demands off the table, "there is going to be a terrible time."

A walkout was considered possible as early as last Friday, but DGA officials said the full force of the strike, if called, would probably not be felt until this week. The guild's former three-year contract with the networks

production. If the walkout lasts a month, LeMasters said, it would take two weeks for a studio that is completely shut down to start up production once the strike ends. "Everyone will scramble," LeMasters said.

The three networks have some episodes completed for 22 of 45 series, with CBS out front because of stepped-up production by Lorimar on three prime time soaps. ABC is in the worst shape because it has introduced so many new series in the schedule (BROADCASTING, June 29). NBC could be a victim of its own success, with the stars of its hit series, *The Cosby Show*, *Cheers*, *Family Ties* and *Miami Vice*, obligated to complete



DGA picketers among NABET supporters in Los Angeles

and producers expired at midnight June 30.

The alliance's rejection of the DGA counterproposal, which was presented to producers at 5:15 a.m. Wednesday (July 1) following an all-night marathon bargaining session, dashed hopes by some studio executives that a strike might be averted.

Still, some high ranking studio officials, who had earlier forecast a long work stoppage, said last week that they believed compromise was possible and, if there is a strike, it would be short.

The duration of a strike would determine the roll-out of the network's fall schedules. Kim LeMasters, vice president, programs, CBS Entertainment, said: "If it goes two weeks, we will be able to start on time." But if the directors are out a month, LeMasters said, CBS would have to postpone the scheduled Sept. 21 premiere.

It normally takes a production company 11 weeks to turn out an hour-long episode, including two weeks of pre-production, seven weeks of shooting and two weeks of post-

theatrical movies. As a result, their shows could not begin production.

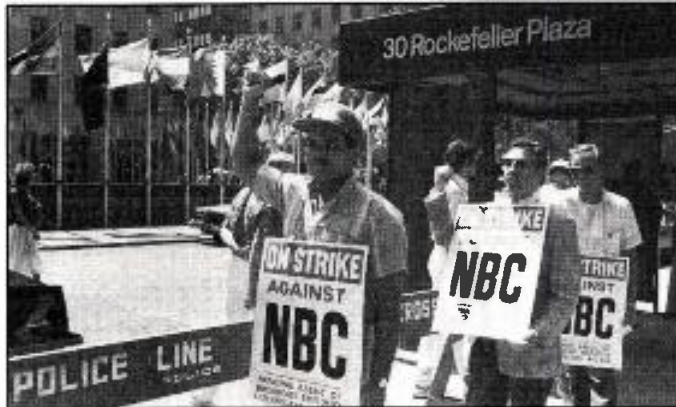
The main sticking point in the negotiations with producers involves residuals, which last year amounted to \$48.7 million, a major source of income for the majority of guild members. Cates contends that more than 75% of guild members make no more than \$18,000 a year.

One of the most critical issues in the negotiations has been the proposed elimination of residuals for pay-per-view markets. Under the expired contract, DGA members received 1.2% of pay-per-view revenue, a minimal amount by industry standards. But the business is expected to take off in the next 10 years once the proper technology is in place, and revenues are projected to reach \$2 billion annually.

AMPTP contends that its proposals to freeze pension plans, reduce the number of jobs and eliminate residuals stem from the loss of the investment tax credit, the doubling of production costs during the past five



NABET picket lines outside NBC-owned WRC-TV Washington and NBC in New York



years for theatricals and the increasing cost of producing network television programs in relation to license fees. The alliance claims that deficits have risen to \$370,200 per episode for hour action/adventures and \$67,500 per episode for taped half-hour sitcoms, and that only a small percentage of producers are able to recover their deficit costs in the soft syndication marketplace. Cates does not buy the alliance's arguments, saying producers and the networks are "making more money than ever before."

On the effect of a DGA strike on NBC, which is already being struck by NABET, the network's Michael J. Sherlock, president of operations and technical services, said NBC has trained management people to do the DGA work. "In the TV productions I'm familiar with," Sherlock said, "I know we can supply DGA requirements with management people and continue our shows going."

Sherlock said some 800 nonunion employees have been trained to handle network and station operation and electronic news-gathering in the wake of the NABET strike. Live news programs and other live on-air operations are expected to receive the highest priority.

While NBC acknowledged prior to the NABET strike some minor problems might be expected, union officials last week claimed that the action had created more difficulties than even they had anticipated.

In Los Angeles, for instance, NBC last Wednesday sought an injunction to prevent interference with its newsgathering crews after two incidents in which protests from union news crews led public officials to ask nonunion NBC crews to leave press conferences (separate interviews were held for NBC in both cases). In one incident last Wednesday, a U.S. attorney and California state attorney general in Los Angeles reportedly had federal marshals eject the crews from a press conference after 11 other crews refused to work in their presence.

Normal cooperation between the network and affiliates is also being affected by the strike, at least in one major market. In Boston last week, NBC affiliate WBZ-TV declined to lay an audio track for an NBC news crew before feeding the completed video back to NBC in New York, usually standard procedure. According to WBZ-TV News Director Stan Hopkins, the station has an agreement with its own technicians' union not to conduct such extra work for the net-

work in case of a strike. The station's daily feeds to NBC went on as scheduled without interruption, Hopkins added.

NBC's on-air gaffes may have been most frequent on the *Today Show*, which, according to reports last week, was experiencing a large number of technical glitches, including incorrect sound levels, miking problems, poor camera work and mistimed cutaways.

In New York, union officials monitoring network telecasts also claimed network and local newscasts were broadcasting out-of-focus news footage, with natural audio overriding reporters' voices in some cases, while file tapes were being used more extensively than normal, even when fresh video was being obtained by competitors.

On the West Coast, NBC's owned KNBC-TV Los Angeles experienced a stumble by a local anchor, who mistakenly introduced what was supposed to be footage of a local NABET picket but which turned out to be a tape of a Pasadena race disturbance from the previous night. The station's weatherman, also troubled by technical difficulties, resorted to use of a globe and a pocket-size cut-out map of California to report weather patterns.

The union was not uniformly successful, however, in its attempt to keep politicians, entertainers and others from ignoring picket lines to appear on the network's programs. Democratic presidential candidate Albert Gore Jr. (D-Tenn.) got a heated response from the union after he appeared on *The Today Show* last Tuesday, along with Defense Secretary Caspar Weinberger (Gore appeared live via satellite from Des Moines, Iowa, and Weinberger from the Pentagon).

No new talks were scheduled between NBC and NABET. The two last met indirectly through a federal mediator—who shuttled back and forth between rooms—for three-and-a-half hours on Sunday, June 28, before the strike.

The parties have been unable to end disputes over the network's new two-year contract offer, particularly a proposal to expand temporary hiring. The strike began shortly after NBC implemented the new contract despite lack of union agreement.

Picketing is taking place at network-owned TV and radio stations in New York, Los Angeles, Chicago, Cleveland and San Francisco, as well as network facilities in New York and Burbank, Calif., and other sites (a group of strikers picketed Comiskey

Park in Chicago at a Chicago White Sox-Oakland Athletics game last Monday because NBC's WMAQ(AM) covers the games).

NABET strikers are most numerous in New York, where they total nearly 1,400.

## Strong demand in upfront spurring healthy C-P-M increases

**NBC leads way with aggressive pricing; network getting latitude on guarantees**

The prime time upfront selling season by the three television networks had all but begun last week with agency and network executives both claiming an increase in overall upfront dollars. The strength of demand apparently is enabling the market leader, NBC, to increase unit prices, on average, by percentages, perhaps in the teens. Combined with the reduction in prime time audience due to the new people meter ratings method, the overall cost-per-measured-thousand that advertisers will pay in the new television season will increase by an estimated 25% to 30% on NBC.

As of last week, neither ABC or CBS had closed any major deals, and sales executives were once again saying: "Wait until this week," although rumors also suggested that at least one major agency had completed its buys on NBC. Said Robert Daubenspeck, senior vice president, national broadcast, for Foote, Cone & Belding: "There are still a lot of advertisers who have yet to put plans in. This year I think the best analogy for the market will be sunburst activity, where you have an occasional electrical disturbance, then it recedes, then it flares up again."

NBC's vice president of sales, Robert Blackmore, confirmed that the network is providing advertisers with demographic guarantees, and that at least some of those guarantees might be reviewed, at the network's discretion several months from now because of the uncertainty over people meter numbers. Nov. 15 was rumored to be a possible guarantee review date. Blackmore said another option NBC is discussing with advertisers involved giving the network options to cut back on the number of guaran-



tees at a later date, similar to the options advertisers currently have to cut back in subsequent quarters on their buys.

The large increases in cost-per-measured-thousand viewers established by NBC drew a reaction from at least one agency executive, who asked not to be identified: "They are probably not healthy for the networks, and certainly not healthy for the clients. A number of advertisers have read about these increases and have been prompted to call up their agencies asking for a reevaluation of their needs in prime time. There has also in the past few weeks been a lot more money going to barter syndication. That money can

also find other alternatives, other dayparts, print, spot."

NBC's Blackmore noted that last year he was criticized by some in the network community for not being aggressive enough on pricing: "Those that go out and say 25% and 30% is gouging forget this new ratings technology is forcing us to sell insurance [guarantees] without any actuarial table."

CBS was not offering guarantees to any advertisers, said the vice president of sales for that television network, Jerry Dominus: "So far none of them [plans] has a guarantee. We may get backed into it if somebody else is in that business, but we are not eager to

put our heads into Nielsen's noose."

There are several explanations for why upfront prime time demand is greater this year. The effect of the Olympics and elections in 1988 may be contributing to greater demand as does perhaps a still-growing economy. There is also the theory of reaction (some call it overreaction) which says that if the scatter market is strong in the previous quarters, as was recently the case, advertisers will shift a lot of dollars to upfront. If the latter explanation is largely responsible for upfront strength, the question then becomes how much money there will be left for the scatter market. □

## CPB approves Ledwig as permanent president

**VP-treasurer drops acting portion of title; sees greater need for cooperation among public broadcasters**

After seven months as acting president of the Corporation for Public Broadcasting, Donald E. Ledwig was given permanent status last week by the newly constituted eight-member CPB board.

Following the recommendations of a three-member search committee and four-member board in April, the enlarged board chose Ledwig, the organization's vice president-treasurer since November 1984, as CPB's sixth president. It organized an in-house search committee comprising new board members Sheila Tate and Archie Purvis and returning member Lee Hanley to find candidates for the position of vice president-treasurer.

The 50-year-old Ledwig, a naval officer for 25 years who worked with LTV Corp. in Dallas before joining CPB, has spent the past seven months taking a crash course in public broadcasting. "I've learned firsthand many things that I was [only] aware of," he said, "such as sending out checks to the system. I knew there was something out there, but going and seeing and touching and feeling and so forth, I found that the system is far larger and more diverse and is doing more things than I really fully appreciated."

During his stint as acting president, Ledwig managed both the organization and its day-to-day business affairs. He described holding both positions simultaneously as one of the more difficult aspects of his acting presidency, but said he would like to keep up the pace that was set. One change Ledwig plans is reducing the number of people who report directly to the president—a number that reached 15 while he was serving in two posts.

Ledwig does not expect to be treated differently by the noncommercial system as a result of his permanent status, although he said it is reassuring to have the board's vote of confidence. The increase in the number of board members from four to eight (BROADCASTING, June 29) will give him "the benefit of more assistance," said Ledwig. "We're very fortunate that this board has the broad, useful experience that they bring to CPB," he said.

For Ledwig, the CPB presidency provides



Ledwig

a number of opportunities. "I enjoy solving problems," he said. "I enjoy meeting public broadcasters. I enjoy seeing the product being produced in the studios and of course on the air." He named as his major strength "keeping an eye on the objective of the organization and striving for achievement," and said that must carry is the main issue on his mind.

According to one public broadcasting executive, "Ledwig may not be a great visionary, but we don't need that right now." And Bill Baker, president of a major producing station, WNET(TV) New York, said: "I think that what the system needs right now is stability and I think [Ledwig] represents that."

Ledwig has been involved and will continue to play a major role in discussions with the Public Broadcasting Service, National Public Radio, the National Association of Public Television Stations and other non-commercial entities on taking a united approach toward planning for the future. The idea of cooperating "struck a responsive chord" in the organizations, Ledwig said, and they will focus on such issues as federal authorization and appropriations, underwriting, satellite replacement and the must-carry controversy. The partnership will be good for a system that has had its share of arguments. "If you concentrate on the many areas where you have common interests and concerns, you don't tend to have time left over for the petty things," Ledwig said.

According to National Public Radio board member Dale Ouzts, general manager of noncommercial WOSU(AM) Columbus, Ohio, and president of Public Radio in Mid-America, Ledwig is respected in the system and "doesn't seem to have an agenda that's at cross purposes with what public broadcasters are trying to do." Ledwig is "not one of those high-key, go, go, go types," Ouzts said.

Ward Chamberlin, president of WETA-FM-TV Washington and a member of the NPR board, said he thinks the system has grown comfortable with Ledwig in the president's spot. Although in the beginning there was concern over Ledwig's limited broadcasting background and possible ties to controversial CPB Chairman Sonia Landau, Chamberlin said, "in the last six months his attention to his job and his obvious interest in what everybody's been doing and the fact that he seems to have operated in a very fair way with the matters that he's dealt with, I think, have reassured people. It's reassured me."

According to Bill Kobin, president of KCET(TV) Los Angeles and a member of the PBS board, choosing Ledwig is "a very constructive step for CPB." Ledwig has proved to be "interested, sympathetic and supportive of the needs of the stations," Kobin said.

At its meeting the board also named Ledwig to serve as CPB representative to the Annenberg/CPB Project Council. It voted to change board meeting dates from Thursdays

and Fridays to Mondays and Tuesdays, and waived the bylaws so that the 1987 annual meeting could be held Oct. 4-6, along with a board retreat, instead of Sept. 17-18. The board plans to use the day-and-a-half-long

retreat to hold informal and broad discussion on the issues facing the noncommercial community and to determine board members' priorities and concerns. Dates of future board meetings, all but one in Washington,

are Nov. 23-24, 1987; Jan. 25-27, 1988, in Corpus Christi, Tex.; March 14-15, 1988; May 16-17, 1988; July 11-12, 1988, and next year's annual meeting Sept. 19-20, 1988. □

## Hill revisits scrambling

**Contrary to FCC and NTIA view that TVRO marketplace is developing, dish industry continues to complain about access to programing and pricing**

The future of the home satellite industry came under congressional scrutiny last week. Judging from what House Telecommunications Subcommittee members had to say, there is growing concern the future is not bright.

Developments in the TVRO marketplace were examined during a seven-hour subcommittee hearing. Both the House and Senate visited the issue last year, and indeed, a grassroots movement by backyard dish owners resulted in an attempt to gain passage of legislation which its proponents felt would make the TVRO marketplace for scrambled programing more competitive. Several scrambling bills were reintroduced this year on behalf of the satellite industry, although prospects for passage seem remote.

This time around, much of the emotionalism associated with the issue was absent. But that did not diminish some of the congressmen's apparent conviction that backyard dish owners still do not have access to scrambled satellite programing—broadcast and cable—through noncable third parties at what they felt were reasonable prices. (The subcommittee's primary focus was cable



Phillips, Wolford, Mooney, Finn, Lafferty, Lightstone and Carlson

programing but it intends to address the issue of scrambled broadcast signals at a later date.)

The members appeared unpersuaded by testimony from cable industry witnesses that dish owners can purchase cable programing for comparable or at even lower rates than cable subscribers. Nor did FCC Chairman Dennis Patrick and Al Sikes with the National Telecommunications and Information Administration seem to convince the subcommittee that the TVRO marketplace has "moved forward," and that government intervention is not necessary. The government officials did, however, acknowledge that there are "problems, specifically the shortage of descramblers. Actually several subcommittee members were highly critical of the FCC-NTIA's conclusions in a study released last March which said the backyard

dish industry was "developing in an effectively competitive way."

"Many consumers feel that, despite the conclusions reached by the FCC and NTIA, the marketplace just is not working," said Subcommittee Chairman Ed Markey. "Some things are clear. There is an abundance of satellite-delivered video programing available to the American consumer. And the American consumer wants access to that programing and is willing to pay for it. After those obvious truths, the remaining issues begin to get murky," Markey said.

Representative Billy Tauzin (D-La.), author of H.R. 1885, a bill that would give the FCC authority to intervene in the TVRO marketplace, felt Congress should act before the "tombstone is on the earth station industry." Sales for backyard dishes, Tauzin said, have dropped 40% over the last year and 80% since 1985. "Competition is not there," he said, adding that dish owners are having to pay more for scrambled programs than cable subscribers and that the number of choices are limited. "An industry has nearly been wiped out in two years because this Congress has failed to act." Representative Rick Boucher (D-Va.) agreed with Tauzin's assessment. Competition, he said, has "failed to materialize."

The congressmen's concerns were reinforced by testimony from representatives of the TVRO industry. Fredrick Finn with Brown & Finn, which represents the Home Satellite Television Association, said: "Absent the existence of independent-of-cable packagers that have a real incentive to aggressively pursue the dish market, real competition in delivery of satellite services to residential consumers will never exist. As a result, dish sales will continue to decline and there will be no direct-to-home satellite market." David G. Wolford, chief executive officer of Home Satellite Services, a new company hoping to become a third party packager of satellite programing, presented a similar argument.

Charles Hewitt, president of the Satellite Broadcasting and Communication Association, another group representing home satellite manufacturers and dealers as well as some of the cable programers serving the market, said earlier hopes for an open mar-

**Justice update.** The cable industry may be clear of antitrust violations in the home satellite marketplace. According to a statement released during last week's House hearing (see above), the Justice Department has tentatively concluded that there is "no significant evidence" of any collusive agreements among cable programers that contributed to their decision to scramble their signals. The department has also tentatively concluded that there is no evidence that cable programers' decision to scramble was a result of "any illegal concerted pressure exerted on the programers by their cable affiliates."

The statement from Charles F. Rule, acting assistant attorney general for the department's antitrust division, contained some other preliminary results from its year-long investigation into the cable industry's activities in the home satellite marketplace. The department also looked at the availability of scrambled programing services. "Our current information indicates that, as they are being scrambled, programing services are generally being made available for purchase to earth-station dish owners by various sources on an a la carte basis in descrambled form," Justice said. "Several entities, among them programers and cable operators, are planning to offer packages of scrambled programing services. Indications are that most cable operators offering such packages will be offering them primarily to earth-station dish owners within their cable franchise areas," the statement read. Furthermore, it noted that because the industry is still in its early development, "it is too soon to determine what the future market for the delivery of scrambled programing to earth-station consumers will look like or the degree of competition that will exist in that industry."

On the SMATV-MMDS front, the Justice Department said it is looking into the availability of those services and any antitrust violations in that area. Although, it indicated there didn't appear to be any such violations, Rule said the department is still investigating "other possible collusive agreements relating to the distribution of programing. However, given that those aspects of our investigation remain open, I am unable to discuss them further."



ketplace have been dashed.

"The TBS [Turner Broadcasting Service], which had been such a ray of hope, has been cancelled and TBS has advised that it is restructuring its back office to serve TVRO through cable affiliates. Amway Corp., after more than a year of intense negotiations with programmers, does not have a single contract signed. The NRTC [National Rural Telecommunications Cooperative] package is at best limited with short term, highly restrictive agreements," according to Hewitt's testimony. Among other developments, ESPN has scrambled, "but announced that they will sell only through cable affiliates, HBO, and Showtime, as well as a la carte, through their own back office," Hewitt pointed out.

NRTC's Bob Phillips discussed some of the problems, his organization has encouraged trying to develop a TVRO programming package. "In some instances, we have been required to pay rates exceeding the cable wholesale price by 500% to 700% or more. In other cases, we have been required to accept restrictions on the marketplace we may serve and the administrative services we may provide," Phillips said.

Phillips told the subcommittee NRTC has made offers to HBO and Showtime but that they have been slow to respond. HBO's Larry Carlson, however, denied HBO was being uncooperative and pointed out a meeting with NRTC was scheduled for July 22. Furthermore, Carlson stressed that HBO now offers dish owners the service for \$7.48 per month—"nearly three dollars per month cheaper than the national average price a cable subscriber pays for HBO."

Carlson also revealed that HBO is re-evaluating its decision not to offer "Festival," its new family oriented pay-cable service, to dish owners. "We have begun a series of market research studies to determine Festival's viability with dish owners," Carlson said.

Ronald Lightstone, senior vice president for Viacom International, which owns Showtime/The Movie Channel, noted that Viacom offers a TVRO package of 12-satellite-delivered basic services available for \$10.95 per month. Lightstone explained why Showtime was reluctant to do business with NRTC. "NRTC or others, I don't believe, bring anything to the equation. A third-party distributor, unless they bring marketing expertise and some financial backing, they don't add anything to the equation." TBS's Martin Lafferty noted that dish owners can receive CNN and Headline News not only through TBS but the NRTC.

"There is clear evidence the marketplace is working," said National Cable Television Association President James Mooney. Dish owners are able to obtain programming, he said, at prices less than or comparable to what cable subscribers are charged. For example, basic cable service plus Showtime costs dish owners \$17.95 monthly, 22% less than the \$23.13 the average cable subscriber pays, Mooney said.

In addition to concerns about access and availability, the shortages in home descramblers is also putting a damper on TVRO growth. But, based on what General Instrument has to say, both problems seem to



Patrick and Sikes

be on their way to being solved.

General Instrument is the owner and principal manufacturer of the Videocipher II scrambling system, which has become the de facto standard for the scrambling of cable's satellite feeds. As of June 1, testified Larry Dunham, executive vice president and general manager, Videocipher division, General Instrument Corp., 294,000 consumer descramblers had been shipped, including 30,000 in April and another 30,000 in May. Of those, he said, 176,000 have been authorized to receive at least one scrambled service.

Dunham took some heat from congressmen for the shortages of Videocipher II descramblers. But in his testimony, Dunham indicated the shortages would soon be relieved.

## TCI edged in vote on municipal system

### Referendum passes empowering local utility to build cable system that would compete with TCI

Following a lively campaign, the citizens of Springfield, Ore., narrowly approved a referendum measure last week authorizing a municipally owned electric and water utility to build and operate a cable television system in competition with Tele-Communications Inc.'s existing system. The unofficial tally: 3,808 to 3,732.

"We couldn't be more pleased," said Richard Price, a local businessman who heads Cable TV Freedom, the citizen group that put the measure—an amendment of the city charter—on the June 30 ballot and campaigned for its approval. "We were up against a formidable opponent," he said. Springfield Taxpayers Against Subsidizing Cable, the group opposing the measure, hired a high-power political public relations firm and outspent Cable TV Freedom five to one, he said. Yet, he added, "we were able to eke out a victory."

The referendum took on national dimensions when the Association of Independent Television Stations (INTV) elected to back Cable TV Freedom's campaign with a \$10,000 contribution (BROADCASTING, June 15), saying that cable systems ought to be either re-regulated or forced to face head-to-head competition from other systems. Springfield Taxpayers was created by TCI and the Oregon Cable Communications Association and funded principally by TCI.

According to Cindy McClenathan, the

Donald Berg, vice president, Channel Master, a manufacturer of Videocipher II descramblers as a GI licensee, blamed the shortages on "growing, but unpredictable high demand" for the descramblers as more and more programmers scrambled their feeds and "siphoning" of descramblers from the marketplace by pirates.

Berg said Channel Master currently has the capacity to ship 30,000 Videocipher II modules—the electronic heart of the descramblers—and the capacity can be increased by 50% within four months if demand warrants.

Dunham said GI has been taking legal and technical steps to bring the piracy problem under control. Since last December, the design of the descramblers was changed to make them more tamper-resistant, legal action has been taken against manufacturers and marketers of pirate boxes and GI has begun turning off pirate descramblers in homes electronically through changes in the authorization codes that are sent out to all boxes. The so-called "electronic countermeasures" have resulted in shutting down 12,000 boxes so far, he said.

According to Hewitt, GI has acknowledged that some 30,000 Videocipher II descramblers have been modified so that they can receive programming without authorization. "It is feared by some in our industry that the actual number of pirate boxes may be as high as 50,000 or 60,000," he said.

Springfield city recorder, Springfield Taxpayers raised nearly \$57,000 in cash and in-kind services and spent, as of June 22, about \$45,000. The bulk of the funds and services came from TCI. The biggest single recipient of cash was Hunter & Kane, a political consulting firm with offices in Lake Oswego and Portland, both Oregon. It earned at least \$17,000.

Cable TV Freedom would have had a lean campaign if not for INTV. According to McClenathan, it raised just \$2,400 in addition to INTV's \$10,000.

It's now up to the Springfield Utility Board to figure out whether it makes sense to enter the cable television business. Mary Ann Rhodes, public information officer for the five-member board, said the board is expected to launch a full-scale study of the feasibility of financing, building and operating a cable system. "We are going to do our homework and make sure it is viable in financial and political ways," she said.

The utility board conducted a preliminary feasibility study last January, she said, concluding that it could build a competitive, 30-channel cable system offering basic service of around 16 channels for \$10 a month. TCI now charges \$16.45 for its basic service.

If the board decides to go ahead, she said, one of the likely ways of financing the system is with tax-free municipal bonds. Floating such bonds would require another referendum, she said.

Bob Thomson, vice president, government affairs, TCI, was not conceding defeat last week. The June 30 referendum for only

the first skirmish in what will likely be a protracted battle, he said. The closeness of the vote and that the momentum was on TCI's side in the closing days of the campaign, he said, "leads us to be optimistic about the eventual resolution of this thing."

Thomson said the utility board members are "quality people," but that they have been "misinformed about the financial risks and burdens involved in the acquisition and operation of a cable system." If the board opts to go into the cable business in competition with a private company, he said, it will be a first in Oregon.

Thomson promised to fight municipally-owned cable on the issues. "We have no objections to competition from an unsubsidized private company who agrees to serve the city under the same terms and conditions as we do," said Thomson. "But we do think competition from government agencies that have the right to condemn our property and subsidize their subscriber rates with electric and water revenues is inherently unfair competition."

According to Price, Springfield Taxpayers conducted a three-pronged campaign—direct mail, newspaper advertisements and cable spots back-to-back during local avails.

Price couldn't judge the effectiveness of the deluge of cable spots. It might turn off some "educated voters," he said, but it might persuade others. The theme of the whole campaign was that entry into cable television would threaten the financial health of the utility board. "There are people

who would fall for it," he said.

The theme of Cable TV Freedom's campaign was that "we need local control of cable and lower rates and the way to achieve them is through competition," he said.

Although many were upset by TCI's 30% hike for basic service last January, Price said, the principal issue is "local control." TCI doesn't listen to people unless they are "outraged" as they were when TCI moved the channel assignment of the local public television station, KOAC-TV, he said. TCI moved the station back in response to the public outrage, he said, but has been otherwise unresponsive. "To normal consumer complaints, they just shrug and tell you, 'If you don't like it, don't subscribe.'"

Cable TV Freedom spent most of its money on various local media, everything but cable television. According to Price, 40% of the media budget went to the area's NBC affiliate, KMTR-TV Eugene, Ore., and 27% went to the area's three most popular radio stations. The balance was spent on newspapers, direct mail and handbills.

"The fresh breeze of competition has begun to blow through the stagnant cable monopoly," said INTV President Preston Padden in a prepared statement following the vote. "In Springfield, the people have shown that while TCI may be able to buy up the cable industry, it can't buy the hearts and minds of its viewers. The vast amount TCI spent in this small town demonstrates the extent to which cable will go to maintain its monopoly stranglehold over subscribers." □

instead of being a lobbyist and traveling to Tallahassee every week," he said.

Some national advertisers have asked the television networks to black out their commercials in the feed going to Florida, as a protest, while still paying the full cost of the spot. Vice president of sales for CBS, Jerry Dominus, said that so far three advertisers have made such a request. Said one spokesman, CBS affiliates have aired in place of the ads a public service announcement about the Florida ad tax, "which said that at this moment everyone else but the people in Florida are seeing this ad."

Whether advertising boycotts—which have involved such advertisers as Kraft, General Foods, Procter & Gamble, Clorox, RJR Nabisco and Kellogg—are seriously hurting stations in the state is not yet clear. Some television station managers were claiming reductions in spot billings by 25% or more. How much of those reductions were due to ratings declines or a generally weak spot market could not be ascertained.

Lewis Fischer, vice president of finance for Metroplex, which owns seven radio stations in Florida, said: "The only reaction we have had so far is one major advertiser cut its budget to offset the cost of the tax." Kevin Fight, chief financial officer of Malrite Communications, which owns WAWS(TV) Jacksonville and WFLX(TV) West Palm Beach, said: "We don't anticipate significant effects upon our business. As an example, Nabisco basically pulled out. But I have been advised that Keebler, which has not been a big advertiser in the state for some time, has come in." Fight said he was not happy with the tax, however. "We don't feel it's constitutionally right."

The Television Bureau of Advertising estimated, based on 1986 figures, that companies reported to be pulling ads out of Florida would have spent \$36.3 million there this year, or about 9% of \$395.6 million in national spot-TV billings expected in the state.

Broadcasters and other media companies are worried that other states may initiate Florida and impose a tax on advertising. A temporary victory for media was won last week in Texas when the state legislature's ways and means committee sent to the floor a tax bill absent a tax on advertising. Dan Jaffe, senior vice president of the Association of National Advertisers, said, however, that the battle in that state is not over and that the Louisiana legislature is about to go into special session, also looking for additional revenue.

Within the next two weeks a nonbinding advisory opinion of the Florida Supreme Court is expected. That opinion is expected to shape whatever legal challenge is mounted by the FAB and others. Robert Foss, the association's executive vice president, said: "There is no question but that we are going to do it [file a lawsuit]. We don't know specifically who the plaintiff will be and the networks may or may not file their own." Efforts to overturn the application of the tax on advertising are being organized elsewhere as well, including a petition to have the issue placed on the ballot. □

## Florida ad situation grows more taxing

**Not only are broadcasters continuing the fight against the 5% levy, they are trying to sort through interim rules**

The much publicized and controversial 5% sales tax on advertising went into effect last Wednesday in Florida, with a great deal of confusion remaining on who was to collect the tax and how that was to be done. Those questions existed despite a meeting between officials from the state's department of revenue and 200 broadcasters. Fifth estaters and others affected by the tax were still hoping it would have a short life and were organizing protests, as well as court and electoral challenges.

Despite the prevailing confusion, the general outlines of the interim rules during the next six months suggest how the tax is to be applied in most cases. Whether the ad is placed locally or nationally, the advertising agency placing the order will be billed for the tax, unless it has a certificate of exemption. That certificate—which must accompany each flight placed with a station—would indicate the agency is responsible for collecting the tax from the advertiser. If the certificate does not accompany the order, the station will collect the tax from the agency, or other party making the buy.

Florida broadcasters are expected to send in the tax they have collected each month by

no later than the 20th of the following month. Claudia Samoya, business manager of WPTV(TV) West Palm Beach, Fla., said that station, and probably other stations, would require a physical copy of the certificate, not merely confirmation of it over the telephone: "With all the boycotting going on, we can't take those chances."

For advertising that is not totally within the state, for markets at the Florida border with Georgia and Alabama or for network advertising, the portion of revenue ascribed to Florida will be based on the state's proportion of viewership.

Most stations commenting indicated that administration of the tax would be the responsibility of their business managers, but the change has also occupied the time of other station personnel, said WPTV's general manager, William J. Brooks: "Now that we have begun to be told what the rules are, we sent out 1,500 letters to clients informing them of their obligation. But most of them just received our letter and so in the meantime our sales people aren't able to sell, since they have to spend all their time on the phone answering questions." Some stations are calling agencies, asking them to obtain the necessary certificates.

Brooks, who is president of the Florida Association of Broadcasters (FAB), has also been preoccupied with the issue. "I would just like to get back to running a station



## CBS's Bob McConnell and the story behind the veto

Network's Washington representative joined Packwood in rustling up enough Senate votes to pave the way for Reagan to veto fairness doctrine bill

Two weeks ago, President Reagan vetoed legislation that would have written the fairness doctrine into law (BROADCASTING, June 29). Although the move appeared effortless on the surface, there were many variables that came into play as White House staff laid the groundwork for the veto.

It was essential for the administration to have the votes (34) lined up in the Senate to sustain the veto, if the Democratic leadership went for an override. Senator Bob Packwood (R-Ore.) was the moving force in marshalling the votes to back the President. But there also was a last-minute, grass-roots campaign initiated by CBS. At the helm of that operation was the network's Washington vice president, Robert A. McConnell, who shared with BROADCASTING a behind-the-scenes look at what took place the week before the President made his decision.

McConnell came to CBS in 1984 after serving as assistant attorney general in charge of the Justice Department's office of legislative and intergovernmental affairs. As McConnell explained, once the bill passed the House and Senate and was formally transmitted to the President, the Office of Management and Budget collected the various views on the bill from the executive branch departments affected by the legislation. Both the Justice Department and the National Telecommunications and Information Administration recommended a veto.

In this instance, where there was a strong recommendation to veto, the matter had to be examined with "political eyes as well as policy eyes," McConnell explained. Many players were involved including Chief of



McConnell

Staff Howard Baker; his deputy, Kenneth Duberstein; Arthur B. Culvahouse Jr., counsel to the President, and William Ball, assistant to the President for legislative affairs.

"When you look at the scope of issues that have got to be very high priority for the President," said McConnell, "this one can't be seen as way high on his personal expensive capital priority list. Therefore I think it was critical that all the recommendations, from a policy standpoint, were unanimous to veto."

Next, the White House addressed the political considerations. And a veto, McConnell emphasized, "is not without cost. It just seems good practical politics, as well as legislative politics, that you don't give a veto unless you know you can sustain it. Because you are setting yourself up for something that can play as another indication of a weak-

ened President or lame-duck President."

To generate the votes, the administration concentrated on its own party. "When you're trying to get a commitment from senators to sustain a veto, it is always possible that they will want to horse trade," said McConnell. "I would think, in almost all cases, you're more comfortable asking for those kinds of commitments, in a hypothetical case of 'what if,' from your own party, just because they probably won't barter as much as a Democrat might."

The White House started enlisting support from Republican senators who initially opposed the fairness doctrine bill. The measure passed the Senate 59 to 31 (BROADCASTING, April 27) and a number of Republicans backed the doctrine along with Democrats. This time around, however, the dynamics

### The A's and the F's in Washington lobbying

When measuring lobbying clout in Washington, the National Association of Broadcasters is cited as "among the worst" by lobbyists, congressional staff members and other trade group officials, according to a report this week in the Washington-based *National Journal*. The Motion Picture Association of America and the National Cable Television Association, by contrast, are two of six cited as "among the best" in the July 4 report.

NAB doesn't "cut the mustard" in the Washington lobbying world, writes *National Journal* reporter Burt Solomon in an extensive look at dozens of Washington lobbying organizations. On Capitol Hill, the NAB is held "in low repute," and, according to a Democratic member from a committee that handles NAB issues: "They don't seem to be around much."

Some fault NAB because its members "won't grant its lobbyists autonomy," the report says. "A surfeit of democracy has brought abrupt changes of heart that dishearten congressional aides who prize consistency." Citing an ex-Senate aide, the report adds, "Broadcasters are big shots back home but don't know Washington and have 'an attitudinal problem' in dealing with Congress." The networks also "aren't liked" on Capitol Hill, according to the report.

The piece points to pervasive regulation of the broadcast industry as another source of weakness. "They [NAB] negotiate badly—they give too much away—and have proved woefully

poor in meeting the industry's legislative objectives," one telecommunications consultant comments.

More effective is the NCTA, of whose lobbying work Solomon writes: "It's a small industry, but cable television operators are superb at the grass roots. . . . Better, most are owned by a few big companies that give free rein to their trade association staff, which is considered first-rate." One lobbyist remarked: "They play aggressively. . . . [but] they've gotten so much that they're beginning to get a little backlash."

The MPAA, the report goes on, makes the most of its strength: "glamour." Hollywood fund raisers are arranged, celebrities lent to congressional campaigns and politicians invited to the association's "plush little theater" in Washington to see films before they hit the theaters, according to the report.

MPAA head Jack Valenti is also cited as the main reason for the organization's effectiveness. "Lobbyists and lobbied alike rave about President [Lyndon] Johnson's one-time special assistant who has run Hollywood's outpost on the Potomac for 21 years. . . . Valenti sometimes loses (to the cable television industry, notably), but he often succeeds in stopping the government from doing things he doesn't want done."

But Valenti's staff gets "mixed reviews," Solomon writes, "leading Washingtonians to wonder about MPAA's future when Valenti, 65, leaves."

were different, McConnell said.

CBS, he continued, "volunteered to do whatever was appropriate." The network's opposition to the doctrine was well documented. There had been letters from CBS Chairman William S. Paley and veteran newsman Walter Cronkite urging the President to veto the doctrine ("Closed Circuit," June 15). Paley stayed on top of the issue and received daily status reports.

The network lobbied senators from whom the White House, on the first or second try, had been unable to get firm commitments. CBS called its affiliates into action. "What we did was contact our affiliates from the states where those members were," said McConnell. "I sent out a telegram saying this is what we're doing. Then Wally Jorgenson [of Jefferson-Pilot Communications], as chairman of our government relations committee, followed up by saying: 'You've gotten this. Please act.'" Jorgenson, he said, also contacted CBS affiliates to make sure they were following up on the visits McConnell had made.

The affiliates, he said, worked to deliver 11 members but concentrated primarily on six. (The White House was said to have lined up 28 of the 34 votes necessary to sustain a veto.) All this activity occurred on June 16 and 17. The President vetoed the bill on June 20. (McConnell also underscored Packwood's role. "He [Packwood] was absolutely critical. There wasn't an office that I went into that didn't already have Packwood's footprints.")

During that legislative maneuvering, CBS encountered interference from within its own industry. The National Association of Broadcasters had earlier let the White House know it would rather not have a veto ("Closed Circuit," June 29). Several people in the White House, McConnell said, asked him: "Why are you pushing so strong for this, when the NAB is reluctant to have a veto?" His response: "I never rebutted them [NAB] so much as I built up why we thought it was important."

It was an argument McConnell also made to NAB directors (he is the CBS representative on the association's board) shortly after the presidential veto. "First, the legislative power of the government is under Article I of the Constitution. We all hear about the checks and balances of our government. One of the checks is in Article I where the President has a role, where in order for a bill that has been passed by Congress to be enacted into law, he has to sign his name to it.

"That was not a lightly treated part of the Constitution. They [the founding fathers] debated that off and on, as to whether the President should have an absolute veto with no potential for an override or whether they could override it but only by unanimous vote. Those were some of the options, but it came down to what we have now. He had to sign it or reject it."

But the key, McConnell pointed out, is that since the President is acting under Article I, he's acting as a legislator. "And whatever he does there is part of the legislative history of the act. So for a lawyer who is arguing in court the meaning of the statute or what the legislature's intent was, what the

President had to say, is part of that legislative history. And quite often major parts of arguments in court over acts of Congress will go back and focus on what the debates were on the floor of the House or Senate."

And with that in mind, CBS urged the White House to issue a particularly strong veto statement. Because, McConnell explained, "if in fact this is eventually codified, we're going to still be in court. We wanted to have as strong a case as we could on where the President came down on this issue and how strongly he felt about it." CBS is providing the principal financial backing in the Radio-Television News Directors Association's challenge of the fairness doctrine in the appellate court.

The White House had until Monday, June 22, to veto the measure. Even McConnell, who by Friday, June 19, thought the veto would occur, was surprised to see it move on Saturday. "I just thought since they had spent so much time evaluating it they'd probably think about it over the weekend and do it on Monday."

As for the situation now, the CBS lobbyist was guarded. "You can get kind of enthusiastic about having gotten a veto. But on the other hand you have to look at it on a little wider range. It is a very principled argument, certainly on our part, and I believe on the proponent's part. . . . Obviously Hollings and Dingell [Senator Ernest Hollings [D-S.C.] and Representative John Dingell [D-Mich.] are right at the forefront. They are certainly masterful legislators. They are very committed to this and I assume they're going to be back."

McConnell believes the chances are good that the doctrine will be codified before the end of the 100th Congress. Hollings and Dingell are expected to attach the fairness bill to a piece of "must" legislation. In the meantime, he said, it's important "to continue to keep your oar in the water. I think you have to continue to make your arguments. At the same time, I think you have to evaluate what's reasonable here. But, I don't think you say goodbye when it gets attached. I think you have your affiliates alerted to take every opportunity they have to tell their representatives what their feelings are. And try at the very least to reduce the number of votes."

And what are the chances the President will veto this again? "I think Ronald Reagan has proved a number of times he doesn't easily get shaken off principled views. I think if it comes back at him, he'll do everything he can to figure out some way to isolate it and pick it off. There certainly are discussions that go on the Hill which he may get some word into about what not to put it on."

It was, McConnell summed up, "an exercise in highly principled policy making. They're using all the tools that they can to put it into the law and make sure it's followed the way they want it followed. We're using all the tools at our disposal to make sure that when the third branch of government ultimately decides this issue, we're able to put forward the best possible argument we can put forward on our side. And may the best side, which we believe is ours, win." □

## Should telcos be information media?

**Cable, videotext and electronic publishing state their cases in hearings examining whether BOC's should continue to be barred from entering those services**

Washington attorney Jay Ricks, representing the National Cable Television Association, told Federal District Court Judge Harold H. Greene last week that he should keep in place prohibitions preventing the Bell Operating Companies from providing "information services," which encompass everything from electronic mail to videotext to cable television.

The present prohibitions, which were part of the modified final judgment (MFJ) that created the BOC's and broke up AT&T, prevent the BOC's from controlling both the transmission path and the content of transmissions, Ricks said. They've worked well in cable, he said, citing cable operators in Washington and Cleveland who have awarded contracts to BOC's to build the plant, while retaining full control over the operation of the systems. And what's worked in cable should work with other information services, he said.

Ricks also expressed skepticism about the contention of the BOC's that creating separate subsidiaries to provide the information services would insure against cross-subsidization. The cable industry has had some experience with such a structure, he said, and found it unacceptable.

In the first triennial proceeding to examine any need for changes in the rules governing the activities of the BOC's, Judge Greene also heard several other arguments for and against lifting the prohibitions.

Washington attorney Richard Wiley, representing the American Newspaper Publishers Association, said electronic publishing—the provision of information databases like CompuServe and the Source—is "becoming a significant force under the competitive environment" fostered by the original judgment. The prohibitions are still necessary, however, he said, because electronic publishing is "not yet mature and still vulnerable to the BOC's' anticompetitive actions."

The electronic publishers rely on the local Bell exchanges to reach their customers, he said. If the BOC's are allowed to compete, he said, they will be able to discriminate against competitors in price, quality and availability of the transmission services.

David Shapiro, representing U.S. West Inc., a BOC, that favors lifting the prohibition, said the newspaper publishers' real interest is not to promote the development of electronic publishing, but to protect their advertising revenues. The fear, he said, is that BOC-operated information services may compete with the newspapers for some of that revenue.

Shapiro argued that lifting the prohibition would encourage the BOC's to bring new services to consumers such as videotext. □



Special Report



# THE ANNUAL FIFTH ESTATE AWARDS ISSUE



BROADCASTING magazine's eleventh annual  
compilation of national awards  
in radio, TV and cable

*BROADCASTING's annual bringing together of the best performances among all the arts and disciplines of the Fifth Estate media, as discovered and certified by the major national award competitions.*

## AAAS-Westinghouse Awards

Presented by the American Association for the Advancement of Science under a grant from the Westinghouse Educational Foundation.

**Daniel Zwerdling** and **Howard Berkes**, National Public Radio, for their two-part report, "The Decision to Launch Challenger" □ Radio award.

**Paula Apsell** and **Jon Palfreman**, *Nova*, "The Case of the Frozen Addict," WGBH-TV Boston, and **Don Herbert**, *How About* (syndicated) □ Television award.

## AACN Media Awards

Presented by the American Association of Critical Care Nurses that "serve to enhance the image of nursing and provide fair and accurate portrayals of critical care nurses."

**CBS Sunday Morning** "Intensive Caring" □ Electronic Media Award

## ACE Awards

Presented by the National Academy of Cable Programming for excellence in national and local programming.

### National Ace Awards

**Robin Williams**, *Comic Relief*, Home Box Office □ Performance in a comedy special.

**Patti LaBelle**, *Sisters in the Name of Love*, Home Box Office □ Performance in a music special.

**Stuart Pankin**, *Not Necessarily the News*, Home Box Office □ Actor in a comedy series.

**Lucy Webb**, *Not Necessarily the News*, Home Box Office □ Actress in a comedy series.

**Mandy Patinkin**, *Sunday in the Park with George*, Showtime □ Actor in a theatrical or dramatic special.

**Bernadette Peters**, *Sunday in the Park with George*, Showtime □ Actress in a theatrical or dramatic special.

**Anthony Hopkins**, *Muscolini*, Home Box Office □ Actor in a movie or mini-series.

**Beah Richards**, *As Summers Die*, Home Box Office □ Actress in a movie or mini-series.

**Gary Bussey**, *The Hitchhiker—W.G.O.D.*, Home Box Office □ Actor in a dramatic mini-series.

**Peter O'Toole**, *Ray Bradbury Theater—'Banshee'*, Home Box Office □ Actor in a dramatic series.

**Susan Sarandon**, *Oxbridge Blues—'He'll See You Now'*, Arts & Entertainment Network □ Actress in a dramatic series.

**Matt Frewer**, *The Max Headroom Show*, Cinemax □ Music host.

**Roy Firestone**, *SportsLook*, ESPN □ Sports host.

**Hal Holbrook**, *Portrait of America*, WTBS □ Information host.

**Larry King**, *Larry King Live*, CNN □ Program interviewer.

**Rapists—Can They Be Stopped?** Home Box Office. Robert Cooper Productions in association with K.A. Productions Inc., Robert Cooper executive producer; John Zaritsky, producer/director/writer □ Information special.

**National Geographic EXPLORER**, WTBS, National Geographic Society, Tim T. Kelly and Tim Cowling, executive producers; Tom Simon, series producer □ Informational series.

**Down and Out in America**, Home Box Office. Joseph Feury and Milton Justice, producers; Lee Grant, director □ Documentary special or series.

**CNN PrimeNews—The Shuttle Explodes**, CNN, Charles Caudill, executive producer; Patricia Neal, senior producer; Earl Maple, director □ News special or series.

**World Championship Boxing: Leon Spinks vs. Larry Holmes**, Home Box Office, HBO Sports, Ross Greenburg, executive producer/producer; Marc Payton, director □ Sports events coverage special.

**American Sports Cavalcade**, The Nashville Network, Diamond

P Sports Inc., Harvey Palash, executive producer; John B. Mullin, senior producer/director □ Sports events coverage series.

**CNN Sports Tonight**, CNN, Richard Davis, executive producer; Jim Walton, senior producer; Michael Bogard, Michael Iachino, Howard Sappington and Mark Popkin, producers □ Sports information special or series.

**Phil Collins: No Jacket Required—Sold Out**, Home Box Office, Split Screen Inc., Bob Hart and Tony Smith, executive producers; Paul Flattery, producer; Jim Yukich, director □ Music special.

**The Max Headroom Show**, Cinemax, Chrysalis Visual Programming, Peter Wagg, producer; Rocky Morton and Annabel Jankel, directors; Paul Owen and David Hansen, writers □ Music series.

**Comic Relief**, Home Box Office, Comic Relief in Association with Moffitt-Lee Productions, John Moffitt, Pat Tourk Lee and Bob Zmuda, executive producers; Walter C. Miller, director; Buz Kohan, Steve Barker, Anne Beatts, Matt Neuman, Tom Perew, Gilda Radner, Lane Sarasohn, Stu Silver and Alan Zweibel, writers □ Comedy special.

**Brothers**, Showtime, Paramount Pictures, Gary Nardino and Greg Antonacci, executive producers; Shelley Jensen, producer □ Comedy series.

**Lady Windemere's Fan**, Arts & Entertainment Network, BBC, Louis Marks, producer; Tony Smith, director; Oscar Wilde, writer □ Theatrical special.

**Murrow**, Home Box Office, Titus Productions, Taft Entertainment/Lawson Group, Herbert Brooklin, executive producer; Robert Berger and Dickie Bamber, producer; Jack Gold, director; Ernest Kinoy, writer □ Movie or mini-series.

**Knockback**, Arts & Entertainment Network, BBC, Philip Hinchcliffe, producer; Piers Haggard, director; Brian Phelan, writer □ Dramatic special.

**Oxbridge Blues**, Arts & Entertainment Network, BBC, James Cellan Jones, producer/director; Frederic Raphael, director/writer □ Dramatic series.

**Fraggle Rock**, Home Box Office, Henson Associates Inc., Canadian Broadcasting Corp., Jim Henson, executive producer; Lawrence S. Mirkin, producer; Eric Till, director; David Young and Jerry Juhl, writers □ Children's programming special or series—8 and younger.

**Shelley Duvall's Tall Tales & Legends**, Showtime, Platypus Productions Inc. in association with Gaylord Television Co., Shelley Duvall, executive producer; Bridget Terry and Fred Fuchs, producers □ Children's programming special or series—9 and older.

**Trumpet of Conscience**, WTBS, TBS Productions, Jeffrey Hewitt, executive producer; Kevin McCarey, producer/director/writer □ Programming for or about a special audience special or series.

**La Tragedie de Carmen**, Arts & Entertainment Network, International Theater Research Center, coproduction of Bentwood Television Corp.; Channel Four TV/London; Bavaria Atelier/Munich; Antenne 2 Paris; Alby Films, Pierre Jourdan, executive producer; Micheline Rozan, producer; Peter Brook, director □ Cultural or performing arts special or series, given in honor of Curtis W. Davis.

**Tom Trbovich**, *The Garry Shandling Show: 25th Anniversary Special*, Showtime □ Directing a comedy special.



Stuart Pankin of HBO's 'Not Necessarily the News'

**John Moffitt** and **Holte Caston**, *Not Necessarily the News*, Home Box Office □ Directing a comedy series.

**Jim Yukich**, *Phil Collins: No Jacket Required—Sold Out*, Home Box Office □ Directing a music special.

**Terry Hughes**, *Sunday in the Park with George*, Showtime □ Directing a theatrical or dramatic special.

**Jack Gold**, *Murrow*, Home Box Office □ Directing a movie or mini-series.

**Douglas Jackson**, *Ray Bradbury Theater—'Banshee'*, Home Box Office □ Directing a dramatic series.

**Marc Payton**, *College World Series—'FSU vs. Miami'*, ESPN □ Directing live sports events coverage special or series.

**Billy Crystal**, **Paul Flaherty** and **Dick Blasucci**, *ON LOCATION: Billy Crystal—Don't Get Me Started*, Home Box Office □ Writing a comedy special.

**Mel Smith**, **Griff Rhys Jones**, **Jimmy Mulville**, **Andy Hamilton**, **John Hadleigh**, **Guy Jenkins**, **Marty Bergman**, **Rory McGrath**, **Colin Bostok Smith**, **Lesley Byrn**, **Susan Clark**, **W. Polnter** and **Jim Pullen**, *Alas Smith and Jones*, Arts & Entertainment Network □ Writing a comedy series.

**Fred Ebb**, *Standing Room Only: Liza in London*, Home Box Office □ Writing a music special.

**Brian Phelan**, *Knockback*, Arts & Entertainment Network □ Writing a theatrical or dramatic special.

**Ernest Kinoy**, *Murrow*, Home Box Office □ Writing a movie or mini-series.

**Frederic Raphael**, *Oxbridge Blues—'Sleeps Six'*, Arts & Entertainment Network □ Writing a dramatic series.

**Bill Klages** and **David Agress**, lighting directors, *Standing Room Only: Liza in London*, Home Box Office; **John Rook**, lighting director, *Sisters in the Name of Love*, Home Box Office □ Direction of photography and/or lighting direction: comedy or music specials.

**Thomas Burstyn**, director of photography, *The Hitchhiker—'True Believer'*, Home Box Office □ Direction of photography and/or lighting direction: comedy or music series

**David Connell**, director of photography, *Fortress*, Home Box Office □ Direction of photography and/or lighting direction: Theatrical special/dramatic special/movie or mini-series.

**Armando Nanzulli**, director of photography, *Muscolini*, Home Box Office □ Direction of photography and/or lighting direction: Theatrical special/dramatic special/movie or mini-series.

**Hiro Narita**, director of photography, *The Blue Yonder*, The Disney Channel □ Direction of photography and/or lighting direction: Theatrical special/dramatic special/movie or mini-series.

**Bruce Ryan**, *ON LOCATION: George Carlin—Playin' With Your Head*, Home Box Office □ Art direction: Comedy or music specials.

**Richard Wilcox**, *The Hitchhiker—'Out of the Night'*, Home Box Office □ Art direction: Comedy or dramatic series.

**Derek Dodd**, *Tender is the Night*, Showtime □ Art direction: Theatrical special/dramatic special/movie or mini-series.

**Juul Haalmeyer**, **Dave Thomas**, *The Incredible Time Travels of Henry Osgood*, Showtime □ Costume design: Comedy or music specials.

**Lynnette Cummin**, *Robin Hood*, Showtime □ Costume design: Comedy or music series.

**Susan Benson**, *The Mikado*, Arts & Entertainment Network □ Costume design: Theatrical special/dramatic special/movie or mini-series.

**Barbara Kidd**, *Tender is the Night*, Showtime □ Costume design: Theatrical special/dramatic special/movie or mini-series.

**Danny White**, *Not Necessarily the News*, Home Box Office □ Editing: Comedy special, comedy series or music special.

**Stan Cole**, *The Hitchhiker—'Killer'*, Home Box Office □ Editing: Theatrical special/dramatic special/movie or mini-series.

**Gordon McClellan**, *Rapists—Can They Be Stopped?* Home Box Office □ Editing: Documentary special or series.

**Maurice Jarre**, *Apology*, Home Box Office □ Original music.

**Peter Montagna**, *ON LOCATION: Billy Crystal—Don't Get Me Started*, Home Box Office □ Makeup.

### System ACE Awards

**American Cablesystems** □ Distinguished service award.

**UA-Columbia Cablevision**, Oakland, N.J. (UA Cablesystems) □ Lenny Melamedas, director of studio operations (overall commitment to local programming, 30,000 subscribers and over).

**Continental Cablevision**, Concord, N.H. □ Gregory Uhrin, pro-





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gram manager (overall commitment to local programming, below 30,000 subscribers).

**Comcast Cablevision**, Santa Ana, Calif. □ *Golden City Days Wine & Harvest Festival*, Randy Magalski, Robin Vogt, producers (single program magazine show).

**Suburban Cablevision**, East Orange, N.J. (Maclean Hunter) □ *Info, New Jersey's Newsmagazine*, Robin Kampl, producer (program series magazine show).

**Suburban Cablevision**, East Orange, N.J. (Maclean Hunter) □ *Caucus: New Jersey*, Steven Aduato, Michael Butler, Ray Caprio, Karla Kasper, producers (single program talk show).

**United Cable of Colorado**, Englewood, Colo. □ *Talk TV with Peter Boyles*, Alan Hayden, Lynne Scholfield, producers (program series talk show).

**Mile Hi Cablevision**, Denver (ATC) □ *Trash or Treasure: Searching for Our Western Heritage*, Rita Lovato, Denver public library, producers (single program public affairs).

**Simmons Cable TV**, Long Beach, Calif. □ *On the Spot*, John Blizak, Ed Leon, producers (program series public affairs).

**Cox Cable Santa Barbara**, Goleta, Calif. □ *Solstice... A Summer Celebration*, Barb Williams Frantz, J. Thomas Murphy, Lisa Kim, producers (single program community events coverage).

**Newport News Cablevision**, Newport News, Va. (Daniels & Associates) □ *Appraise*, Barbara Forst, producer (program series community events coverage).

**Guam Cable TV**, Agaña, Guam (Western Systems) □ *Senators Under Fire*, Jayne Ryan, producer (single program news-special coverage).

**Cablevision of Connecticut**, Norwalk, Conn. (Cablevision Systems) □ *News 12*, Andree Duggan, producers (program series news).

**Community Cablevision**, Newport Beach, Calif. □ *1986 Police Olympics*, Granville Swope IV, producer (single program sports events coverage).

**Cablevision of Baton Rouge**, Baton Rouge (Daniels & Associates) □ *LSU Baseball 1986: LSU-Auburn*, Mark Grant, producer (single program sports events coverage).

**McCaw Cablevision of Syracuse**, Syracuse, N.Y. □ *Super Sports*, Gary Maiorano, producer (program series sports events coverage).

**Comcast Cablevision of North Orange Cluster**, Fullerton, Calif. □ *The Great American Race*, Mike Ewing, Lisa Yale, producers (single program about sports).

**Greater Rochester Cablevision**, Rochester, N.Y. (ATC) □ *The Amersk Report*, Hugh Quinn, producer (program series about sports).

**Mile Hi Cablevision**, Denver, (ATC) □ *Sanguma—the Magic Sounds of Papua New Guinea*, Masalai Music Party, Brad Stensberg, Mike Drumm, producers (single program music).

**Rogers Cable TV of Portland**, Portland, Ore. □ *The 1986 Mt. Hood Festival of Jazz*, Alan Alexander III, producer (program series music).

**Comcast Cablevision of Central Orange Cluster**, Santa Ana, Calif. □ *Green Acres: A Water Reclamation Project*, Robin Vogt, producer (single program informational).

**Simmons Cable TV**, Long Beach, Calif. □ *Neighborhood Update*, Ted Woerner, Ed Leon, producers (program series informational).

**Rogers Cable TV of Minnesota**, Eden Prairie, Minn. □ *Edina Police Report*, Eric Felton, producer (program series informational).

**Syracuse NewChannels**, Syracuse, N.Y. (Newhouse Broadcasting) □ *Rock Solid PSA 33:3: Can Christians Rock and Roll?*, Mark D'Agostino, producer (single program documentary).

**Syracuse NewsChannels**, Syracuse, N.Y. (Newhouse Broadcasting) □ *Room 13-19*, Abby Lazar, producer (single program children's programming).

**Viacom Cablevision of Cleveland**, Cleveland Heights, Ohio □ *Cleveland's Kids & Co.*, Cathy Moats-Ols, producer (single program children's programming).

**Continental Cablevision of Springfield**, Springfield Cable TV Programming Endowment, Springfield, Mass. □ *Music & Me*, Springfield Symphony Orchestra, WGBY-TV, producers (program series children's programming).

**McCaw Cablevision of Syracuse**, Syracuse, N.Y. □ *State of the Arts Presents: MOMIX*, Linda Herbert, producer (single program drama/dance).

**Viacom Cablevision**, Nashville □ *Comic Competition*, George Flanigen IV, producer (single program comedy/variety).

**Syracuse NewChannels**, Syracuse, N.Y. (Newhouse Broadcasting) □ *Protect, Defend and Love... Forever*, Abby Lazar, producer (single program special audience).

**Rogers Cable TV of Portland**, Portland, Ore. □ *PrimeTimers*, Sid Brown, producer (program series special audience).

**Daniels Cablevision**, Carlsbad, Calif. □ *Nag, Nag, Nag*, David Gotfredson, producer (promotional programming cable promotion: single spot).

**Austin CableVision**, Austin, Tex. (ATC) □ *Austin CableVision*

*Image Campaign*, Philip Knudsen, Stan Sehested, Doak Davis, producers (promotional programming cable promotion campaign).

**Comcast Cablevision of Central Orange Cluster**, Santa Ana, Calif. □ *Showdown at Graffiti Gulch*, Dan Hubbard, producer (promotional programming PSAs: single spot).

**Berks Cable**, Reading, Pa. (ATC) □ *American Viewpoints*, James Duffy, producer (promotional programming PSA campaign).

## ACT Awards

15th annual. Presented by Action for Children's Television to producers of children's programming for "significant contributions to television for young audiences."

**NBC News** □ *Main Street*.

**Lancit Media Productions** □ *Reading Rainbow*.

**WOED(TV) Pittsburgh** □ *Wonderworks*.

**Hallmark** □ *Zoobilee Zoo*.

**KING-TV Seattle** □ *Music Magic*.

**KPIX(TV) San Francisco** □ *Mac and Mutley*.

**WRC-TV Washington** □ *Three Stories Tall*.

**The Disney Channel** □ *The Wind in the Willows*

**Nickelodeon** □ *Zoo Family*.

**Showtime/The Movie Channel** □ *Shelley Duvall's Tall Tales and Legends*.

**Group W, WBZ-TV Boston** and **KDKA-TV Pittsburgh** □ "For Kids' Sake."

**WNEV-TV Boston** □ "We the People."

**Babies Having Babies**, produced by Sheen/Greenblatt Productions for CBS Schoolbreak Specials □ ACT "Stop, Look & Listen" award.

## Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

### Television

**Benito Advertising** □ Governor's Council on Physical Fitness (local, production budget less than \$5,000, 30 seconds or less).

**Anson-Stoner** □ Orlando Regional Medical Center (local, production budget between \$5,000 and \$10,000, 30 seconds or less).

**DDB Needham** □ General Mills/Wheaties (local, production budget \$10,000 or more, 30 seconds or less).

**BBDO/San Francisco** □ Apple Computer (regional/national, 30 seconds or less).

**William Eisner & Associates** □ Wisconsin State Fair (local, production budget between \$5,000 and \$10,000, more than 30 seconds).

**Bonneville Media Communications** □ Church World Service (local, production budget \$10,000 or more, more than 30 seconds).

**Hal Riney & Partners** □ Blitz-Weinhard Brewing Co. (regional/national, more than 30 seconds).

**Rousseau & Associates** □ CPC Meadow Wood (local campaign, production budget less than \$10,000 each, no more than three 60-second spots).

**keyedonna/pearlstein** □ State of California (local campaign, production budget \$10,000 or more each, no more than three 60-second spots).

**BBDO/San Francisco** □ Apple Computers, and **Campbell-Ewald** □ Chevrolet (regional/national campaign, no more than three 60-second spots).

### Radio

**Saxon & Saxon Advertising** □ Auto Shack (local, 30 seconds or less, and regional/national, 30 seconds or less).

**D'Arcy Masius Benton & Bowles** □ Southwestern Bell Telephone (local, more than 30 seconds).

**Weinstock Marketing** □ Perkins Family Restaurants (regional/national, more than 30 seconds).

**Lowe Marschalk** □ California Department of Transportation (local campaign, no more than three 60-second spots).

**Dick Orkin's Radio Ranch** □ Radio Advertising Bureau (regional/national campaign, no more than three 60-second spots).

### Complete campaigns

**Altman & Manley** □ Bay Pacific Health Corp (local consumer

advertising).

**Hal Riney & Partners** □ Blitz-Weinhard Brewing Co. (regional/national consumer advertising).

**Winlus-Brandon Advertising** □ British Caledonian Airways (regional/national business advertising).

### Media self-promotion

**Cole & Weber** □ KUTV(TV) Salt Lake City (television).

**Fallon McElligott** □ WLQ(FM) Minneapolis (radio).

### Hispanic advertising

**Campbell-Ewald** □ Chevrolet (television).

**Young & Rubicam** □ Seagram's (radio).

### Public service

**Jana Kimpel Freelance** □ Citizens Against Alcohol Related Traffic Accidents (local television).

**Homer & Durham Advertising** □ The March of Dimes (regional/national television).

**Rives Smith Baldwin Carlberg** □ The Salvation Army (local radio).

**GSD&M Advertising** □ Texas State Department of Highways (regional/national radio).

## American Chiropractic Association

Presented by the American Chiropractic Association "to recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible health reporting."

### Television

**Joseph Lovett, 20/20 (ABC)** □ *When Blood Kills—Should We Have Known* (gold award).

**Tom Andrews, WISN-TV Milwaukee** □ *Testicular Cancer: Be Aware* (bronze award).

### Radio

**Gil Fox, ABC Radio** □ *Drugs in America—Listen Closely* (gold award).

**Margie Manning, KMOX(AM) St. Louis** □ *Our Children's Children* (bronze award).

**Bob Madigan, NBC Radio** □ *Kid Health* (bronze award).

## Andy Awards

Presented by the Advertising Club of New York for creative excellence in advertising.

### Best of show

**Chiat/Day, Los Angeles** □ Pizza Hut "Salad Bar."

### Television—single spot

**BBDO/New York** □ Pepsi-Cola "Time Machine."

**Boase Massimi Pollitt/London** □ G.L.C. "Simulator."

**Bozell Jacobs Kenyon & Eckhardt/New York** □ Illinois State Lottery "Suction Cups."

**Chiat/Day/Los Angeles** □ Pizza Hut "Salad Bar."

**Chiat/Day/New York** □ Ricoh "Stairwell."

**David Deutsch Associates/New York** □ Samsung Electronics "Billboard."

**Delia Femina Travisano/Los Angeles** □ American Isuzu Motors "Pinnacle."

**FCB/Leber Katz Partners/New York** □ Nabisco "Holiday."

**Footo Cone & Belding, San Francisco** □ California Raisin Advisory Board "Late Show."

**Hal Riney & Partners/San Francisco** □ E. & J. Gallo Winery "Weddings."

**Hill Holiday Connors Cosmopoulos/Boston** □ John Hancock "Jean Wolf."

**Leo Burnett/Chicago** □ United Airlines "King."

**Levine Huntley Schmidt & Beaver/New York** □ New York Air "Borman" and "Our Bag."

**Lowe Marschalk/New York** □ Gillette Co. "Three Stooges."

**McCann-Erickson/New York** □ PaperMate "Macro Pens."

**McCann-Erickson/San Francisco** □ Wells Fargo Bank "Fire."

**TBWA Advertising/St. Louis** □ Monsanto Corp. "Pigs Grow



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**Tracy-Locke/Denver** □ Mountain Bell "T-Bones."

**West & Co./Jacksonville, Fla.** □ Independent Life Insurance "Department Store Insurance."

#### TV—Campaign

**Allen & Dorward/San Francisco** □ Blue Cross of California.

**BBDQ/New York** □ Pepsi-Cola.

**Chiat/Day/New York** □ Ricoh.

**Foots Cone & Belding/San Francisco** □ California Raisin Advisory Board.

**Hal Riney & Partners/San Francisco** □ E. & J. Gallo Winery.

**Hill Holiday Connors Cosmopoulos/Boston** □ Jordan Marsh.

**Lowe Merschalk/New York** □ Gillette.

**Ogilvy & Mather/New York** □ Connecticut National Bank.

**Tracy-Locke/Dallas** □ Frito-Lay.

**W.B. Doner/Baltimore** □ Edison Electric Institute.

**Yellowhammer/London** □ Barclay's Bank.

#### Radio

**Checkerboard Marketing/St. Louis** □ Ralston Purina "Secrets."

**Chiat/Day/San Francisco** □ California Cooler "20 Years of R&D."

**McKinney Silver & Rockett/Raleigh, N.C.** □ State of North Carolina "Cooler."

## Angel Awards

Presented by Religion in Media.

#### National TV

**ABC-TV** □ *Project Literacy, Bruce Willis-Drug Spot, Hands Across America 20/80, American Television and You, Walden Pond, ABC's Wide World of Sports 25th Anniversary Special, The Indomitable Teddy Roosevelt, Nazi Hunter: The Beats Klarsfeld Story, The Kingdom Chums: Little David's Adventure, By His Father's Hand 20/80.*

**NBC-TV** □ *Acts of Faith, Palm Sunday, Easter and Passover.*

**CBN** □ *Fast Forward, Unhappy Childhood, Mile Bigler: Oklahoma Post Office Massacre, Racehoss, Phonebooth, Banquet IV, Gangs Part One & Two, A Classic Christmas, Mommie Can't Read.*

**PTL** □ *Byron Speaks Story, O Holy Night, Christmas Night Medley, Jim and Tammy Ministry Hour, Giving The Gift of Life, Kevin Whittum A Very Special Friend, Bethlehem Morning.*

**United Methodist Church** □ *Catch the Spirit: The Farm Crisis.*

**Church of Jesus Christ of Latter-Day Saints** □ *Times and Seasons—Anti Gambling, Anti Pornography Canada Version.*

**Wilson Advertising** □ *Children Crying at Our Door.*

**Armstrong Information Services** □ *Defend the Children.*

**Mennonite Board of Missions** □ *All God's Children.*

**Russ Reled Co.** □ *A World Vision Report: Forgotten Children of the 80's.*

**WQED(TV) Pittsburgh** □ *Anne of Green Gables.*

**World Opportunities** □ *Feed America First.*

**Father Michael Manning** □ *The First Program with Mac Donald Carey.*

**Larry Jones Ministries** □ *Torn from the Land.*

**The Webb Organization** □ *Mathnet.*

**Christian Network of Clearwater** □ *In Defense of Liberty.*

#### International TV

**Episcopal Radio-TV Foundation** □ *Shadowlands.*

**It Is Written** □ *Battling the Bottle.*

**Star Communications** □ *Lugar Secreto #SO257.*

**Breath of Life Telecast** □ *Marriage Special.*

**CBN** □ *Superbook Club Episode 58.*

**Jimmie Baker** □ *Hollywood Bowl Easter Sunrise Service.*

**Total Media Productions** □ *Semana Santa en Jerusalem.*

**Buenos Amigos** □ *Buenos Amigos Easter Special.*

**Trinity Broadcasting** □ *Calling Dr. Whitaker, Deaf World, One Way Game, Marriage on the Rock, Dale with Dale, Worldwide Christmas Special, Meadowlark Lemon Show, Feedback, Joy, Ken Wooden Interview, Carol Lawrence Interview.*

#### Local TV

**KTTV(TV) Los Angeles** □ *They Dreamed of Being First.*

**KABC-TV Los Angeles** □ *The Wall, B-17 The Flying Fortress, Modern Medical Miracles, Local Heroes Part I and II.*

**KCBS-TV Los Angeles** □ *No Dope!, Today's Religion: War and Atrocities and Forgiveness.*

**KHJ-TV Los Angeles** □ *The Violent Heart, Camera 9: The L.A. Drug Wars, Mid Morning Los Angeles.*

**WOR-TV New York** □ *Point of View: Father Jenco.*

**WPIX(TV) New York** □ *Babies on Crack.*

**Dove Broadcasting** □ *Beyond Tomorrow.*

**KSL-TV Salt Lake City** □ *Drugs Hit Home, Villages of Ouellesse-bougou, Faces, Jazz Chaplains.*

**Cathedral Caravan** □ *Crack-Down on Crack.*

**Delaware Valley Media Ministry** □ *What Did Jesus Really Teach.*

**WSMV-TV Nashville** □ *The Snow Bird Family.*

**WTWJ(TV) Miami** □ *Angel Tree Project, The Thrill is Gone.*

**WBBM-TV Chicago** □ *Black Catholics.*

**KING-TV Seattle** □ *The East Side's Other Side, Getting to No.*

**KOMO-TV Seattle** □ *Town Meeting—Crackdown on Crack, Fast Track Kids.*

**KDKA-TV Pittsburgh** □ *Drop Everything and Read.*

**KUSA-TV Denver** □ *Go For Broke.*

**WCFC-TV Chicago** □ *Praise in the Rockies, Windy City Alive, Go For Bad, Saturday Night Sign.*

**KTVI-TV St. Louis** □ *Gangs, Revisited.*

**WXIA-TV Atlanta** □ *Kids & Company Goes to Huntsville.*

**Video Services** □ *Latchkey Kids.*

#### Radio International

**Open Door Ministries** □ *Forgiveness.*

**Radio Station 2C Sydney** □ *This Man Jesus.*

**The Bible Speaks** □ *Telephone Time.*

**Ed Lubin Productions** □ *The Pat Boone Show.*

#### Radio National

**NBC News** □ *The Broken Heartland.*

**ABC** □ *At a Loss for Words: Illiterates in America, Honestly.*

**Protestant Radio & TV Center** □ *Prayer and a Rabbit's Foot.*

**Mastercontrol, Southern Baptist Radio-TV Commission** □ *Country Crossroads: The Forester Sisters.*

**Sweet Publishing** □ *Amy Grant's Heart to Heart.*

**International Broadcasting Network** □ *Talk Back with Bob Larson.*

**Sacred Heart Program** □ *Prisoner of Words, Notes of Music.*

**Ethnic Communications** □ *Dreams of Our Children.*

**Church of Jesus Christ of Latter-Day Saints** □ *Times and Seasons.*

#### Radio Local

**WNBC(AM) New York** □ *Homelessness: The Nonpeople, Liberty Month.*

**KNX(AM) Los Angeles** □ *Hunger: The Continual Crisis, The True Meaning of Christmas and Hanukkah.*

**WOR(AM) New York** □ *Status of Liberty Coverage.*

**KYW(AM) Philadelphia** □ *Life After 50.*

**WPTF(AM) Raleigh, N.C.** □ *Phobias: Facing the Fear, Suffering in Silence: The Sexual Abuse of Children.*

**WQXR(AM) New York** □ *IBM's Salute to the Arts.*

**WRAL(FM) Raleigh, N.C.** □ *Cornerstone.*

**WPAT(AM) Paterson, N.J.** □ *The Debbie Sheehan Magazine.*

## Armstrong Awards

22nd annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards recognize "excellence and originality" in radio broadcasting.

**Paul Lazarus**, independent producer □ *Anything Goes* (music).

**WRKS(FM) New York** □ "Crack" segment of *Inside Story* (news).

**KMOX(AM) St. Louis** □ *Medical Malpractice* (news documentary).

**CBC Radio** □ *Family Circle/Inner Spheres* (public or community service).

**Julian Crandall Hollick Independent Broadcasting Associ-**

**ation** □ *The Fall of Berlin: May 1945* (education).

**CBC Radio** □ *The Riel Commission: An Inquiry into the Survival of a People* (creative use of the medium).

## Associated Press Broadcasters Award

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering. This year's awards are expected to be announced in mid-July. The most recent list of winners appears in the July 7, 1986, awards issue.

## AWRT Awards

Presented by American Women in Radio and Television for presenting positive women's images.

Silver Satellite

**Grant Tinker**, president GTG Entertainment

Acheivement award

**Marion Corwell**, president MECA International

Television

**Women of Valor** and **Kate & Allie**, CBS, and **The Golden Girls** (NBC) □ Best entertainment program.

**KYW-TV Philadelphia**, *The Subject is Women*; **ABC News**, *Closetup: After the Sexual Revolution*; **PBS/TransTel Communications**, *Brown Sugar*; **National Black Programming Consortium**, Columbus, Ohio, *Mandela* □ Best documentary (television)

**ABC News**, 20/20: *Carol Burnett: To Make It or Not*; **Iowa Public Television**, *Market to Market: A Helping Hand*; **WPVI-TV Philadelphia**, *Dr. Ethel Allen: Minuses into Pluses* □ Best portrait (television).

**NBC**, *Boyd Patton Reports: New Jersey Network, Women, Power and Politics*; **ABC**, *Please! Somebody Help Me!*; **WAGA-TV Atlanta**, *Battered Women* □ Best news series or feature (television).

**WMAQ-TV Chicago**, *Volini—Female Alderman* □ Best editorial.

**KNBC-TV Burbank, Calif.**, *The Spirit of Southern California* □ Best public service announcement.

**Multimedia Entertainment**, *The Horrible Secret* □ Best children's programming.

**WNBC-TV New York**, *Today in New York: Feminism in the Eighties*; **KSL-TV Salt Lake City**, *Sudden Infant Death Syndrome* □ Best talk show (television).

**Lifetime**, *Avenues Promotional Campaign* □ Best promotional announcement (cable).

**C-SPAN**, *News Women of the World* □ Best talk show (cable).

**RadioWest**, *The Family of Women: Stories from a World Gathering* □ Best documentary (radio).

**National Public Radio**, *Beryl Markham: Author and Aviatrice* □ Best portrait (radio).

**ABC**, *Women in Politics* □ Best news series or feature (radio).

## Avatar Award

Presented by the Broadcast Financial Management Association for outstanding achievement in industry and public affairs.

**Ted Turner**, Turner Broadcasting System

## BEA Awards

Presented by the Broadcast Education Association.

**Erwin Krasnow**, Verner Liptfert, Bernhard, McPherson & Hand □ Distinguished Education Service award.

**Kenneth Bilby**, author of "The General: David Sarnoff and the Rise of the Communications Industry" □ BEA/NAB book award.



## Howard W. Blakeslee Award

39th annual. Presented by the American Heart Association in memory of the late Associated Press science editor for "outstanding reporting on heart and blood vessel diseases."

**WPLG(TV) Miami, *Transplant*** □ Art Carlson, producer and reporter; Emilio Rangel, photographer.

**KRON-TV San Francisco, *The Gift of Life*** □ Jonathan Dann, producer; Sylvia Chase, reporter; Jim Joy, editor; Craig Franklin, associate producer and photographer.

**CBS News Radio, *Newsmark: The Pawtucket Experiment—Helping America Heal Itself*** □ Peter Salgo M.D., medical correspondent; Robert Forman, producer and writer; Joseph Dembo, executive producer; Norman Morris, senior producer; Charles R. Reeves, executive producer.

**20/20, ABC, *Rx for Danger*** □ Roger Sergel, health producer; Timothy Johnson M.D., medical editor; Av Westin, former executive producer.

## Broadcast Designers' Association Awards

9th annual. Presented by the Broadcast Designers Association for the best work in broadcast design.

### On-air animation

**Maria LoConte, Maria LoConte Design** □ Kids Fighting Hunger/WNEV-TV Boston (local station/in-house).

**Bill Dawson, Anna Yuen, Richard Dickinson, WCVB-TV Boston** □ Ooo-Aah-Ooo—4th of July (local station/in-house).

**Alan Snyder, Todd Whipple, KSNW(TV) Wichita, Kan.** □ Newscenter Tonight (local station/in-house).

**Orest Woronewych, Paul Fuentes, Wallee Bendix, HBO** □ Cinemax Western Roundup (national: network/cable/syndicates/PBS/in-house).

**Orest Woronewych, Holly Hurwitz, George Tsakas, Intelligent Light, HBO** □ Cinemax Sessions Open (national: network/cable/syndicates/PBS/and animation house/post production facility).

**Janet Scabrinl, Compugraph Designs** □ U.S. Open Tennis Championships (national: network/cable/syndicates/PBS/and animation house/post production facility).

**Mike Nichols, Carl Willat, Tim Boxell, Colossal Pictures** □ Disney 'Mickey Pancakes' (animation house).

**Charlex, Charlex** □ Cherry Boulevard (commercial).

**Ron Pearl, Dick Davis, Altman & Manley, Digital Images** □ Trak Skis (commercial).

**John Lasseter, William Reeves, Pixar** □ Luxo Jr. (industrial).

### On-air still

**Mike Ellison, KCBS-TV Los Angeles** □ Hollywood People (news over-the-shoulder still graphics).

**Maria DeCarvalho, Judy Rosenfeld, KRON-TV San Francisco** □ Spies (news over-the-shoulder still graphics).

**Mike Ellison, KCBS-TV Los Angeles** □ Dangerous Food (news full screen still graphics).

**Maria DeCarvalho, Arlene Horwitz, Judy Rosenfeld, KRON-TV San Francisco** □ Celebrate California Logo (news full screen still graphics).

**John Ridgway, Bob Engelslepen, GRFX Productions** □ Spike in Hollywood (nonnews full screen still graphics).

**MTV Networks** □ 1986: The Year in Rock Open (nonnews full screen limited motion graphics).

**Louis Schwartzberg, Energy Productions** □ WPXI Image Campaign (on-air photography).

### Design direction

**Rhea Borzak, WKRN-TV Nashville** □ Channel 2 News (news)

**Gary Gutierrez, Steven Wright, Colossal Pictures** □ I Have a Pony (programming/entertainment).

**Peter Caesar, Jim Riche, Lynda Kahn, Caesar Video Graphics** □ Today at 35 (programming/entertainment).

**R. Scott Miller, Robb Wyatt, Lee Hunt, Lifetime** □ Lifetime Re-design (national image: network/cable/syndicates/PBS).

**Malcolm McNeill, Alex Weil, Charlex** □ Cherry Coke Campaign (commercial).

**David Kaweck, Synthetic Video** □ Citicorp Insert (industrial).

### Scenic

**Jim Day, Judy Rosenfeld, Les Krames, KRON-TV San Francis-**

**co** □ KRON-TV Programming Set System: Religious & Weekend Extra (striable sets)

### Print

**Janet Utech, Paul Kwong, KPIX-TV San Francisco** □ No Place Like Home (local: *TV Guide* advertising).

**Joel Markus, Carolyn Eiseman, WSBK(TV) Boston** □ All the President's Men (local: *TV Guide* advertising).

**Doug Peedin, Lib Willard, Art Anderson, WRAL-TV Raleigh, N.C.** □ A Dream Comes True (local: newspaper).

**Joel Markus, Hal Mayforth, David Greenberg, WSBK(TV) Boston** □ We'll Get You Into the Game (local publication advertising).

**Maria LoConte, Maria LoConte Design** □ Maria LoConte Design Letterhead (local: stationery).

**Mitchell Lindgren, WCCO-TV Minneapolis** □ Young Achievers Stationery (local: stationery).

**Michael Clark, Bob Helsley, WJLA-TV Washington** □ Channel 7 Holiday Card (local: invitations and card).

**Marleen Adlerblum, Elaine Zeltsoff, Arthur Hecht, NBC** □ Wimbledon Invitation (national: invitations and card).

**MTV Network** □ MTV Premium Catalog (national: folded pieces).

**WGN-TV Chicago, Ron McCoy, Eiseman, Johns & Laws, WGN-TV Chicago** □ WGN-TV's 1986 Fall Season (local: bound pieces).

**Chermayeff & Geismar Associates, Michael Cervantes, Charles Blake, NBC** □ Graphic Design Standards Manual (local: bound pieces).

**Dick Derhodge, Garth Scheuer, Oliver Randle, TVOntario** □ BDA Awards Book (national: bound pieces).

**Kim McAndrews, Mark Mathis, Steve Morales, KWWL(TV) Waterloo, Iowa** □ On Target (local: press, promotional, sales kits).

**Henk DeJong, Jim Vincent, Laura McGannon, NBC** □ Affiliate Advance Promo Portfolio (national: press, promotional, sales kits).

**Claudi Wilson, David Baumann, KIRO(AM) Seattle** □ Double Dribble (local: outdoor).

**Mitchell Lindgren, WCCO-TV Minneapolis** □ Young Achievers Logo (local: logos).

### Multimedia

**Jim Warren, MTV Network Creative Services, MTV Networks**

□ MTV Angel Mug (promotional items).

**Chris Pullman, WGBH Educational Foundation** □ Last Chance Garage Pre-Stained Tee (promotional items).

## Broadcast Promotion & Marketing Executives Awards

25th annual. Presented by the BPME to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement." Large-market winners are listed first, followed by medium-, then small-market winners.

**Chuck Blore, Chuck Blore & Don Richman** □ Industry Achievement Award

**Leo Rosenberg, Louis Dorfman** □ Hall of Fame inductees.

### Television

**KNBC-TV Los Angeles, Fred'll Show It To You; KVUE-TV Austin, Tex., Sesquicentennial—Texas Is My Name; WPTA-TV Fort Wayne, Ind., One News Team** □ Campaign using more than one medium—TV/radio/print.

**WPXI(TV) New York, Jarry Girard Campaign; TVW7 Perth, Australia, Team to Watch** □ TV campaign—news.

**WDIV(TV) Detroit, Tigers '86; KVUE-TV Austin, Tex., Sesquicentennial—Texas Is My Name; WLII-TV San Juan, P.R., Vive!o** □ TV campaign—programming/image.

**KYW-TV Philadelphia, Vaddy Wack; WVUE-TV New Orleans, Peeper; The Nimwits** □ Radio campaign.

**WFLD-TV Chicago, Movie 32; WCGV-TV Milwaukee, Wonderful World of Disney** □ Print campaign.

**KNBC-TV Los Angeles, Fritz Fries Fred; WBRE-TV Wilkes-Barre, Pa., The Ride; NWS channel 9, Adelaide, Australia, You've Seen It All** □ Generic TV announcement—news.

**WJZ-TV Baltimore, Ciao, Little Italy; KTBC-TV Austin, Tex.,**

# Unda USA

the national Catholic association  
of broadcasters and communicators

## The Gabriel Awards

Honoring radio and television  
programs that enrich its audiences  
through a values-centered vision  
of humanity.

Program Categories:  
Entertainment • The Arts  
News and Information • Religion  
Community Awareness Campaigns  
Children's Programming  
Features • PSAs  
Stations of the Year Awards  
Personal Achievement Award

**Deadline: AUGUST 3, 1987, 5:00 p.m.**

For entry information:

**Gabriel Awards, Unda-USA**  
40 E. Center Street  
Akron, Ohio 44308  
(216) 253-1468

**Mr. Patrick J. DiSalvatore**  
Executive Director



Mean Streets □ Episodic TV announcement—news.

**KYW-TV Philadelphia**, Fountain of Youth; **KXXV-TV Waco, Tex.**, Commitment □ Radio announcement—news.

**WCBS-TV New York**, The New Mob; **KMBC-TV Kansas City**, Drug Alley; **WIS-TV Columbia, S.C.**, Snuff □ Print ad—news

**KNBC-TV Los Angeles**, Howard; **KVUE-TV Austin, Tex.**, Sesquicentennial—Texas Is My Name; **Atlantic Satellite Network**, Halifax, N.S., Moonlighting □ Generic TV announcement—programming/image.

**WGN-TV Chicago**, The Bogart Festival; **WFLX-TV West Palm Beach, Fla.**, Gorky Park □ Episodic TV announcement—programming/image.

**WFLD-TV Chicago**, Stoogetmania; **WCGV-TV Milwaukee**, Over-by-Midnight Movie; **WANE-TV Fort Wayne, Ind.**, Schedule Rap □ Radio announcement—programming/image.

**WFLD-TV Chicago**, The Champ; **WCGV-TV Milwaukee**, We're All Ears □ Print ad—programming/image.

**CBFT(TV) Montreal**, La Passion, La Folie, Le Reve de L'Heure, **KSNW-TV Wichita, Kan.**, Newscenter Tonight; **WLII-TV San Juan, P.R.**, TeleOnce ID □ Promotional animation.

**WGN-TV Chicago**, Chicago Cubs Open □ Nonpromotional image animation.

**WGN-TV Chicago**, High Caliber Movies; **WISN-TV Milwaukee**, Kicking Butts □ Outdoor transit advertisement.

**WRTV(TV) Indianapolis**, Olympic Presentation; **WVUE-TV New Orleans**, WVUE Sales Kit; **KNTV(TV) Salinas/Monterey, Calif.**, Three-Piece Mailer—First Quarter Sales □ Sales promotion—press kits, brochures, flyers, etc.

**WNEV-TV Boston**, Boston Marathon Poster; **WETA-TV Washington**, The Africans Poster; **KOTV(TV) Tulsa, Okla.**, Spirit of Oklahoma 1987 Calendar & Weather Almanac; **KSBY-TV San Luis Obispo, Calif.**, 1987 Desk Calendar □ Flyer, brochure, guide, book.

**KUSA-TV Denver**, 9KUSA Sales Presentation; **WABC-TV New York**, The Case of the Blue Moon Sapphire; **KLRT-TV Little Rock**, Scratch 'n' Sniff Fall Presentation; **WPTA-TV Fort Wayne, Ind.**, Fall Presentation □ Sales presentation—videotape or film.

**WGN-TV Chicago**, Bozo 25th Anniversary Special Poster; **WWL-TV New Orleans**, Power Paperweight; **KJTV(TV) Lubbock, Tex.**, School Book Covers □ Specialty promotion.

**WCCO-TV Minneapolis**, Project Lifesaver; **WVUE-TV New Orleans**, Miracles in Medjugorje; **WCSC-TV Charleston, S.C.**, Tall Tower Campaign □ Special project

**WBBM-TV Chicago**, First Edition; **KATV(TV) Little Rock, Oh Arkansas**, Spirit of Arkansas; **KSPR-TV Springfield, Mo.**, Show Me 33 □ Jingle/music package.

**KUSA-TV Denver**, 9 Sports. The Denver Huddle; **WWL-TV New Orleans**, To Have & Have Not; **WNDU-TV South Bend, Ind.**, The Laughs Are On Us □ In-house campaign using more than one medium—TV/radio/print.

#### In-house

**KING-TV Seattle**, Tony Ventrella. Sports; **WWL-TV New Orleans**, To Have & Have Not □ Campaign—news.

**KTTV(TV) Los Angeles**, The 9:00 Movie Videos; **CITY(TV) Edmonton, Alberta**, Looking Good; **KDTU-TV Tucson, Ariz.**, AM Tucson □ Campaign—programming/image.

**ATV channel 10 Melbourne**, Eyewitness News; **WCPX-TV Orlando, Fla.**, MacFarlane/Go Get 'Em; **KTIE-TV Santa Barbara, Calif.**, Gold Coast News □ Generic TV announcement—news.

**WCBS-TV New York**, Is Baby Worth It?; **KUTV(TV) Salt Lake City**, A Cross to Burn; **WGME-TV Portland, Me.**, Face of Poverty □ Episodic TV announcement—news.

**KNBC-TV Los Angeles**, Come on Home to Channel 4; **WWL-TV New Orleans**, Men & Woman of Honor; **KVBC-TV Las Vegas**, Stereo—Coming □ Generic TV announcement—programming/image.

**WGN-TV Chicago**, The Bogart Festival; **KUSI-TV San Diego**, Hold the Mayo Week; **WGME-TV Portland, Me.**, New Year's Portland □ Episodic TV announcement—programming/image.

#### Radio

**WLOL(FM) Minneapolis**, More Music. Less Talk; **WLTY(FM) Norfolk, Va.**, We Listen to You; **KXLY(TV) Spokane, Wash.**, Hear All About It □ Campaign using one or more media—TV/radio/print.

**Capital Radio PLC, London**, Noises of the City; **KSL(AM) Salt Lake City**, Best of Everything/Dentist; **Radio 4KQ, Brisbane**, 4KQ Television Commercial □ TV announcement

**CHUM-FM Toronto**, Little Richard for Roger Ashby □ Radio announcement—in-house.

**KGON(FM) Portland, Ore.**, Home of Rock 'n Roll Billboard □ Outdoor/transit.

**WRKO(AM) Boston**, WRKO Talk Radio Sales Presentation; **KSL(AM) Salt Lake City**, Passport to Moscow, Leningrad. Helsinki; **Radio 4KQ Brisbane**, The Best Part of the Country □ Sales promotion.

**KINK(FM) Portland, Ore.**, Three Amigos Movie Passes; **KGON(FM) Portland, Ore.**, Classic Rock 'n Roll Poster □ Audience promotion.

**WGST(AM) Atlanta**, The Moving Wall; **WYST-FM Baltimore, 92 Star/WYST Bags of Plenty Program**; **KFBK(AM) Sacramento, Calif.**, Flood Victims Relief Fund Auction; **KOTA(AM) Rapid City, S.D.**, KOTA Care and Share Food Drive □ Special project.

**KLOL(FM) Houston**, The Comet Is Out; **KGBX(AM) Springfield, Mo.**, Fish Fling II—The Sequel □ Most outrageous radio promotion.

**WAVA(FM) Washington**, Merry Christmas D.C. □ Jingle/music package.

#### Program distributors

**Viacom Enterprises**, The Cosby Factor □ Program/movie package marketing campaign and marketing presentation—videotape or film.

**Lorimar-Telepictures**, Down to Earth □ Sales promotion—print or specialty.

**Genesis Entertainment**, National Geographic World Globe Promotion Kit □ Audience promotion kit

**Buena Vista Television**, Dueling Critics □ TV announcement—generic or episodic.

**King World**, Jeopardy □ Radio announcement.

**Procter & Gamble Productions**, Search for Tomorrow Anniversary Ad □ Print ad.

#### Networks

**ABC-TV**, Together □ Campaign using one or more media—TV/radio/print.

**ABC-TV**, Feet of Clay □ TV announcement—generic.

**Home Box Office**, Apology □ TV announcement—episodic.

**NBC-TV**, Thursday Line-Up □ Radio announcement.

**NBC-TV**, Tinker Toy □ Print ad.

**MTV**, MTV Hood/M-Shadows/M-Mollusk □ Cable system/network I.D.

**NBC-TV**, Hill Street Blues Tribute □ Promotional animation

**HBO**, Cinemas Sessions Open. HBO Family Showcase □ Non-promotional image animation.

**NBC-TV**, Come Home to NBC Fall Campaign □ Audience promotion kit.

**NBC-TV**, Chimes of Your Life □ Marketing presentation—print or specialty.

**MTV**, MTV in Europe; **NBC-TV**, The NBC Story □ Marketing presentation—videotape or film.

**NBC-TV**, Come Home to NBC Theme Piece Gospel □ Jingle/music package.

#### Cable

**Storer Cable and Continental Cablevision**, Tape Yourself a Merry Little Christmas □ Campaign using one or more media—TV/radio/print.

**Storer Cable**, Don't Hang Up □ Local/regional TV announcement—generic.

**Storer Cable and Continental Cablevision**, Time Shifting □ Local/regional TV announcement—episodic.

**Jones InterCable**, Tune In. Shop and Save □ Marketing presentation—print/specialty.

## CAB Awards

Presented by the Cabletelevision Advertising Bureau.

**Kay Koplovitz**, USA Network □ Chairman's award—for outstanding overall contribution to the growth of cable television as an advertising medium.

**Robert Alter**, CAB president; **Norman Andrus**, Bay Area Interconnect; **Barbara Lowe**, Cable Networks Inc.; **Jerry Macho-**



Koplovitz and CAB Chairman Ed Bennett

vina, Telectable; **Bob Steber**, Turner Broadcasting; **John Silvestri**, USA Network; **Lloyd Werner**, Group W Satellite; **Roger Werner**, ESPN; **Larry Ziplin**, Warner Cable □ President's award—for "those who have made significant contributions to the growth of cable advertising sales through involvement in CAB's Local Sales Advisory Board, National Sales Advisory Board and Cable Research Advisory Council."

**CableAdNet**, and its president, **Wayne Bullock** □ Carl Weinstein Sales Achievement Award.

## CEBA Awards

9th annual. Presented by the World Institute of Black Communications for communications excellence to black audiences by organizations that "have demonstrated sensitivity and expertise in addressing the needs and concerns of black consumers."

#### Radio—Awards of Excellence

**Best Ever Awards** □ McDonald's Corp./Burrell Advertising (commercials less than one minute, single entries).

**Testament II** □ Wendy's Int'l Inc./Lockhart & Pettus (commercials one minute or more, beverages and food).

**Brotherhood** □ Miller Brewing Co./Mingo-Jones (commercials one minute or more, alcoholic beverages).

**Have You Called Her** □ Illinois Bell/Vince Cullers (commercials one minute or more, all other).

**Aretha Franklin** □ The Dial Corp./Needham Harper Worldwide (commercials one minute or more, all other).

**Style/Block Party** □ Pepsi Cola USA/BBDO (commercials, campaign, one minute or more).

**Smoking for Two** □ Department of Health and Human Services/Dawson, Johns & Black (public service/institutional/political spots, less than one minute, single entries).

**Think Before You Do** □ National Urban League/Mingo-Jones (public service/institutional/political, one minute or more, single entries).

**Salute to the Black Family/Believe In Yourself** □ Soft Sheen Products/Brainstorm Communications (nonentertainment programming, less than 15 minutes, single entries).

**All God's Children: A Celebration for Dr. King** □ Society of the Divine World/Ethnic Communications Outlet (nonentertainment programming, 15 minutes or more, single entries).

#### Radio—Awards of Distinction

**Everywhere** □ McDonald's Corp./Burrell (commercials less than one minute, single entries).

**Block Club** □ McDonald's Corp./Burrell (commercials one minute or more, beverages and food).

**Lou Rawls/Intro** □ Anheuser-Busch Inc.-Budweiser/D'Arcy Masius Benton & Bowles (commercials one minute or more, alcoholic beverages).

**Breaking the Rules** □ The Joseph Garneau Co.-Cella Cadoro/Burrell (commercials one minute or more, alcoholic beverages).

**Bad Street** □ WMAQ-TV/NBC Chicago/Smith, Badofsky & Raffel (commercials one minute or more, all other).

**Press Conference/Demand/Evelyn King** □ Anheuser-Busch/J.P. Martin (commercials, campaign, one minute or more).

**Quincy** □ American Citizenship Education Project/Mingo-Jones (public service/institutional/political, less than one minute, single entries).

**Father & Son** □ Advertising Council/United Negro College Fund/Young & Rubicam New York (public service/institutional/political, one minute or more, single entries).

**Saying Not** □ Hartcom Inc./WKNO Radio (nonentertainment programming, less than 15 minutes, single entries).

**Teen Father Program/Building Esteem & Worth** □ WDOK-FM/WWWE-AM (nonentertainment programming, 15 minutes or more, single entries).

#### Television—Awards of Excellence

**Hope & Hustle** □ Anheuser-Busch/Inc.-Budweiser/D'Arcy Masius Benton & Bowles (commercials, beverages, single entries).

**First Glasses** □ McDonald's Corp./Burrell (commercials, food, single entries).

**Reporter** □ Johnson Products Co./Burrell (commercials, health/beauty/personal products, single entries).

**Visibility Poor Revised** □ US Army/N Wayer Inc. (commercials, all other, single entries).

**Style/Block Party** □ Pepsi-Cola USA/BBDO (campaign commercials, product messages).

**Father & Son** □ United Negro College Fund/Young & Rubicam (public service/institutional/political).

#### Television—Awards of Distinction

**Pride** □ Miller Brewing Co./Mingo-Jones (commercials, beverage)



ages, single entries).

**Biscuit Sting** □ McDonald's Corp./Burrell (commercials, food, single entries).

**Late Night Drive Through Beat** □ Burger King Corp./UniWorld Group (commercials, food, single entries).

**Judith Johnson** □ Johnson & Johnson/SSC&B Lintas (commercials, health/beauty/personal products, single entries).

**Comfort** □ National Railroad Passenger Corp./Needham Harper (commercials, all other, single entries).

**The Color Purple** □ Warner Brothers/Intralink Film Graphic Design/Anthony Goldschmidt (campaign, product messages).

**Back to School/Hammer** □ Faculty Loan Program-IBM/Lord, Geller, Federico, Einstein Inc. (public service/institutional/political).

## Center for Communication Award

Presented by the Center for Communication Inc. to recognize leaders in communications.

**Katharine Graham**, chairman and chief executive officer, Washington Post Co.



Graham and CCI Chairman Thornton Bradshaw

## Christophers

Presented by The Christophers, an ecumenical mass media organization, to producers, writers and directors for "works that best affirm the highest values of the human spirit."

**PBS/WQED(TV) Pittsburgh** □ *Anne of Green Gables*.

**ABC News** □ *At a Loss For Words... Illiterate in America*.

**CBS** □ *The George McKenna Story, The Muppets—A Celebration of 30 Years, Nobody's Child and Promise*.

**ABC** □ *The Girl Who Spelled Freedom, The Indomitable Teddy Roosevelt and A Winner Never Quits*.

**BBC/PBS** □ *Shadowlands*.

**PBS/WNET(TV) New York** □ *The Statue of Liberty*.

**NBC** □ *The Ted Kennedy Jr. Story*.

## Clarion Awards

14th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

### Radio

**Marjorie Van Halteren, Jay Allison and Lou Glansante**, independent producers □ *Breakdown and Back* (radio documentary).

**Russ Ward**, correspondent; **Rich Minner**, producer; and **Frank Raphael**, executive producer, NBC □ *Heroin: Curse or Compassion* (radio news documentary).

### Television

**Don Varyu and Lisa Yeakel**, producers, KING-TV Seattle □ *Washington 8000* (local TV documentary).

**Av Westin**, executive producer; **Janice Tomlin**, producer; and **Tom Jarriel**, correspondent, ABC News 20/20 □ "Try to Make a Miracle" (network TV documentary).

**Dennis Johnson**, medical reporter; **John Gudjohnsen**, photographer, and **Eric Dennis**, editor, WFAA-TV Dallas □ *The Dying Mind* (local TV documentary).

**Martin Koughan**, producer/director; **Bill Moyers**, correspondent, and **Mark Falstad**, cinematographer, CBS □ *Africa: Struggle for Survival* (network TV documentary).

**Lois Roach**, producer/writer; **Douglas Glazier**, photographer/editor, and **William Lawler**, director, WBZ-TV Boston □ *For Kida's Sake* (30-second video spot).

**V. Glen Coates**, communications director, Austin, Tex., cable (ATC) □ *Thumbs Up*, (30-second video spot).

### Advertising

**Patricia Kashare**, Doremus, San Francisco □ "Woman Executive," (60-second radio spot).

**Jill Lloyd and Larry Sippel**, Orange County Fair □ "Orange County Fair Radio Jingle," (radio advertising).

**Mary J. Poole, Mary Ingles and Larry Booth**, Wisconsin Electric □ "Safety Around Power Lines," (television advertising).

**Northeast Utilities and Mintz & Hoke** for "1985 Electrical Safety Advertising Campaign" and **Fran Wittenberg-Taub, Elizabeth Mitchell and Martha L. Gallier**, DBG&H Unlimited □ "The Crescent Campaign" (advertising campaign).

## Clio awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

### Hall of Fame

**Dunkin' Donuts** □ *Wake Up Time* (Rich Levine Productions).

**Federal Express** □ *There's Always Federal* (Sedelmaier).

**Life Cereal** □ *Three Brothers* (DOB Needham).

**TWA** □ *Cymbals* (Wells, Rich, Greene).

**VW Karmann Ghia** □ *Paper Barrier* (DOB Needham).

### Television

**Pepsi Cola** □ *Time Machine, Copier (2), Floats, Telekinesis* (BBDO and PYTKA and A Cut Above Editorial).

**O.M. Scott Lawn Products** □ *Park Bench, Binoculars, Dead Things* (Fallon McElligott).

**United Way of the Bay Area** □ *Boy Scouts, Khamphy, Rana Lee* (Hal Riney & Partners).

**Nike Shoes** □ *Rockababy One Shot* (PYTKA).

**Subaru** □ *Getting There* (Levine, Huntley, Schmidt & Beaver).

**Bank of Baltimore** □ *On Hold* (Smith Burke & Azzam).

**Henry Weinhard's Private Reserve** □ *Chuckwagon (3)* (Hal Riney & Partners and PYTKA).

**McDonald's** □ *Golden Time (2)* (Leo Burnett).

**Kemp's Ice Cream** □ *Graffiti Cow* (Martin/Williams Advertising).

**Milwaukee Sentinel** □ *Ice Fishing* (Frankenberry, Laughlin & Constable).

**California Raisin Advisory Board** □ *Lunch Box (3)* (Foote, Cone & Belding).

**Comprehensive Care Corporation** □ *Oath* (DOB Needham).

**Apple II Computer** □ *Left Brain/Right Brain* (BBDO).

**Dupont Stainmaster Carpet** □ *Landing* (BBDO).

**Phillips Light Bulbs** □ *Elevator* (Dancer Fitzgerald Sample).

**John Hancock** □ *Bill Heater* (Hill, Holliday and PYTKA).

**American Council of the Blind** □ *Fool 'em* (Hoffman York & Compton).

**Pizza Hut** □ *Salad Bar* (Chiat/Day).

**Perry's Autoworks** □ *No Dinner* (WB Doner & Co.).

**Lazer Tag** □ *Announcement* (Chiat/Day).

**New York Air** □ *Borman* (Levine, Huntley, Schmidt & Beaver).

**Pacific Bell** □ *The Depression* (Foote, Cone & Belding).

**Pepsi Cola** □ *Drummer* (Moir Productions).

**Hawaiian Punch** □ *Chain Reaction (2)* (Dentsu Young & Rubicam and Robert Abel & Associates).

**Michelob** □ *Night Moves (2)* (PYTKA and Optimus).

**Apple Mac/Plus** □ *Put Mac In* (BBDO).

**Polaroid Spectra Camera** □ *Worlds* (BBDO and Bean-Kahn Films Int'l).

**A.J. Bayless Markets** □ *Free Tube* (Rubin Postaer & Associates).

**Children's Defense Fund** □ *Babies* (Story Piccolo Guliner).

**Chevrolet** □ *Heartbeat of America* (Campbell-Ewald and Crushing Enterprises/Joey Levine).

**First Union National Bank** □ *The Announcement* (Flint Productions).

**Dole Pre-Cut Vegetables** □ *Kid Spokesman* (Griner/Cuesta & Associates).

**Mead Paper Products** □ *Speed Talker* (Calvillo, Shevack & Partners).

**Pontiac Dealer Association of NY/NJ/CT** □ *Lou Potenza* (David Deutsch Associates).

**Skil Twist Cordless Screwdriver** □ *Duelling Screws* (Cramer-Krasselt).

### Radio

**California Cooler** □ *Translation, Recipe, Vessel of Choice* (Chiat/Day).

**Fromageries Bel Laughing Cow Cheese** □ *Valley Girl III and IV, Enid & Galaxy* (TBWA).

**Bigaby & Kruthers Men's Stores** □ *Kapelos, Tremulis, Herrin* (Dasher & Dancer).

**Blue Cross/Blue Shield of Ohio** □ *Hudson & Coyle, Bury the Potato* (Tailford Associates).

**Chevrolet** □ *Heartbeat of America-Generic* (Campbell-Ewald).

**California Cooler** □ *20 Years of R & D* (Chiat/Day).

**Diet Dr Pepper** □ *Peter Piper* (Young & Rubicam).

**Minnesota Zoo** □ *Jazz at the Zoo* (Fallon McElligott).

**Fromageries Bel Laughing Cow Cheese** □ *Divorce* (TBWA).

**St. Francis Regional Medical Center** □ *Big Brother* (Chuck Blore & Don Richman Inc.).

**San Francisco Examiner** □ *Simpleton & Birbo* (Goodby, Berlin & Silverstein).

**American Association of Advertising Agencies** □ *Subliminal Gibberish* (Bert, Barz & Kirby).

**K-Mart** □ *1st Grade Dropout* (Craig Wiese and Co.).

**Mountain Bell Long Distance** □ *Sisters* (Bermudez Associates).

**New York Air** □ *I Love the North* (Levine, Huntley, Schmidt & Beaver).

**NYNEX Yellow Pages** □ *Precious Stones* (Chiat/Day).

**S.A.S.** □ *Midd's Condition* (Talkback Advertising).

**Senka** □ *Lena Horne* (Young & Rubicam).

# CONFIDENTIAL.

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**Diet Pepsi** □ No Other Taste (Sunday Productions).  
**WtII** □ The First Real Contest (Tuesday Productions).

#### Cable

**Time** □ Chambers Bros. (Hill, Holiday; Caesar Video Graphics).  
**New Video** □ Multiple Maniacs (New Video Center).  
**Nickelodeon** □ Space (MTV Networks).  
**WTBS** □ Let's Go to the Hoop (Turner Broadcasting System).

## CPB awards

Presented by the Corporation for Public Broadcasting.

#### Edward R. Murrow award

**Thomas J. Thomas** and **Theresa R. Clifford**, public telecommunications consultants who formed the National Federation of Community Broadcasters and organized the Station Resource Group.

#### Ralph Lowell award

**Sharon Rockefeller**, member of the PBS board

#### Television

**UNC Center for Public Television**, *This Time Each Year* □ Cultural documentary.

**Wisconsin PTV Network** and **WHA-TV Madison, Wis.**, *Wisconsin Magazine*, and **KTCA-TV Minneapolis-St. Paul**, *Almanac* □ News.

**KUON-TV Lincoln, Neb.**, and **Nebraska ETV Network**, *Keith County Journal* □ Informational programming.

**KCTS-TV Seattle**, *Anna Wyman Dance Theatre* □ Performance programming.

**KPTS(TV) Hutchinson, Kan.**, *Santa's First Christmas*, and **Arkansas ETV Network**, *Summer's End* □ Children's programming.

**KERA-TV Dallas**, *The Dream Deferred: Black Politics in Texas* □ Target audience programming.

**KCTS-TV Seattle**, *The Asian Connection* □ Public affairs.

**WCPE-TV Plattsburgh, N.Y.**, *Forever Wild Study Modules* □ Instructional programming.

#### Radio

**WBUR-FM Boston** for "a transition including a promo for an upcoming story and traffic and weather reports leading into *All Things Considered*" □ Continuity.

**The Family of Women/RadioWest**, Denver. *The Family of Women: Stories From a World Gathering* □ News and public affairs.

**National Foundation for Jewish Culture**, New York. *One People: Many Voices—Jewish Music in America* □ Arts and humanities.

**Children's Radio Theater**, Washington. *The Eighth Annual Henny Penny Playwriting Contest* □ Target audience.

#### Local radio development

**WGUC(FM) Cincinnati**, **WJCT-FM Jacksonville, Fla.**, and **KSKA(FM) Anchorage** □ Promotion/advertising.

**WFAE(FM) Charlotte, N.C.** □ Special events/projects.

**WJHU-FM Baltimore**, **WUNC(FM) Chapel Hill, N.C.**, and **WEVO(FM) Concord, N.H.** □ Listener support.

**WBUR(FM) Boston**, **KHPR(FM) Honolulu** and **KDAQ(AM)-KLSA(FM) Shreveport, La.** □ Business/corporate support.

## CPWD Awards

4th annual. Presented by the Caucus for Producers, Writers and Directors.

**Aaron Spelling** □ Member of the Year award.

**Charles Fries**, Fries Entertainment □ Distinguished service award.

## CTAM Awards

Presented by the Cable Television Administration and Marketing Society for excellence in cable marketing. This year's winners will be announced at CTAM's annual convention Aug 16-19 in San Francisco. The most recent list of winners appears in the July 7, 1986, issue.

## Directors Guild of America

Presented by the Directors Guild of America for outstanding directorial accomplishment.

**Terry Hughes** □ *Golden Girls*, "Isn't It Romantic" (comedy).

**Will MacKenzie** □ *Moonlighting*, "Atomic Shakes" (night drama).

**Catlin Adams** □ *Wanted The Perfect Guy* (day drama).

**Walter Miller** □ *Liberty Weekend* (musical/variety).

**Harry Coyle** □ *World Series* (sports).

**Perry Miller Adato** □ *Eugene O'Neill—A Glory of Ghosts* (documentary/actuality).

**Lee Grant** □ *Nobody's Child* (dramatic specials).

**Joe Pytko** □ Commercials.

## duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

#### Gold baton

**CBS Reports** □ *The Vanishing Family—Crisis in Black America*.

#### Silver batons

**ABC News** □ *45/85*.

**NBC News** □ *NBC Nightly News*.

**WBZ-TV Boston** □ *Afghanistan: The Untold Story*.

**WCBS-TV New York** □ *No Place to Call Home*.

**WMAQ-TV Chicago** □ *Cicero: Community of Controversy*.

**KING-TV Seattle** □ *Washington 2000*.

**WCCO-TV Minneapolis** □ *State of Texas vs. Steven Lynn Fossum*.

**KTUL-TV Tulsa, Okla.** □ *Tulsa's Golden Missionary*.

**Erin Hayes** and **KYTV(TV) Springfield, Mo.** □ Outstanding reporting.

**Chedd-Angier Production Co.** and **The Documentary Consortium** □ *Frontline: Sue the Doctor?*

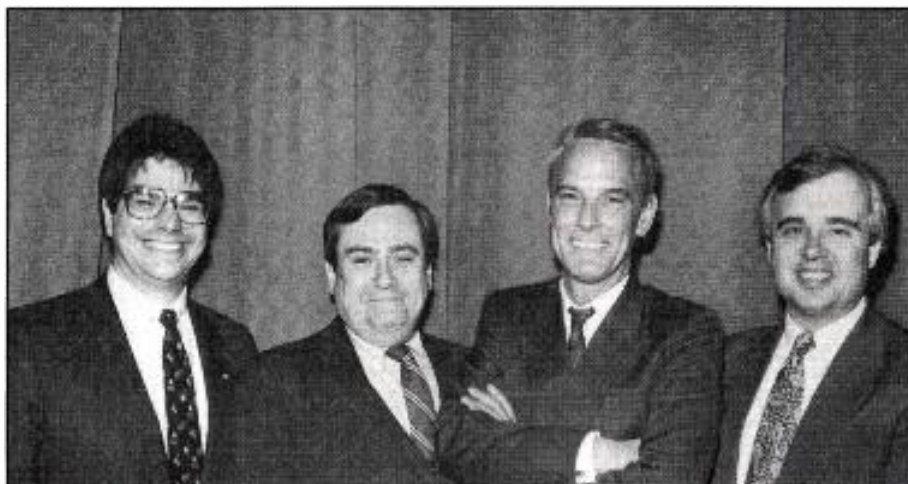
**Drew Associates Inc.** and **PBS** □ *For Auction: An American Hero*.

**NBC Radio News** □ For coverage of the American raid on Tripoli.

## Elson Award

Presented by National Public Radio.

**Sharon Rockefeller** □ Edward E. Elson award for her service to



Frank Raphael, director of news, NBC Radio Network; Jim Farley, VP, radio, NBC News; NBC News correspondent Fred Kennedy, and Kevin Roche, director of news, The Source, at the Peabody ceremonies honoring NBC for its coverage of the U.S. air raid on Tripoli.

public radio as a member of the Corporation for Public Broadcasting board.

## Effie Awards

Presented by the American Marketing Association for the most effective advertising campaigns.

#### Grand Effie

**Chiat/Day** □ Nynex

#### Awards

**Levine, Huntley, Schmidt & Beaver** □ New York Air.

**DFS Dorland Worldwide** □ Hanes Hosiery

**SSC&B: Lintas Worldwide** □ Timberland.

**J. Walter Thompson** □ Ford Division, Pepsi-Cola, Nestle Foods, Warner-Lambert/Consumer Health Products Group/Lubriderm Lotion.

**DDB Needham Worldwide** □ Tri-State Volkswagen, Mobil Oil Corp., Hershey Chocolate Co., Schlage Lock Co.

**Campbell-Ewald** □ GMAC.

**Ogilvy & Mather** □ The Seagram's Wine Co., American Express, International Paper, Hardee's Food Systems.

**North Castle Partners** □ Ocean Spray Cranberries.

**The Quest Business Agency** □ Welch Inc.

**Bozell, Jacobs, Kenyon & Eckhardt** □ Chrysler Corp.

**D'Arcy Masius Benton & Bowles** □ Florists' Transworld Delivery Association, Corning Glass Works.

**Della Femina, Travisano & Partners** □ Transamerica.

**Mintz & Hoke** □ Springfield Institution for Savings.

**Korey, Kay & Partners** □ New York Cash Exchange.

**DFS Dorland** □ General Mills.

**Ammirati & Purie** □ Chiquita Brands, BMW of North America Motorcycle Division.

**Backer & Spielvogel** □ Campbell Soup Co.

**J. Walter Thompson/Chicago** □ Oscar Mayer Foods Corp.

**Rumrill-Hoyt** □ Burroughs Wellcome Co.

**Posay Quest Genova** □ The Murphy-Phoenix Co.

**Leo Burnett** □ First Brands Corp.

**BBDO** □ Polaroid, Gillette Personal Care Division.

**GSD&M/Houston** □ KRBE(FM) Houston.

**Burton-Campbell** □ Brookwood Recovery Centers.

**Grey Advertising** □ Humana.

**GSD&M** □ State Department of Highways and Public Transportation

**Lewis & Partners** □ The Golden State Warriors.

**N W Ayer** □ United States Army Recruiting Command.

**Ingalls, Quinn & Johnson** □ Friendly Ice Cream Corp.

**Leslie Advertising** □ Bi-Lo Inc.

**Chiat/Day** □ Nynex, Worlds of Wonder.

**Faller, Klenk & Quintan** □ Crystal Beach Park.

**Stern/Monroe** □ Embassy Suites Hotels.



## Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Hall of Fame inductees

Johnny Carson, Jacques Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Ernie Kovacs, Eric Sevareid

Governor's award  
Red Skelton

**Cagney & Lacey** (CBS) □ Outstanding drama series.  
**The Golden Girls** (NBC) □ Outstanding comedy series.  
**Peter the Great** (NBC) □ Outstanding mini-series.  
**The Hallmark Hall of Fame: Love Is Never Silent** (NBC) □ Outstanding drama-comedy special.  
**The Kennedy Center Honors: A Celebration of the Arts** (CBS) □ Outstanding variety, music or comedy program.  
**Wonderworks: Anne of Green Gables** (PBS) □ Outstanding children's program.  
**Sharon Gless, Cagney & Lacey** (CBS) □ Outstanding lead actress in a drama series.  
**William Daniels, St. Elsewhere** (NBC) □ Outstanding lead actor in a drama series.  
**Betty White, Golden Girls** (NBC) □ Outstanding lead actress in a comedy series.  
**Michael J. Fox, Family Ties** (NBC) □ Outstanding lead actor in a comedy series.  
**Marlo Thomas, Nobody's Child** (CBS) □ Outstanding lead actress in a mini-series or special.  
**Dustin Hoffman, Death of a Salesman** (CBS) □ Outstanding lead actor in a mini-series or special.  
**Bonnie Bartlett, St. Elsewhere** (NBC) □ Outstanding supporting actress in a drama series.  
**John Karlen, Cagney & Lacey** (CBS) □ Outstanding supporting actor in a drama series.  
**Rhea Perlman, Cheers** (NBC) □ Outstanding supporting actress in a comedy series.  
**John Larroquette, Night Court** (NBC) □ Outstanding support-



Emmy winners Betty White and Michael J. Fox

ing actor in a comedy series.

**Colleen Dewhurst, Between Two Women** (ABC) □ Outstanding supporting actress in a mini-series or special.  
**John Malkovich, Death of a Salesman** (CBS) □ Outstanding supporting actor in a mini-series or special.  
**John Lithgow, Amazing Stories** (CBS) □ Outstanding guest performer in a dramatic series.  
**Roscoe Lee Browne, The Cosby Show** (NBC) □ Outstanding guest performer in a comedy series.  
**Whitney Houston, The 28th Annual Grammy Awards** (CBS) □ Outstanding individual performance in a variety or music program.  
**Georg Sanford Brown, Cagney & Lacey** (CBS) □ Outstanding direction in a drama series.  
**Jay Sandrich, The Cosby Show** (NBC) □ Outstanding direction in a comedy series.  
**Joseph Sargent, Love Is Never Silent** (NBC) □ Outstanding direction in a mini-series or special.  
**Waris Hussein, Copacabana** (CBS) □ Outstanding direction in a variety or music program.

**Tom Fontana, John Tinker, John Maslous, St. Elsewhere** (NBC) □ Outstanding writing in a drama series.  
**Barry Fanaro, Mort Nathan, The Golden Girls** (NBC) □ Outstanding writing in a comedy series.  
**Ron Cowen, Daniel Lipman, teleplay, Sherman Yellen, story, An Early Frost** (NBC) □ Outstanding writing in a limited series or special.  
**Late Night with David Letterman Fourth Anniversary** (NBC) □ Outstanding writing in a variety or music program.  
**Laurence Rosenthal, Peter the Great, Part I** (NBC) □ Outstanding achievement in music composition for a mini-series or special.  
**Gerry Bucci, The Golden Girls** (NBC) □ Outstanding technical direction for a series.

Outstanding achievements in  
engineering development

**Stefan Kudelski** for his development of the Nagra recorder. **CBS, Sony and Cinedco** for "the design and implementation of electronic editing systems for films programs."

**Jacqueline Webber, art director; Norman Rockett, set decorator, St. Elsewhere** (NBC) "Time Heals, Parts I and II" □ Outstanding art direction for a series.  
**Alfred Lehman, Murder, She Wrote** (CBS) "Widow Weep For Me" □ Outstanding costume design for a series.  
**Susan Smith-Nashold, costume supervisor; Robert Moore, costumes; Charles Drayman, Anne Winsor, Kathy O'Rear, costumers: St. Elsewhere** (NBC) "Time Heals, Parts I and II" □ Outstanding achievement in costuming for a series.  
**Arthur Rubinstein, Scarecrow and Mrs. King** (CBS) "We're Off to See the Wizard" □ Outstanding achievement in music composition for a series (dramatic underscore).  
**Rod Wilson, Airwolf** (CBS) "The Horn of Plenty" □ Outstanding achievement in makeup for a series.  
**Bernadette Parker, Amazing Stories** (NBC) "Gather Ye Acorns" □ Outstanding achievement in hairstyling for a series.  
**Bob Dickinson, director of photography, Solid Gold** (syndication) □ Outstanding lighting direction (electronic) for a series.  
**John McPherson, Amazing Stories** (NBC) "The Mission" □ Outstanding cinematography for a series.  
**Neil Mandelberg, Moonlighting** (ABC) "The Dream Sequence Always Rings Twice" □ Outstanding editing for a series (single

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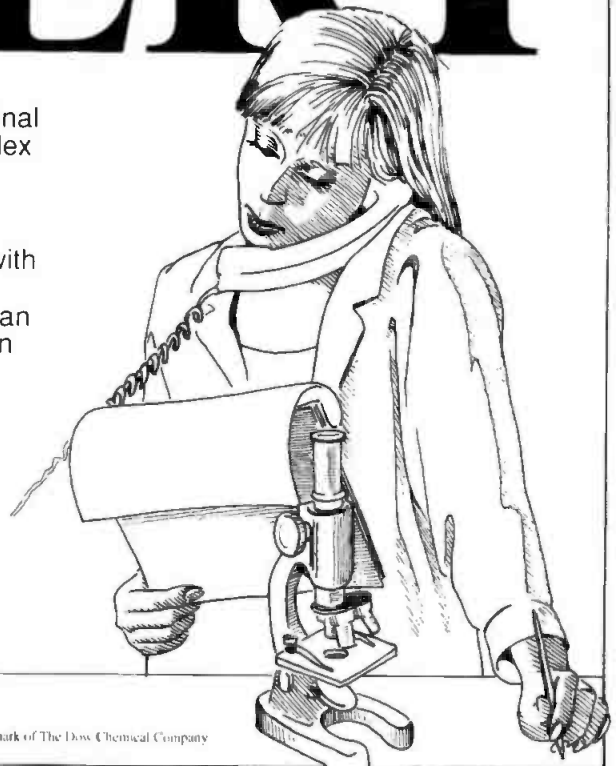
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camera productions).

**Henry Chan**, *The Cosby Show* (NBC) "Full House" □ Outstanding editing for a series (multicamera production).

**Richard Anderson**, supervisor sound editor. **Wayne Allwine**, **James Christopher**, **George Frederick**, **John Stacy**, **Burton Weinstein**, sound editors: **Lettie Odney**, **Denise Whiting**, ADR editors: **Ken Wannberg**, music editor: *Amazing Stories* (NBC) "The Mission" □ Outstanding sound editing for a series.

**William Gazecki**, **Andrew MacDonald**, **Bill Nicholson**, **Blake Wilcox**, *St. Elsewhere* (NBC) "Time Heals, Part 2" □ Outstanding sound mixing for a drama series.

**Michael Ballin**, **Robert Douglas**, **Douglas Grey**, **Thomas Huth**, *Cheers* (NBC) "Fear is My Co-Pilot" □ Outstanding sound mixing for a comedy series or a special.

**Laurence Olivier—A Life of Great Performances** (PBS). Nick Evans, Nick Elliott, executive producers: Bob Bee, producer: and **Planet Earth** (PBS) Thomas Skinner, executive producer: Gregory Anderfer, series producer: Georgan Kane, coordinating producer □ Outstanding informational series.

**John Miller**, writer, and **David Hoesley**, director. *The Spencer Tracy Legacy: A Tribute to Katherine Hepburn* (PBS) □ Outstanding individual achievements—informational programming.

**Roy Christopher**, production designer, *The 58th Annual Academy Awards* (ABC) □ Outstanding art direction for a variety or music program.

**Bill Hargate**, *Sylvia Fine Kaye's Music Comedy Tonight III* (PBS) □ Outstanding costume design for a variety or music program

**Walter Painter**, *Sylvia Fine Kaye's Music Comedy Tonight III* (PBS) □ Outstanding achievement in choreography.

**Larry Grossman**, composer. **Buz Kohan**, lyricist. **Andy Williams** and *the NBC Kids Search for Santa* (NBC) □ Outstanding achievement in music and lyrics.

**Elliott Lawrence**, music director: **James Lawrence**, **Lanny Meyers**, **Tommy Newsome**, **Glen Raven**, **Larry Schwartz**, **Torrie Zito**, principal arrangers. *The 1986 Tony Awards* (CBS) □ Outstanding achievement in music direction

**Gene Crowe**, **Harry Tatarian**, technical directors: **Toby Brown**, **Ed Chaney**, **Mike Denney**, **Larry Helder**, **Pat Kenney**, **Bob Keys**, **Dave Levisohn**, **Wayne Orr**, **Hector Ramirez**, **Ron Sheldon**, camerapersons: **John Palacio**, **Keith Winkoff**, senior video control. **Neil Diamond**... *Hello Again* (CBS) □ Outstanding technical direction/electronic camera/video control for a mini-series or a special

**Pam Marshall**, *American Bandstand's 33½ Celebration* (ABC) □ Outstanding editing for mini-series or special (multicamera production).

**Tom Ancell**, **David Fluhr**, *Mr. Previn Comes to Town* (PBS) □ Outstanding sound mixing for a variety or music series or a special.

**Wolf Trap Presents the Kirov**: **Swan Lake**, (PBS) **Michael Stryer**, executive producer: **Phillip Byrd**, senior producer: **John Potthast**, producer □ Outstanding classical program in the performing arts.

**Franco Zeffirelli**, director. *Cavalleria Rusticana* (PBS) □ Outstanding individual achievements—classical music/dance programming.

**Tony Walton**, production designer: **John Kasarda**, art director: **Robert J. Franco**, *Death of a Salesman* (CBS) □ Outstanding art direction for a mini-series or a special.

**Ella Maklakova**, **Sibylle Ulsamer**, *I, Peter the Great, Part I* (NBC) □ Outstanding costume design for a mini-series or a special.

**Joie Hutchinson**, **Vicki Sanchez**, women's costume supervisors: **Pat McGrath**, men's costume supervisor. *North and South, Book I, Part IV* (ABC) □ Outstanding achievement in costuming for a mini-series or special.

**Del Acevedo**, makeup creation: **Paul Stanhope**, makeup artist. *Second Serve* (CBS) □ Outstanding achievement in makeup for a mini-series or a special.

**K.G. Ramsey**, *Second Serve* (CBS) □ Outstanding achievement in hairstyling for a mini-series or a special.

**Marilyn Lowey**, **John Rook**, **Kim Killingsworth**, *Neil Diamond... Hello Again* (CBS) □ Outstanding lighting direction (electronic) for a mini-series or a special

**Sherwood Woody Omens**, *An Early Frost* (NBC) □ Outstanding cinematography for a mini-series or a special.

**Jerrold Ludwig** *An Early Frost* (NBC) □ Outstanding editing for a mini-series or a special (single camera production).

**David Elliott**, supervising sound editor: **Dino Di Muro**, **Mark Friedgen**, **Mike Graham**, **Larry Kemp**, **Joe Mayer**, **Joseph Melody**, **Stewart Nelson**, **Gregory Schorer**, **Eric Scott**, **Rusty Tinsley**, **Scot Tinsley**, **Bill Williams**, sound editors. **Russ Tinsley**, ADR editor: **Daniel Carlin**, music editor. *Under Siege* (NBC) □ Outstanding sound editing for a mini-series or a special.

**David Campbell**, **John Reitz**, **Gregg Rudloff**, **Keith Wester**, *An Early Frost* (NBC) □ Outstanding sound mixing for a mini-series or a special

**Garfield's Halloween Adventure**, **Jay Poyner**, executive producer: **Phil Roman**, producer and director. **Jim Davis**, writer. (CBS) □ Outstanding animated program

**W.C. Fields Straight Up**, **Robert Weide**, executive producer:

**Ronald Fields**, co-producer (PBS) □ Outstanding informational special.

**Phil Tippett**, *Dinosaur* (CBS). **Michael McAllister**, *Evoks: The Battle for Endor* (ABC) □ Outstanding special visual effects.

**Betty Green**, *Stingray* (NBC) □ Outstanding graphics and title design.

## Daytime Emmys

Presented by the National Academy of Television Arts and Sciences for excellence in daytime programming.

### 1987 winners

**As the World Turns** (CBS) □ Outstanding drama series.

**Kim Zimmer**, *Guiding Light* (CBS) □ Outstanding actress.

**Larry Bryggman**, *As the World Turns* (CBS) □ Outstanding actor.

**Kathleen Moone**, *All My Children* (ABC) □ Outstanding supporting actress

**Gregg Marx**, *As the World Turns* (CBS) □ Outstanding supporting actor.

**Michael Knight**, *All My Children* (ABC) □ Outstanding younger leading man.

**Martha Byrne**, *As the World Turns* (CBS) □ Outstanding ingenue.

**Bob Barker**, *The Price is Right* (CBS) □ Outstanding game show host

**Oprah Winfrey**, *Oprah Winfrey Show* (syndicated) □ Outstanding talk show host.

**John Wesley Shipp**, *Santa Barbara* (NBC) □ Outstanding guest performer.

**Young and the Restless** (CBS). **Frank Pacelli**, **Rudy Vejar**, directors: **Randy Robbins**, **Betty Rothenberg**, associate directors □ Outstanding drama series directing team

**One Life to Live** (ABC). **Peggy O'Shea**, head writer: **S. Michael Schnessel**, **Craig Carlson**, **Lanie Bertram**, **Eihel Brez**, **Mel Brez**, associate head writers: **Lloyd Gold**, writer.

**Wanted: The Perfect Guy** (ABC) □ Outstanding children's special.

**Sesame Street** (PBS) □ Outstanding children's series.

**Oprah Winfrey Show** (syndicated) □ Outstanding talk show

**Jim Henson's Muppet Babies** (CBS) □ Outstanding animated program.

**\$25,000 Pyramid** (CBS) □ Outstanding game/audience participation show.

**Prudence Fenton**, **Phil Trumbo**, graphics. *Pee-wee's Playhouse* (CBS) □ Outstanding graphics and title design.

**Gary Panter**, production designer: **Sidney Bartholomew Jr.**, art director. **Nancy Greenstein**, set decorator: **Wayne Wilkes White**, **Ric Heitzman**, co-production designers. *Pee-wee's Playhouse* (CBS) □ Outstanding art direction/set decoration/scenic design.

**William Huttstrom**, art director: **Joseph Bevacqua**, **Andrea Joel**, **Eric Fisher**, set decorators, *The Young & the Restless* (CBS) □ Outstanding art direction/set decoration/scenic design for a drama series.

**Don Lenzler**, **Chuck Levey**, **Dyanna Taylor**, cinematographers: **Howard Hall**, **Stan Waterman**, **George Waterman**, underwater cinematographers. *J-2-1 Contact* (PBS) □ Outstanding cinematography.

**Norman Stillas**, **Jeffrey Moss**, **Mark Saltzman**, **David Korr**, **Tom Dunsmuir**, **Emily Perl Kingsley**, **Jon Stone**, **Luis Santeiro**, **Cathi Rosenberg-Turrow**, **Sonia Manzano**, **Belinda Ward**, **Sara Compton**, **Tony Geiss**, **Judy Freudberg**, **Nancy Sans**, *Sesame Street* (PBS) □ Outstanding writing in a children's series.

**Melvin Van Peebles**, *The Day They Came to Arrest the Book* (CBS) □ Outstanding writing in a children's special.

**Dick Schneider**, *Macy's 60th Annual Thanksgiving Day Parade* (NBC) □ Outstanding directing—special class.

**The Children of Ellis Island** (ABC). **Jane Paley**, executive producer: **One to Grow On** (NBC). **Charles Stepner**, producer. **Taking Children Seriously** (NBC). **Helen Marmor**, executive producer: **Patricia Mauger**, producer □ Outstanding special class program area.

**Sharon Ilson Reed**, *Pee-wee's Playhouse* (CBS) □ Outstanding makeup

**Joseph Cola**, **Sue Saccavino**, *Guiding Light* (CBS) □ Outstanding makeup for a drama series.

**Sally Hershberger**, **Eric Gregg**, *Pee-wee's Playhouse* (CBS) □ Outstanding hairstyling.

**Linda Williams**, **Ralph Stanzone**, *Guiding Light* (CBS) □ Outstanding hairstyling for a drama series.

**Rolf Perdula**, sound mixer: **Ken Hahn**, re-recording mixer. *Pee-wee's Playhouse* (CBS) □ Outstanding film sound mixing.

**Greg Sheldon**, **Ira Spelgel**, editors. *The Gift of Amazing Grace* (ABC) □ Outstanding film sound editing.

**Harvey Greenstein**, **Wally Katz**, **Douglas Smith**, *J-2-1 Contact* (PBS) □ Outstanding film editing.

**Joe Castellano**, **Paul Dougherty**, **Doug Jines**, **Les Kaye**, **Howard Silver**, *Pee-wee's Playhouse* (CBS) □ Outstanding videotape editing.

**Joseph Mastroberti**, **Steven Shatkin**, *As the World Turns* (CBS) □ Outstanding videotape editing for a drama series.

**Jeremy Ralton**, **Lelan Berner**, **Victoria deKey Bodwell**, *Zoobilee Zoo* (syndicated) □ Outstanding costume design.

**Kathi Nishimoto**, *The Young and the Restless* (CBS) □ Outstanding costume design for a drama series

**John Leay**, lighting consultant: **Chenaut Spence**, lighting designer. *The Damnation of Faust* (CBS) □ Outstanding lighting direction.

**John Connolly**, **Candice Dunn**, *Ryan's Hope* (ABC) □ Outstanding lighting direction for a drama series.

**Charles Bernstein**, music director and composer. *Little Miss Perfect* (CBS) □ Outstanding music direction and composition.

**Dominic Messinger**, music director and composer. *Santa Barbara* (NBC) □ Outstanding music direction and composition for a drama series.

**Ken King**, production mixer: **David Fluhr**, post-production mixer. *God, The Universe and Hot Fudge Sundae* (CBS) □ Outstanding live and tape sound mixing and sound effects

**Scott Millan**, **Tommy Persson**, production mixers: **Rafael Valentin**, **Donald Henderson**, post-production mixers. **Larry Maggiori**, **Peter Romano**, sound effects. *The Young & the Restless* (CBS) □ Outstanding live and tape sound mixing and sound effects for a drama series

**Dick Holden**, technical director. *This Old House* (PBS) □ Outstanding technical direction/electronic camera/video control

**Ervin Hurd Jr.**, **Harry Tatarian**, technical directors. **Mike Denny**, **Sheldon Mooney**, **Joseph Vicens**, **David Navarrette**, electronic camera: **Dave Fisher**, **Scha Jani**, video control. *The Young & the Restless* (CBS) □ Outstanding technical direction/electronic camera/video control for a drama series.

**Madeline Kahn**, *Wanted: The Perfect Guy* (ABC) □ Outstanding performer in children's programming.

**Dan Smith**, *Square One TV* (PBS) □ Outstanding directing in children's programming.

**Marc Breslow**, *The Price Is Right* (CBS) □ Outstanding directing in a game/audience participation show.

**Jim McPharlin**, *The Oprah Winfrey Show* (syndicated) □ Outstanding directing in a talk/service show.

### 1986 winners

**The Young and the Restless** (CBS). **William J. Bell**, **H. Wesley Kenney**, executive producers: **Edward Scott**, **Tom Langen**, producers □ Outstanding drama series.

**The \$25,000 Pyramid** (CBS). **Bob Stewart**, executive producer: **Anne Marie Schmitt**, producer □ Outstanding game/audience participation show.

**Sesame Street** (PBS). **Dulcy Smith**, executive producer: **Lisa Simon**, producer □ Outstanding children's series

**The War Between the Classes** (CBS). **Frank Doelger**, **Mark Gordon**, executive producers: **Alan Blomquist**, producer □ Outstanding children's special.

**Erika Szlezak**, *One Life to Live* (ABC) □ Outstanding lead actress in a drama series.

**David Canary**, *All My Children* (ABC) □ Outstanding lead actor in a drama series.

**Laann Hunley**, *Days of Our Lives* (NBC) □ Outstanding supporting actress in a drama series.

**John Wesley Shipp**, *As the World Turns* (CBS) □ Outstanding supporting actor in a drama series.

**Ellen Wheeler**, *Another World* (NBC) □ Outstanding ingenue in a drama series.

**Michael E. Knight**, *All My Children* (ABC) □ Outstanding younger leading man in a drama series.

**Dick Clark**, *The \$25,000 Pyramid* (CBS) □ Outstanding game show host

**Phil Donahue**, *Donahue* (syndicated) □ Outstanding talk/service show host.

**Dennis Steinmetz**, **Rudy Vejar**, **Frank Pacelli**, directors: **Randy Robbins**, **Betty Rothenberg**, associate directors: *The Young and the Restless* (CBS) □ Outstanding directing team in a drama series

**Pam Long Hammer**, **Jeff Ryder**, **Addie Walsh**, **John Kuntz**, **Christopher Whitesell**, **Megan McTavish**, **Stephen Demorest**, **Victor Gialanella**, **Mary Pat Gleason**, **Trent Jones**, **Pete Rich**, **Gail Lawrence**, **Nancy Curlee**, writers. *Guiding Light* (CBS) □ Outstanding writing team for a drama series

**Jim Henson's Muppet Babies** (CBS). **Jim Henson**, **Margaret Loesch**, **Lee Gunther**, executive producers: **Bob Richardson**, producer. **John Gibbs**, director: **Jeffrey Scott**, writer □ Outstanding animated program.



**Donahue** (syndication), Patricia McMillen, executive producer; Gail Steinberg, senior producer; Lori Antosz Benson, Janet Harrell, Marianne Selip, Susan Sprecher, producers □ Outstanding talk/service show

**Chagall's Journey** (NBC), Heien Marmor, executive producer; Randolph Wands, producer □ Outstanding special class program

**Live from Lincoln Center—Chamber Music Society of Lincoln Center with Irene Worth and Horacio Gutierrez** (PBS), John Goberman, producer □ Outstanding special class program

**Pearl Bailey, Cindy Eller: A Modern Fairy Tale** (ABC) □ Outstanding performer in children's programming

**Dick Carson, The Wheel of Fortune** (NBC) □ Outstanding directing in a game show

**Russell F. Morash, This Old House** (PBS) □ Outstanding directing in a talk show

**Martin Sheen, Babies Having Babies** (CBS) □ Outstanding directing in children's programming

**Norman Stiles, Sara Compton, Tom Dunsmuir, Judy Freudberg, Tony Geiss, Emily Kingsley, David Korr, Sonia Manzano, Jeff Moss, Mark Saltzman, Nancy Sans, Luis Santeiro, Cathi Rosenberg Turow, Gary Belkin, Ray Sipherd, Sesame Street** (PBS) □ Outstanding writing in a children's series

**Kathryn Montgomery, Jeffrey Auerbach, Babies Having Babies** (CBS) □ Outstanding writing in a children's special

**Catherine Faulkner, Chagall's Journey** (NBC) □ Outstanding writing—special class area award

**Victor Dinapoli, art director; Nat Mongioi, set director, Sesame Street** (PBS) □ Outstanding art direction, set decoration, scenic design

**Dick Holden, technical director/electronic camera, This Old House** (PBS) □ Outstanding technical direction

**Robert Elswit, The War Between the Classes** (CBS) □ Outstanding cinematography

**Michael Franks, Are You My Mother?** (ABC) □ Outstanding music direction and composition

**James Castle, New Love American Style** (ABC) □ Outstanding graphics design

**Sherry Baker, Pippi Longstocking** (ABC) □ Outstanding hairstyling

**Stuart Pappe, Babies Having Babies** (CBS) □ Outstanding videotape editing

**Mark Bovos, production mixer; Tom Huth, post-production mixer; Mike Mitchel, sound effects technician, Babies Having Babies** (CBS) □ Outstanding live and tape sound mixing and sound effects

**Harvey Greenstein, Wally Katz, Douglas W. Smith, 3-2-1 Contact** (PBS) □ Outstanding film editing

**David Gelfand, supervising editor and music editor; Laura Ci viello, sound editor, Don't Touch** (ABC) □ Outstanding film sound editing

**Petur Hliddal, production mixer; Thomas Fleischman, re-recording mixer, Can a Guy Say No** (ABC) □ Outstanding film sound mixing

**Carl Gibson, Kids Inc.** (syndicated) □ Outstanding lighting direction

**Bill Kellard, live actor; Carol Wilcox, Richard Termine, David Velasquez, Robert Flanagan, muppets, Sesame Street** (PBS) □ Outstanding costume design

**Sy Tomashoff, art director; Jay Garvin, set director, Capitol** (CBS) □ Outstanding art direction in a drama series

**Rick Labgold, Chuck Guzzi, technical directors; Gorm Erickson, Pat Kenney, Bob Welsh, Ted Morales, Toby Brown, Paul Johnson, camera personnel; Roberto Bosio, Janice Bendkison, senior video control, Capitol** (CBS) □ Outstanding technical direction in a drama series

**Jill Diamond, Rae Kraus, music directors; Billy Chinnock, Patricia Stotter, James Lawrence, composers, Search for Tomorrow** (NBC) □ Outstanding music direction in a drama series

**Pam P.K. Cole, head makeup artist; Diane Lewis, Donna Messina, Catherine McCann Davison, Sundi Martino, Becky Bowen, General Hospital** (ABC) □ Outstanding makeup in a drama series

**Linda Librizzi Williams, Ralph Stanzione, Guiding Light** (CBS) □ Outstanding hairstyling in a drama series

**Dan Brumett, The Young and the Restless** (CBS) □ Outstanding videotape editing in a drama series

**Scott A. Millan, pre-production and production mixer; Tommy Persson, production mixer; Rafael O. Valentin, Donald D. Henderson, post-production mixers; Larry Maggiore, Peter Romano, sound effects technicians, The Young and the Restless** (CBS) □ Outstanding live and tape sound mixing in a drama series

**Frank Olson, Jene Youtt, Hal Anderson, Lincoln John Stulik, As the World Turns** (CBS) □ Outstanding lighting direction in a drama series

**David Dangle, Nanzi Adzima, Bud Santora, Guiding Light** (CBS) □ Outstanding costume design in a drama series

## International Emmys

Presented by the International Council of the National Academy of Television Arts and Sciences for outstanding achievement in international television.

**Donald Taffner**, president, D.L. Taffner □ Founders Award

**Herbert Schmertz**, VP, public affairs, Mobil Oil □ Directorate Award

**Shadowlands**, BBC, Gateway Films, The Episcopal Radio-TV Foundation, Lella Production □ Drama

**Chasing a Rainbow: The Life of Josephine Baker**, Channel Four Television □ Documentary

**Bejart's Kabuki Ballet**, NHK Japan Broadcasting □ Performing arts

**Spitting Image** (series III, show 12), Central Independent Television & Spitting Image Productions □ Popular arts

**The Kids of Degrossi Street: Griff Gets a Hand**, Canadian Broadcasting Corp. and Playing With Time □ Children

## News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work.

**Outstanding coverage of a single breaking news story (program)** □ "Mexican Earthquake," *Evening News with Dan Rather*, CBS; Lane Venardos, executive producer; David Browning, Steve Jacobs, Tom Bettag, senior producers; Cathy Olian, producer; Dan Rather, reporter-correspondent

"Crash of Delta," *Nightline*, ABC; Richard N. Kaplan, executive producer; William Moore, Robert Jordan, senior producers; Robert LeDonne, Steve Lewis, Tara Sonenshine, Heather Vincent, Kyle Gibson, producers; James Walker, Ted Koppel, reporters-correspondents

"Columbian Volcano," *Nightline*, ABC; Richard Kaplan, executive producer; William Moore, Robert Jordan, senior producers; Sergio Guerrero, Monica Harari Schnee, producers; Ted Koppel, reporter-correspondent

**Outstanding coverage of a single breaking news story (segment)** □ "In the Fire's Path," *20/20*, ABC; David Ross, producer; Ken Kashiwahara, reporter-correspondent

"A Bank Fails," *Evening News with Dan Rather*, CBS; Lane Venardos, executive producer; Linda Mason, senior producer; Lance Heflin, producer; Jane Bryant Quinn, reporter-correspondent

"Trojan Horse," *Evening News with Dan Rather*, CBS; Michael Gavshon, producer; Allan Pizzev, reporter-correspondent

**Outstanding background-analysis of a single current story (program)** □ "In South Africa," *Nightline*, ABC; Richard Kaplan, executive producer; William Moore, Robert Jordan, Betsy West, senior producers; Lionel Chapman, Terry Irving, Steve Lewis, Tara Sonenshine, producers; Kenneth Walker, Jeff Greenfield, reporters-correspondents

"Acid Rain New Bad News," *Nova*, PBS; John Angier, producer-reporter

"Men Who Molest," *Frontline*, PBS; David Fanning, Mary Lynn Earis, executive producers; Rachel V. Lyon, producer; Bobbie Birieffi, reporter-correspondent

**Outstanding background-analysis of a single current story (segment)** □ "Schizophrenia," *60 Minutes*, CBS; Allan Mar-aynes, producer; Ed Bradley, reporter-correspondent

"Farm Suicide," *MacNeill/Lehrer Report*, PBS; Les Crystal, executive producer; Mike Joseloff, Jon Meyersohn, Joe Quinlan, producers; Kwame Holman, Marie MacLean, reporters-correspondents

"Vietnam Remembered," *World News Tonight*, ABC; Sally Holm, producer; Richard Threlkeld, reporter-correspondent

"Ronald Reagan-The Movie," *60 Minutes*, CBS; Suzanne St. Pierre, producer; Morley Safer, reporter-correspondent

**Outstanding investigative journalism (program)** □ "Retreat from Beirut," *Frontline*, PBS; David Fanning, executive producer; Sherry Jones, senior producer; Nancy Sloss, producer; William Greider, reporter-correspondent

**Outstanding investigative journalism (segment)** □ "Mob Gas," *Nightly News*, NBC; Brian Ross, Ira Silverman, producers; Brian Ross, reporter-correspondent

"International Christian Aid Investigation," *World News Tonight*, ABC; Charles Stuart, senior producer; Tom Yellin, producer; Karen Burnes, reporter-correspondent

"Military Medicine," *Nightly News*, NBC; Chuck Collins, producer; Mark Nykanen, reporter-correspondent

**Outstanding interview-interviewer(s) (program)** □ "The Times

80 percent of  
the video  
coming out of  
Washington  
comes through us.

of Harvey Milk," PBS, David Loxton, executive producer; Robert Epstein, Richard Schmiechen, producers-interviewers.

**Outstanding Interview-Interviewer(s) (segment)** □ "Liz Carpenter: A Conversation with Bill Moyers," *Sunday Morning*, CBS; Lindsay Miller, producer; Bill Moyers, interviewer.

**Outstanding coverage of continuing news story (program)** □ "Aids: Chapter One," *Nova*, PBS; Paula S. Apsell, executive producer; Thea Chalow, Betsy Anderson, producers.

**Outstanding coverage of continuing news story (segment)** □ "Children in Poverty," *World News Tonight*, ABC; Richard O'Regan, Susan Aasen, producers; Karen Burnes, reporter-correspondent.

"Africa: Struggle for Survival," *Evening News with Dan Rather*, CBS; Martin Koughan, producer; Bill Moyers, reporter-correspondent.

"Vietnam Now," *Evening News with Dan Rather*, CBS; Lane Venardos, executive producer; Linda Mason, senior producer; Bob Anderson, producer; Bob Simon, reporter-correspondent.

**Special classification for outstanding program achievement (program)** □ *The Skin Horse*, PBS; Ricki Green, executive producer; Nigel Evans, Sue Ducal, producers.

*The Times of Harvey Milk*, PBS; David Loxton, executive producer; Robert Epstein, Richard Schmiechen, producers.

**Special classification for outstanding program achievement (segment)** □ "Paul Host," *America Today*, PBS; Jim Douglas, Joan Steffend, producers and reporters-correspondents.

"Bicycle Messengers," *Evening News*, CBS; Bernard Birnbaum, senior producer; Cathy Lewis, producer; Charles Kuralt, reporter-correspondent.

**Outstanding informational, cultural or historical program (program)** □ "My Heart, Your Heart," *MacNeil-Lehrer Report*, PBS; Lawrence Pomeroy, producer; Jim Lehrer, reporter-correspondent.

"Hiroshima Remembered," PBS; Laurie Toth, producer; Gail Harris, reporter-correspondent.

"The Lifer and the Lady," *Frontline*, PBS; John Kastner, producer.

"A Class Divided," *Frontline*, PBS; David Fanning, executive producer; William Peters, producer; Charlie Cobb, reporter-correspondent.

**Outstanding informational, cultural or historical program (segment)** □ "Music Man," *American Almanac*, NBC; Linda Ellman, producer; Lucky Severson, reporter-correspondent.

"The Beeb," *60 Minutes*, CBS; John Tiffin, producer; Morley Safer, reporter-correspondent.

"Julia," *60 Minutes*, CBS; Don Hewitt, executive producer; Philip Scheffler, senior producer; Marti Galovic Palmer, producer.

**Outstanding individual achievement in news and documentary programming—writers** □ Perry Wolff, Elena Mannes, "Whose America Is It?," *CBS Reports*, CBS.

Nelson E. Breen, David Altshuler, Arnost Lustig, *The Precious Legacy*, PBS.

Marshall Frady, Judy Crichton, John Fielding, Christopher Isham, Phil Lewis, Steve Singer, Andrew Schlesinger, Peter Bull, "The Fire Unleashed," *News Closeup*, ABC.

**Directors** □ Elena Mannes, "Whose America Is It?," *CBS Reports*, CBS.

Paul Wagner, Marjorie Hunt, *The Stone Carvers*, PBS.

Harry Rasky, *Hommage to Chagall—the Colours of Love*, PBS.

**Cinematographers** □ Belinda Wright, Stanley Breaden, "Land of the Tiger," *National Geographic* special, PBS.

**Electronic camerapersons—videographers** □ Michael Watson, "Desert Winter Calving, Colorado Gold," *America Today*, PBS.

Isadore Bleckman, "Bicycle Messengers," *Evening News with Dan Rather*, CBS.

**Sound** □ Joan Franklin, Alan Berliner, sound editors; Albee Gordon, "The Slave Ships of the Sulu Sea, 20/20, ABC.

Belinda Wright, "Land of the Tiger," *National Geographic* special, PBS.

**Film editors** □ Annamaria Szanto, *The Precious Legacy*, PBS.

Deborah Hoffman, Robert Epstein, *The Times of Harvey Milk*, PBS.

**Tap editors** □ Jess Bushyhead, videotape editor, "The Music Man," *American Almanac*, NBC.

Jess Bushyhead, videotape editor, "The Year 1985 in Review," *Today Show*, NBC.

**Title sequences** □ John Ridgeway, art director; Craig Rice, Ten Freedman, Ron Clark, Harry Marks, *Entertainment This Week*, syndicated.

**Music composers** □ Lyn Murray, Scott Harper, "Miraculous Machines," *National Geographic* special, PBS.

## Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programming.

**Roone Arledge**, executive producer; **Chet Forte**, **Chuck Howard**, **Dennis Lewin**, senior producers; **Jeff Ruhe**, coordinating producer; **Roger Goodman**, coordinating director; **Carol Lehti**, post production director □ *Games of the XXIII Olympiad* (ABC) outstanding live sports special.

**Steve Sabol**, producer □ *Road to the Super Bowl '85* (syndicated) outstanding edited sports special.

**John Wilcox**, series producer; **George Bell**, **Curt Gowdy**, **Chris Carmody**, coordinating producers □ *American Sportsman* (ABC) outstanding edited sports series.

**George Michael** □ WRC-TV Washington (NBC) outstanding sports personality.

**Engineering technical supervisors team**, **technical directors team**, **senior video operators team**, **senior audio operators team**, **videotape operators**, **graphics**, **camera operators**, **electronic camerapersons** □ *1984 Summer Olympics* (ABC) outstanding technical team—remote studio.

**Phil Tuckett**, **Hank McElwee**, **Howard Neef**, **Jack Newman**, **Ernie Ernst**, **Bob Angelo**, **Donald Marx**, **Ted Manahan**, **Bob Smith**, **Art Speller**, **Dan Sheridan**, **Dave Paul** and **Dave Douglas**, cinematographers □ *Road to the Super Bowl '85* (syndicated) outstanding technical team—film: cinematographers, film editors.

**Team of associate directors** □ *1984 Summer Olympics* (ABC) outstanding associate directors.

**Robert Klug**, **Vincent Ceriale** and **Bill Denahy** for *This is the USFL* (syndicated); **Scott L. Rader** for *Breeder's Cup* (Opening Segment) (NBC); **Mike Kostel**, **Rick Reed**, **Roger Drake**, **John Servidio** for *Major League Baseball: An Inside Look* (NBC); **Scott L. Rader**, **Jeffery Wurtz** for *Sportsworld Americana* (Special Olympics) (NBC); **Carlo Gennarelli**, **Marvin Gench**, **Mike Siegel** and their colleagues for *1984 Summer Olympics* (ABC) □ Outstanding videotape editors.

**Wendy Vanguard**, **Don Venhaus**, **Roger Goodman** □ *Sports Super Bowl XIX* (ABC) outstanding graphics designers.

**Dick Shaap** for *Sports Features* (ABC); **Joseph Valerio** for *CBS Sports Sunday* (CBS); **Steve Skinner** for *1984 Olympics* (ABC); **Howard Cosell**, **Ed Silverman**, **Noubar Stone**, **James Roberts**, **Peter Bonventre**, **Michael Marley**, **Kevin Granath** for *ABC Sportsbeat* (ABC) □ Outstanding sports journalism.

**Roone Arledge**, **Amy Sachs**, **Joel Feld**, **Dennis Lewin** for *Race Across America* (ABC); **John Wilcox**, **George Bell**, **Curt Gowdy** for *American Sportsman-20th Anniversary Moment* (ABC) □ Program achievement.

**Roone Arledge**, **Carol Lehti** for *1984 Special Olympics Closing "Ode to Joy"* (ABC); **Roone Arledge**, **Jonathan Lory**, **Amy Sachs**, **Theresa Mader**, **Al James** for *Wide World of Sports 1984 Year End Show* (ABC); **Marvin Bader** for *1984 Summer Olympics* Chief Olympic Organization Coordinator (ABC) □ Individual achievement.

## Technical Emmys

Presented by the National Academy of Television Arts and Sciences for scientific achievement in television engineering.

**Ampex Corp.** □ For developing "a microprocessor intelligent production videotape recorder," the VPR-3, and for developments in advanced digital processor/time base corrector techniques.

**Quantel** □ For "outstanding achievement in painting and graphics generation for the Quantel paint box systems" and "outstanding achievement in digital video mixing, processing and compositing technology for the Quantel Harry."

**RCA** □ For its work in developing multichannel television stereo and component video recording technology.

**Sony** □ For its "development of component Betacam format" and its efforts in designing and manufacturing VTR's making consumer time shifting and viewing possible.

**Matsushita** □ For VTR manufacturing and marketing.

**JVC Corp.** □ For developing VTR's making time shifting and viewing possible.

**dbx Inc.** □ For research, development and implementation in multichannel television.

**Electronic Industries Association** □ For development, testing and documentation of a technical standard for multichannel television.

**NBC** □ For development and implementation of multichannel television.

**Zenith** □ For research, development and implementation of multichannel television.

**Abekas Video Systems** □ For its Abekas A62 digital videodisk

recorder.

**M/A-Com** □ For its contributions to satellite encryption and scrambling technology.

## Excellence in Consumer Journalism Awards

Presented by the National Press Club for excellence in consumer reporting. The 1987 awards are expected to be given out later this year. The most recent list of winners appeared in the July 7, 1986, awards issue.

## Excellence in Journalism Awards

Presented by the Deadline Club, the New York City chapter of the Society of Professional Journalists, Sigma Delta Chi.

**WNBC-TV New York**, Gabe Pressman and Barbara Rick □ *Shame of a City—Again* (TV public service reporting)

**WCBS(AM) New York**, Art Alhens □ *The Insurance Crisis: Whose Fault Is It, Anyway* (radio public service reporting).

## Freedom Foundation

38th annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for "supporting the American way of life, the dignity of the individual and his responsibilities for exemplary citizenship."

George Washington Honor Medals

**ABC News** □ *ABC Liberty Special*.

**Biznet, U.S. Chamber of Commerce** □ *Nation's Business Today Viewpoint*.

**Maccabees/Whorf Productions** □ *Kaleidoscope*.

**Maryland Public Television** □ *For God and Country*.

**Robert Greenwald Productions** □ *Liberty*.

**WCBS-TV New York** □ *Project Liberty*.

**WNEV-TV Boston** □ *We The People...Seven Celebrating the Constitution*.

**WOW(TV) Omaha** □ *Private America*.

Valley Forge Honor Certificates

**CNN** □ *Liberty Series*.

**Rotary International District 573 and Orange House Productions** □ *Camp RYLA*.

**KMOX(AM) St. Louis** □ *Freedom and Responsibility*.

**KNX(AM) Los Angeles** □ *Profiles of Success*.

**Lubbock Television Co.** □ *Inner Wounds of an Old War*.

**Pima School** □ *A Salute to the Armed Forces*.

**WGRZ-TV Buffalo, N.Y.** □ *Living the Dream*.

## Gabriel Awards

21st annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators for excellence in broadcasting.

Personal achievement award

**Steve Allen**

TELEVISION

**WCVB-TV Boston** □ TV station award.

Entertainment

**ABC** □ *Aler: The Life of a Child* (national).

**WBZ-TV Boston** □ *Tender Places* (markets 1-25)

**CKND-TV Winnipeg** □ *Trump at the Door* (markets 26 plus).

Informational

**WETA-TV Washington** □ *Drinking and Driving: The Toll. The Tears* (national)



WLVI-TV Boston □ *Growing Up Nuclear* (markets 1-25).  
WSMV-TV Nashville □ *Wheels of Misfortune* (markets 26 plus).

#### Religious

Canadian Broadcasting Corp. □ *A Glimpse of Heaven: Easter in the Soviet Union* (national).  
Crosspoint Communications □ *The Family Caring* (markets 1-25).  
WOR-TV Secaucus, N.J., and Tapper Productions □ *That's the Spirit* (markets 1-25).  
KETV(TV) Omaha □ *Aquinda: Plight of the Refugee* (markets 26 plus).

#### Children's

NBC □ *Punky Brewster* "Accidents Happen" (national).  
WCCO-TV Minneapolis □ *Peace Child* (markets 1-25).

#### Arts

NBC and the Jewish Theological Seminary □ *Chagall's Journey* (national).

#### Single news story

NBC Nightly News □ "Black America" (national).  
WBZ-TV Boston □ "Afghanistan: The Untold Story" (markets 1-25).  
KOAT-TV Albuquerque, N.M. □ "An Alzheimer's Victim" (markets 26 plus).

#### Community awareness campaign

WCVB-TV Boston □ *A World of Difference* (markets 1-25).  
KRGV-TV Wesiaco, Tex. □ *Project Abuse* (markets 26 plus).

#### PSAs

Bonneville Media Communications □ *Appointment Book* (national).  
KYW-TV Philadelphia □ *For Kids' Sake* (markets 1-25).  
WRAL-TV Raleigh, N.C. □ *Black History: N.C. Women Making a Difference* (markets 26 plus).

#### Short features

NBC News □ *1986 "Prison Thinking"* (national).  
KPNX-TV Phoenix □ *"Paralyzed Wrestler"* (markets 1-25).

#### RADIO

KMOX(AM) St. Louis □ *Radio station award*

#### Arts/entertainment

Bonneville Media Communications □ *Christmas and Then Some II* (national).  
CFMO-FM Ottawa □ *Thanks for the Memory: The Bob Hope Story* (markets 1-25).

#### News/informational

CBC Radio □ *Hiroshima/Nagasaki: 40 Years Later and Family Circus/Inner Spheres* (national).  
WHAS(AM) Louisville, Ky. □ *Down and Outside: On the Streets of Louisville* (markets 26 plus).

#### Religious

American Lutheran Church Media Services Center □ *Scan: Racehoss* (national).  
Pastoral Theological Institute □ *Breakthrough: From Addiction to Freedom* (markets 1-25).  
Catholic Communications Center and St. Meinrad College □ *Lifesigns: Death of a Loved One* (markets 26 plus).

#### News

Mutual Broadcasting System □ *The Week in Review: The Shuttle Challenger* (national).  
WRRM(FM) Cincinnati □ *Hands Across America* (markets 26 plus).  
CBC Radio □ *Lyell Island* (markets 26 plus).

#### Community awareness campaign

KSTP(AM) Minneapolis and Camelot Communications □ *Street People: Adrift in the Cities* (markets 1-25).

#### PSAs

Bonneville Media Communications □ *It's Kinda Nice When You're Friends* (national).

#### Short features

Cornerstone Media □ *One to One* (national).  
Ethnic Communications □ *Salute the Black Family* (national).  
WMAL(AM) Washington □ *Values 2001* (markets 1-25).

## Gavel awards

Presented by the American Bar Association for "outstanding public service in increasing public understanding of the American legal system."

KPRC-TV Houston □ *The People's Lawyer*.  
WDIV(TV) Detroit □ *Victims*.  
WKYC-TV Cleveland □ *Cleveland Alive*.  
Maryland Instructional Television □ *Judicial Branch, and Criminal Justice System*.  
National Public Radio □ *Federal Judge Selection*.  
California Times Radio, Mill Valley, Calif. □ *Taking the Initiative*.  
Western Media Concepts, Anchorage □ *Holding Our Ground*.

## Global Media Awards

Presented by the Population Institute "to honor those who have contributed to creating awareness of population problems through their journalistic or electronic media endeavors in a meritorious manner."

Michael Jackson, ABC Radio Network □ *Best radio program*.  
Mexico: A City Running Out of Air, Zwelltes Deutches Fernsehen, Harald Jung, producer □ *Best TV documentary*.  
Finite World India, Turner Broadcasting System □ *Best TV documentary*.

## Golden Hammer Awards

8th annual. Presented by the National Association of Home Builders honoring excellence in housing and real estate journalism.

#### Television

John McPherson, Jill Kalstrom, WESH-TV Orlando, Fla. □ *Stolen Dreams*.  
Dan Williams, WJBK-TV Detroit □ *Troubleshooter House Test*.

#### Radio

Eric Thomas, KMOX(AM) St. Louis □ *Victims of Neglect*.  
Bob Madigan, NBC Radio's The Source □ *Home Sweet Mortgage*.

## Golden Rose Awards

27th annual. Presented by the Golden Rose of Montreux Festival for excellence in light entertainment programming.

Sveriges Television □ *The Prize* (Golden Rose and the City of Montreux award).  
Nederlandse Omroep Stichting □ *Mini and Maxi in Concert* (Silver Rose).  
Independent Broadcasting/London Weekend Television □ *Torvill and Dean's Fire and Ice* (Bronze Rose).  
Dwight Hemoon Productions □ *Barbra Streisand: One Voice* (Special Rose).  
ARD, West Germany □ *Rudi's Tagesshow* (special mention).  
BBC, United Kingdom □ *Now—Something Else* (special mention and press prize for best network entry).  
TSS, Soviet Union □ *Chapliniana* (special mention).  
Devillier Donegan Enterprises/KQED □ *Voice/Dance* (press prize best independent entry).

## Headliner Awards

Sponsored by the Press Club of Atlantic City, N.J., for broadcast media.

#### Television

NBC News, for reports on payola in the record industry □ *Outstanding investigative reporting by a network*.  
NBC, Woody □ *Outstanding sports reporting by a network*.  
CNN, for its coverage of the space shuttle Challenger explosion

Because our  
customers know  
we come through  
for them.

□ Outstanding news reporting by a network.

**CNN, *Seeds of Despair*** □ Outstanding documentary by a network.

**WBAL-TV Baltimore, "Look Upon the Children"** □ Consistently outstanding news reporting by a station.

**KTYV-TV Oklahoma City** □ Consistently outstanding news reporting by a station, all other markets.

**WTKR-TV Norfolk, Va., "Holidays at Sea"** □ Outstanding public service by a station.

**WSMV-TV Nashville, *The Zomba Invasion*** □ Outstanding documentary by a station.

**WCCO-TV Minneapolis, "The State of Texas vs. Steven Lynn Fossum"** □ Outstanding investigative reporting by a station.

**WQED(TV) Pittsburgh, "A Chance to Learn"** □ Outstanding public service by a station.

#### Radio

**NBC Radio, *The Tripoli Tapes*** □ Consistently outstanding news reporting by a network.

**NBC Radio, *Cocaine Hunger*** □ Outstanding documentary by a radio network.

**KFBK(AM) Sacramento, Calif.** □ Consistently outstanding radio reporting, top 50 markets.

**WWVA(AM) Wheeling, W.Va.** □ Consistently outstanding radio reporting, all other markets.

**WLAP(AM) Lexington, Ky., *Passing on the Secret of Sexual Abuse*** □ Outstanding public service by a station.

**WKSN(AM)-WHUG(FM) Jamestown, N.D., *From Chautauqua to Russia: A Citizen's Summit*** □ Outstanding documentary or series by a station.

**WEE(AM) Boston, "The Vendome Investigation"** □ Outstanding investigative reporting by a station.

## Jack R. Howard Awards

Presented by the Scripps-Howard Foundation for "best examples of public service journalism and broadcasting."

**WXFL-TV Tampa, Fla.** □ "Target 8. IMC Gold Plus" (large market TV).

**WBZ-TV Baton Rouge** □ "Equal Opportunity Abuser" (small market TV).

**KMOX(AM) St. Louis** □ *Brotherhood of Silence* (large market TV).

**WJYY(FM) Concord, N.H.** □ For its live broadcast and followup on the space shuttle disaster (small market radio).

## Humanitas Awards

Presented by the Human Family Institute to writers of television programs that most effectively communicate "enriching human values." This year's winners will be announced tomorrow (July 7). The most recent list of winners appears in the July 7, 1986, issue.

## International Broadcasting Awards

27th annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes advertising agency, company, commercial and category).

#### Television

**West & Co., Jacksonville, Fla.** □ Independent Life "Department Store Insurance" (sweepstakes and humorous).

**BBDO, New York** □ Pepsi-Cola "Floats" (live action, 60 seconds, English language and humorous).

**Team/BBDO GmbH, Dusseldorf, W.G.** □ Audi AG "Audi Quattro" (live action, 60 seconds, non-English language).

**DFS Dorland, New York** □ North American Philips "Elevator" (live action, 30 seconds, English-language, produced inside U.S.).

**Young & Rubicam, Adelaide, Australia** □ Mitsubishi "Real Truck" (live action, 30 seconds, produced outside U.S.).

**Dentsu, Osaka, Japan** □ Duskin Co. "Cleaning Woman" (live action, 30 seconds, non-English language).

**DFS Dorland, Torrance, Calif.** □ Toyota Motor Sales "Dynasty"

(animation)

**DFS Dorland, New York** □ North American Philips "Cat" (combination).

**DFS Dorland, New York** □ Wendy's "Moustache" (short, 20 seconds or less).

**Boase Massimi Pollitt, London** □ UNICEF "Give Enough" (public service)

**Foote, Cone & Belding, San Francisco** □ Pacific Bell "Richard & Joel" (local, one market)

**DFS Dorland, New York** □ Wendy's "Hairdo/Inventor/Hot Side, Cold Side" (series, three commercials)

#### Radio

**TBWA, New York** □ Fromageries Bel "Valley Girl 3/Valley Girl 4/End and Galaxy" (sweepstakes)

**Campbell-Ewald, Warren, Mich.** □ Chevrolet "Heartbeat of America" (musical, 60 seconds)

**Palmer Jarvis & Associates, Vancouver** □ McDonald's "Breakfast for Under \$1" (musical, 30 seconds)

**Broyles Allebaugh & Davis, Englewood, Colo.** □ Telecheck Services "How Do I Look?" (humorous, 60 seconds).

**McKim Advertising, Vancouver** □ Chevron Canada "Academy Award" (humorous, 30 seconds)

**Hal Riney & Partners, San Francisco** □ Calistoga Mineral Water "Ooty Goofty" (open, 60 seconds).

**MacLaren Advertising, Toronto** □ Molson Breweries "Brass Monkey" (open, 30 seconds)

**Lida Advertising, Wichita, Kan.** □ St. Francis Regional Medical Center "Big Brother" (local, one market)

**DDB Needham Worldwide, New York** □ AAAA "Caveman" (public service)

## International Film & TV Festival of New York

29th annual. Presented by the International Film & TV Festival of New York for outstanding television programs and commercials.

**WQED(TV) Pittsburgh** □ "Miracle of Moreaux" and "Anne of Green Gables" episodes of *Wonderworks* (best entertainment).



Festival's Gerald Goldberg and WQED's Ann Golden

**KNBC-TV Los Angeles, Chuck Blore and Don Richman** □ "The Santa Barbara" campaign (best promotion spot)

**KUTV(TV) Salt Lake City** □ "Heartbreak Hotel" (best news program).

**WETA-TV Washington** □ *Drinking & Driving: The Toll. The Tears* (best public service award).

**HBO and Television South** □ *Murrow* (entertainment award).

#### TV advertising

**Collett Dickenson Pearce & Partners, London** □ Gallaher Ltd./Hamlet Cigars "Crushed Carl/Inconvenience/AC/DC" (best campaign).

**BBDO, New York** □ Pepsi-Cola "Copier" (best commercial).

**Boase Massimi Pollitt, London** □ UNICEF/SportAid "Give Enough" (best PSA).

**Yellowhammer, London** □ Barclays Bank PLC "The Customer Service Campaign" (best creative achievement).

## International Radio Festival of New York

6th annual. Presented by the International Radio Festival of New York for outstanding radio programming, advertising and promotion.

**WOR(AM) New York** □ Statue of Liberty Centennial Coverage (best news programming).

**Bonneville Media Communications, Salt Lake City** □ *Christmas and Then Some* (best entertainment program)

**BBC Radio One, London** □ *Simon Mayo's Pilgrimage to the Holyland* (best information program)

**WLOL(FM) Minneapolis** □ The More Music Campaign (best promotion spots).

**Goodby, Berlin & Silverstein, San Francisco** □ San Francisco Examiner "Simpleton & Bimbo" (best commercial).

**Levine, Huntley, Schmidt & Beaver, New York** □ New York Air "Destination/ Love the North/The Chase" (best campaign).

**N W Ayer, New York** □ National Council on Alcoholism "The Say Yes to Your Life campaign" (best PSA).

**Ted Bates Communications, London** □ DHL Courier "The Ain't No Mountain Campaign" (best creative achievement in radio advertising).

## International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement in" radio or television.

**Allan Neuharth** □ Gold Medal

**William B. Williams, WNEW(AM) New York** □ Broadcaster of the Year award.

## Iris Awards

20th annual. Presented by NATPE International for outstanding local TV programming.

Iris of the year

**Norman Lear**

President's Award

**NBC, British Broadcasting Corp., and Bob Bernstein, president, March Five**

International Iris

**CJOH-TV Ottawa and John Beveridge** □ *High School Confidential*.

Markets 1-20

**KABC-TV Los Angeles** □ *Free At Last* (public affairs).

**WKYC-TV Cleveland** □ *Cleveland Vice* (program segments).

**WPLG(TV) Miami** □ *In the Beginning* (sports).

**WCAU-TV Philadelphia** □ *Kidside* (children's).

**WBZ-TV Boston** □ *Tender Places* (entertainment).

**KGO-TV San Francisco** □ *Doctor Edell's Medical Journal* (magazine).

**WBZ-TV Boston** □ *People Are Talking: What Makes a Survivor* (talk/service/information).

**KNBC-TV Los Angeles** □ *The Spirit of Southern California* (short subjects).

**WBBM-TV Chicago** □ *Lourdes: An American Pilgrimage* (all other)

Markets 21-50

**Maryland Public Television** □ *Streets of War* (public affairs).

**KGTV(TV) San Diego** □ *Addictor Boats* (program segments).

**WTVF(TV) Nashville** □ *Senior Stars* (sports)

**WOWK-TV Huntingdon, W. Va.** □ *The Art of Computer Animation* (children's).

**WLAE-TV New Orleans** □ *St. Charles Streetcar: Our Oldest Line* (entertainment).

**KSL-TV Salt Lake City** □ *Canyonlands* (magazine).

**WTVF(TV) Nashville** □ *Aging: A Family Affair* (talk/service/information).

**WHIO-TV Dayton, Ohio** □ *Fly* (short subjects).



WFTV(TV) Orlando, Fla. □ *Life in Stress Lane* (all other).

Markets 51-214

**WHA-TV Madison, Wis.** □ *Fall From Grace* (public affairs).  
**WTVQ(TV) Chattanooga** □ *Side Roads: Favorite Haunts* (program segments).  
**KGUN-TV Tucson, Ariz.** □ *Two for the Road* (sports).  
**KETS(TV) Little Rock** □ *Summer's End* (children's).  
**KETS(TV) Little Rock** □ *Fort Smith: Hell on the Border* (entertainment).  
**KGMB(TV) Honolulu** □ *Hawaiian Moving Company* (magazine).  
**KGAN-TV Cedar Rapids, Iowa** □ *Harvest of Discontent* (talk/service/information).  
**WBIR-TV Knoxville** □ *The Heartland Series: A Gift for Jacob* (short subjects).  
**WNPB-TV Morgantown, W. Va.** □ *Do You Hear the Rain?* (all other).

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## IRE Awards

Presented by the Investigative Reporters/Editors in conjunction with the University of Missouri-Fl.

**WCCO-TV Minneapolis** (Al Austin, Andy Greenspan) □ For a series on an innocent man who was jailed.  
**KPRC-TV Houston** (Joe Collum) □ For a report on seven inmates who died because medical attention wasn't available.  
**WTMJ-TV Milwaukee** (Mike Jacobs) □ For a series on the high rate of school bus accidents.  
**WESH-TV Orlando, Fla.** (John McPherson, Jill Kalstrom) □ For a report on county officials illegally burying hazardous waste.  
**WKBW-TV Buffalo, N.Y.** (Lee Coppola) □ For an investigation into a local business school.  
**KMOX(AM) St. Louis** (Jeff Rainford) □ For a series on licensing of doctors.

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## Janus Awards

17th annual. Presented by the Mortgage Bankers Association of America for excellence in financial news broadcasting.

**KING-TV Seattle** □ *Salmon: Not Just Another Fish Story* (TV documentary).  
**ABC News's Nightline** □ "Tax Shelters" (TV news programing).  
**NBC Radio The Source** □ "The Money Memo" (radio news programing).  
**Mutual Broadcasting System** □ *Trading with Japan* (radio documentary).

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## Thomas Jefferson Awards

Presented by the Defense Department to Armed Forces Radio/Television broadcasters for "excellence and professionalism in military broadcast media."

**Detachment 6 Air Force European Broadcasting Squadron, Torrejon Air Base** □ *The Torrejon Alive Morning Show* (radio entertainment or information series from an on-air AFRTS outlet).  
**Public Affairs Office, Fort Sill, Okla.** □ *Family Focus* (radio entertainment or information series all but an on-air AFRTS outlet).  
**Army Headquarters, AFN Europe** □ *Mailbox* (television entertainment or information series from an on-air AFRTS outlet).  
**Naval Air Reserve, Norfolk, Va.** □ *Commanders for Internal Information Series* (television entertainment or information series all but an on-air AFRTS outlet).  
**American Forces Network, Supreme Headquarters Allied Powers Europe** □ *Officer's Trip to Normandy, Dog Recruiting and One Man's Pilgrimage* (local radio news stories or features used on-air).

**Southern Command Network, Miami** □ *142D Medical Battalion* (local television news stories or features used on the air).  
**U.S. Navy Broadcasting Service Detachment Guantanamo, Norfolk, Va.** □ *Bumpkin Characterization Series* (radio spot production).

**Olab AFPBS, Seattle** □ *Exchange-Birthday Ball/Military Auto Sales/Bowling* (television spot productions).

**American Forces Network—Kaiserslautern, New York** □ *D.W.I. Feature* (special radio program from an on-air AFRTS outlet).

**Commanding Officer, USS Midway** □ *USS Midway Super Six-Pack Special* (special radio program all but on-air AFRTS outlets).

**Army Headquarters, AFN Europe** □ *Special Report: An Inside Look at the American Forces Network—Europe* (special television program from an on-air AFRTS outlet).

**Oregon National Guard Association, Salem, Ore.** □ *On Guard, Oregon National Guard Army and Air* (special television program all but on-air AFRTS outlets).

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## Robert F. Kennedy Journalism Awards

19th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

**WGBH-TV Boston** □ *Frontline "Growing Up Poor."*  
**WLAP(AM) Lexington, Ky.** (Craig Cheatham) □ *Passing on the Secret of Sexual Abuse.*  
**KGW-TV Portland, Ore.** □ *In Search of Home* (honorable mention).  
**KMOX(AM) St. Louis** □ *A Bankrupt Heritage* (honorable mention).

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## Maggie Awards

Presented by the Planned Parenthood Federation of America.

**WIVB-TV Buffalo, N.Y.** □ *Family Secrets.*

**NBC's St. Elsewhere** □ "The Boom Boom Bomb" and "To Tell the Truth."

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## Media Awards

Presented by the President's Committee on Employment of the Handicapped and the American Association of Disability Communications.

**Mary Gresham, WDAF-TV Kansas City** □ *You Can't Get There From Here.*  
**WETA-TV Washington and Central Independent Television** □ *The Skin Horse.*  
**American Diabetes Association** □ "News Event" TV PSA.  
**National Easter Seal Society** □ "Attitudes" multimedia campaign.

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## Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

**WRGB(TV) Schenectady, N.Y.**

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## Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism." This year's awards have not been announced. The most recent list of winners appears in the July 7, 1986, awards issue.

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## Mobius Awards

16th annual. Presented by the U.S. Television and Radio Commercials Festival for excellence in advertising.

Best of Festival

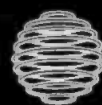
**Chevrolet Motor Division** □ *Heartbeat of America* (Campbell-Ewald).

Television

**Poly-Tech** □ *Abacus, Blimp, Simple Test* (Campbell-Milthum).

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Anheuser-Busch and DMB&B's "Hope & Hustle"

**Rainbow Toys** □ Animal Swamper, Flex & Crossboss, Giant Command (Marshalls).

**The Church of Jesus Christ of Latter-Day Saints** □ Appointment Book (Bonneville Media Communications).

**Timex** □ Atlantis (Grey).

**GMAC** □ Auto Teller (Campbell-Ewald).

**Moosehead Breweries** □ Bar Spot, Spot Light, TV Spot (Ogilvy & Mather).

**Compaq Computers** □ Boffin (Ogilvy & Mather).

**Winn Dixie Stores** □ Broadway (William Cook).

**Del Monte** □ Chain Reaction (D.Y.R.).

**Anheuser-Busch** □ A Chance (D'Arcy Masius Benton & Bowles).

**Warner Lambert** □ Clifford (J. Walter Thompson).

**Eastman Kodak** □ Color of Kids and Color of Life (J. Walter Thompson).

**NBC Television** □ Come Home to NBC (NBC).

**Land Rover Limited** □ Dam Rover (Collett Dickenson Pearce & Partners).

**Sohio/Gulf** □ Demonstration (W.B. Doner & Co.).

**Skil Corp.** □ Demonstration with a Twist (Cramer-Krasselt).

**Volvo Car Corp.** □ The Doll (Cicero Vision).

**Benson & Hedges Gold Center** □ Dreams, Magic, Power (KHK/Needham).

**Lynx** □ Dumb Animals (Yellowhammer).

**Toyota** □ Dynasty (DFS Dorland Worldwide).

**Europa Oil NZ Ltd.** □ Europa (MDA MacKay King).

**Texaco Limited** □ Glasses (Collett Dickenson Pearce & Partners).

**McDonald's** □ Golden Time (Leo Burnett Co.).

**Marigold Foods** □ Graffiti Cow (Martin/Williams).

**Chevrolet** □ Heartbeat of America (2) (Campbell-Ewald).

**John Hancock Financial Services** □ Healer, Football, Single (Hill, Holiday).

**NBC** □ Hill St. Blues-Tribute (NBC).

**Anheuser-Busch** □ Hope & Hustle (D'Arcy Masius Benton & Bowles).

**Tuborg Lager Ltd.** □ Human Train (McCann-Erickson).

**British Telecom PLC** □ Jason and the Juggernaut, Armoured Car, Speechless Campaign (Collett Dickenson Pearce & Partners).

**Eckerd Drugs** □ Lesson (J. Walter Thompson).

**Phillips Nederland** □ Lighthouse (Publicis).

**Tel Plus Communications** □ Ma Bell, Rotary Inspector (Levine, Huntley, Schmidt & Beaver).

**Stellenbosch Farmers Winery** □ Mainstay (J. Walter Thompson).

**Lee Foundation** □ Male, Female (Bozell, Jacobs, Kenyon & Eckhardt).

**United Way** □ Mark, Maria, Tony (J. Walter Thompson).

**HBO** □ Mask (On-Air Promotion).

**Ciorox** □ Momma's Got the Magic (Foote, Cone & Belding).

**Chief of the Swedish Army** □ Morse (F.L.C.).

**United Foundation** □ Most Beautiful Sound (J. Walter Thompson).

**California Egg Commission** □ Mr. Egghead (Ketchum).

**Allied Breweries** □ 9 Lives (Saatchi & Saatchi).

**Toronto Blue Jays** □ Orioles, Rangers, Mariners (J. Walter Thompson).

**Shell International** □ Oscilloscope (Ogilvy & Mather).

**Chieftain Products Inc.** □ Pablo (DDB Needham Worldwide).

**Gerber Products Co.** □ Peas (J. Walter Thompson).

**Gallaher Limited** □ Photo Booth (Collett Dickenson Pearce & Partners).

**The Guardian** □ Points of View (Boase Massimi Pollitt).

**The Church of Jesus Christ of Latter Day Saints** □ The Practice (Bonneville Media Communications).

**General Motors** □ Prologue, Design-Wildcat, Expert Systems Charlie (N.W.Ayer).

**Citizen Watch Co. of America** □ Quarter to Nine (Levine, Huntley, Schmidt & Beaver).

**McDonald's** □ Recital and Silent Persuasion (Leo Burnett Co. U.S.A.).

**Greater London Council** □ Simulator (Boase Massimi Pollitt).

**Singapore Tourist Promotion Board** □ Singapore Stopover Holidays (Batey Ads Pte Ltd.).

**Procter & Gamble** □ Soft, No Cling (D'Arcy Masius Benton & Bowles).

**Radio Rentals Ltd.** □ Sound Barrier (Collett Dickenson Pearce & Partners).

**Quaker Oats** □ Spike & Speck (J. Walter Thompson).

**National Mutual Royal Bank** □ Steam Train (John Clemenger Pty Ltd.).

**Gallaher Limited** □ Sub (Collett Dickenson Pearce & Partners).

**Apple Computer Pty. Ltd.** □ Swamped in Work (Campaign Palace).

**IKEA Limited** □ Systems (McCann Erickson Advertising).

**Minnetonka Inc.** □ Taxi, Washroom, Airplane (Bozell, Jacobs, Kenyon & Eckhardt).

**Mega Markets** □ Twins (Malone & Hyde).

**Sharp Corp. of Australia** □ Video (Advertising Partners Australia Pty Ltd.).

**Tourism Canada** □ Wild World, Old World, New World (Camp Associates).

#### Radio

**KCRW(FM) Santa Monica, Calif.** □ The Big Phoney (KCRW).

**Martlet Importing Co.** □ BYO Airlines, Hill Street, Personal Ad (DFS/Dorland Worldwide).

**Pacific Fresh Restaurants** □ Cookie (Jim Stokes & Associates).

**New York Air** □ Destinations, The Chase, I Love the North (Levine, Huntley, Schmidt & Beaver).

**ICI Plant Protection PLC** □ Dragon (Ogilvy & Mather Partners).

**Chevrolet Motor Division** □ Heartbeat of America-Genenc, Heartbeat of America-Black, Heartbeat of America-Country (Campbell-Ewald).

**Metro Radio Sales** □ The Hit (Metro Radio).

**Northumbria Police** □ Invitation, Violated, Picture Your Car (Metro Radio).

**Lincoln Savings** □ JR. CD (Salvati Montgomery Sakoda).

**Sinai Hospital of Detroit** □ Limbo (W.B. Doner & Co.).

**Speedy Muffler King** □ Muffler, Brakes, Nightowl #2 (SSC&B; Lintas Worldwide).

**Radio Marketing Bureau** □ Orson Welles, Abdication, Churchill (McCann-Erickson).

**BellSouth Mobility Inc.** □ Plumber (J. Walter Thompson).

**Reader's Digest** □ Robots, Bruce Curtis, Death (J. Walter Thompson).

**HMV Ltd.** □ Scratch (Yellowhammer).

**Austin Rover** □ Test Drive (Harrison Cowley).

**Bank of America** □ Tonga Bound (Grey Advertising).

**Rose Hill Memorial Park** □ Twain, Thoreau, Will Rogers (Klein/Richardson).

**Chevrolet Motor Division** □ URI-Running, URI-Cavalier, URI-Baseball (Campbell-Ewald).

**Canon USA** □ Very Big Corporation, Dictionary, Cliche Board (Grey Advertising).

## Montreux Gold Medal Award

International technical achievement award.

**Takeo Eguchi**, Sony, for his work on digital video recording technology.

**Mark Krivocheev**, Soviet television, for his participation in international engineering standardization work.

## Edward R. Murrow Brotherhood Awards

Sponsored by B'nai B'rith to honor news, public affairs programs, PSAs and commentaries "that best promote human understanding and good relations among people."

**PBS-Blackside Inc.** □ *Bridge to Freedom 1965* (TV documentary).

**CBS's News 60 Minutes** □ *Life and Death in San Francisco* (TV news special or feature).

**NBC Nightly News** □ "Martin Luther King" (TV news segments).

**ABC Information Network** □ *Hunger in America* (radio news special or feature).

**Mutual Broadcasting System** □ *Soviet-American Cultural Exchange* (radio news segment).

**WCBS-TV New York** □ *No Place to Call Home* (local TV documentary).

**WNBC-TV New York** □ *Shame of a City... Again!* (local TV news special or feature).

**WCBS-TV New York** □ *Angel One Year Later* (local TV news segment).

**WABC(AM) New York** □ *The Crisis of Children* (local radio news documentary).

**WOR(AM) New York** □ *Heritage Profiles* (local radio news special or feature).

**WNEW(AM) New York** □ *Widow's and Children's Fund* (local radio news segment).

**NBC Radio News** □ *The Promise of Liberty* (special citation for radio news documentary).

## NAB Awards

Distinguished Service Awards: presented to any broadcaster "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented for engineering contributions "which measurably advance the technical state of the broadcasting art."

**Martin Umansky**, formerly president and general manager of KAKE-TV Wichita, Kan. □ Distinguished Service Award.

**Renville McMann Jr.**, CBS Technology Center □ Engineering Achievement Award.

**Robert Trout**, broadcast journalist, and **Gordon McLendon** and **Robert Todd Storz**, radio programmers □ Radio Hall of fame inductees.

#### Children's TV Awards

**KATU(TV) Portland, Ore.** □ Popcorn.

**WCVB-TV Boston** □ Don't Be Pushed.

**WLS-TV Chicago** □ Be A Safe Kid at Home.

**WSMV(TV) Nashville** □ The Snow Bird Family Christmas Special.

**WCAU-TV Philadelphia** □ Kidside.

**WBNG(TV) Binghamton, N.Y.** □ Action News for Kids.





Umansky and NAB President Eddie Fritts

- WAFB(TV) Baton Rouge** □ Storyland.  
**WRAL-TV Raleigh, N.C.** □ The Frost King.  
**WBZ-TV Boston** □ For Kids' Sake Campaign.  
**WMTV(TV) Madison, Wis.** □ By Kids. For Kids.  
**KRGV(TV) Westlaco, Tex.** □ Project Abuse.  
**WECT(TV) Wilmington, N.C.** □ Service to Children.  
**WDAF-TV Kansas City** □ Love Fund for Children.

## NBACA Awards

12th annual. Presented by the National Broadcast Association for Community Affairs.

Innovator of the Year

- WCVB-TV Boston** □ "A World of Difference" project.

Governor's Award

- Stevie Wonder** □ For his efforts to discourage teen-age drinking and driving.

Community awards

- KFRC(AM) San Francisco, AIDS: The People/The Plague** □ Best total station project. radio metro areas 1-30  
**WCTC(AM) New Brunswick, N.J., Law Week** □ Best total station project. radio metro areas 31-plus.  
**WBBM(AM) Chicago, "Drunk Driver"** □ Best public service spots. radio metro areas 1-30.  
**WBZ-TV Boston, "For Kids' Sake"** □ Best total station project. TV metro areas 1-30.  
**WHAS-TV Louisville, Ky., "The WHAS Crusade for Children"** □ Best total station project. TV metro areas 31-plus.  
**KDAF(TV) Dallas, "United Negro College Fund"** □ Best public service spots. TV metro areas 1-30.  
**KVUE-TV Austin, Tex., "Anti-Litter"** □ Best public service spot. TV metro areas 31-plus.

## NBEA Awards

Presented by the National Broadcast Editorial Association for excellence in the writing and presentation of editorials.

- Wallace Jorgenson, Jefferson-Pilot** □ Management Excellence and Achievement award.

National winners

- Steve Smith, KNX(AM) Los Angeles.**  
**Marjorie Arons-Barron, WCVB-TV Boston.**

Regional winners

- Charles Thomson, KYW(AM) Philadelphia.**  
**Catherine Cahan, WBBM(AM) Chicago.**  
**Steve Smith, KNX(AM) Los Angeles.**  
**Marjorie Arons-Barron, WCVB-TV Boston.**  
**Larry Schmidt, WCCO-TV Minneapolis.**  
**Robin Hughes, WHAS(TV) Louisville, Ky.**  
**Rose Gulibault, KGO-TV San Francisco**

## NCCJ Awards

Presented by the National Conference of Christians and Jews "to pay tribute to outstanding creative work on behalf of brotherhood/sisterhood in mass communications."

Gold Medal winners

- NBC Radio News, C.D. Jaco, correspondent** □ *Race Against Time.*  
**KOTV(TV) Tulsa, Okla., Randy Lewin, Paul Staat correspondents** □ *Project OFFER.*

## NCTA Awards

Presented by the National Cable Television Association for service to the industry.

National Awards

- Anthony Accamando, Adelphia Communications** □ State/regional association leadership  
**Walter Ciclora, American Television & Communications** □ Science and technology.  
**Arthur Sando, Turner Broadcasting, and William Bresnan, Bresnan Communications** □ President's Awards.  
**Daniel Aaron, Comcast, and Beverly Harms, Communications Equity Associates** □ Leadership  
**Doug Wenger, Storer Cable** □ Marketing.  
**C. Ronald Dorchester, Prime Cable Corp.** □ Young leadership.  
**Robert Mathews, CableData** □ Associates award.



NCTA President Jim Mooney and Bresnan



NCTA's Mooney and Sando

## NEA Awards

5th annual. Presented by the National Education Association to recognize "television and radio stations, networks and staff for programming that

motivates young people to read, recognizes excellence in teaching and learning, highlights the problems of racial, religious, ethnic and social prejudice, and fosters global understanding."

- ABC-TV** □ *ABC Notebook: The Great American Teen-Ager.*  
**Coral International Television Corp.** □ *Mysteries of the Ancient World.*

- KCNK-TV Denver and Karen Layton** □ *Teachers Who Make A Difference and China Documentary: West Meets East.*

- Public Broadcasting Service and Dee Brock** □ *Adult Learning Service.*

- WCKY(AM) Cincinnati** □ *Terrific Tri-State Teachers and WCKY Student Salute.*

- Kevin Duffus, WRAL-TV Raleigh, N.C., and James Goodmon, president, Capitol Broadcasting Co** □ *Project Tanzania.*

- ABC Television and Walt Disney Pictures** □ *The Disney Sunday Movie: The Girl Who Spelled Freedom.*

- CBS Entertainment and Highgate Pictures** □ *CBS School-break Special: The War Between the Classes.*

- William Smith, ComTel Productions, and Jackle Torrence** □ *The Teller and the Tale.*

- NBC Productions and Lightkeeper Productions** □ *Punky Brewster: Accidents Happen.*

- NBC Television, Carsey-Werner Productions and Bill Cosby** □ *The Cosby Show.*

- NBC News and Herb Dudnick** □ *Main Street.*

- WBEZ(FM) Chicago and Johanna Zorn** □ *Airplay.*

- Gene Jankowski, CBS/Broadcast Group president, and Daniel Boorstin, Librarian of Congress** □ "Read More About It."

- WCVB-TV Boston** □ "A World of Difference."

## NFCB Awards

Presented by the National Federation of Community Broadcasters for outstanding radio programming.

- Ross Reynolds, KBOO(FM) Portland, Ore.** □ *Inquest* (special events).

- Rosemary Reed, Disarm Education Fund** □ *Part of My Soul Went With Him* (culture/drama/music).

- Clare Schoen, Fine Line Productions** □ *Voices in Exile* (documentaries/public affairs).

- Sandra Lyon, WOJB(FM) Reserve, Wis.** □ *The Sounds of WOJB* (sound of community radio).

- KBOO(FM) Portland, Ore.; KALX(FM) Berkeley, Calif., and Jeff Hansen, A Public Affair on WORT(FM) Madison, Wis.** □ (local news/information).

## NRB Awards

Presented by the National Religious Broadcasters for outstanding contributions to the advancement of the gospel via radio and television.

- Juan Boonstra, La Hora de la Reforma; Stephen Brown, Key Life; Jane Dickerson, The Filling Station; Ben Haden, Changed Lives; Nathan Travis Middleton, Sanctity of Human Life Week; Dan Matthews, Christian Lifestyles Magazine, and Jimmy & Joanne Thompson, Nite Line** □ Award of merit in program production.

- John Helder, Coral Ridge Ministries; Al Sanders, Ambassador Advertising, and Lou Velker, WWCM** □ Award of merit for management.

- The Biola Hour, The Calvary Hour, Samuel Kelsey, Ernest C. Manning, Noah Edward McCoy, Sunday School of the Air, Wealthy Street Baptist Church** □ Milestone award

- Thomas Zimmerman** □ Hall of Fame award.

- Steve Allen, Joseph Barbera, Ted Engstrom, Paul Freed, John D. Jess, Ralph Montanus Sr., Stephen Olford and Luis Palau** □ Distinguished Service award.

## Odyssey Institute Awards

Presented by the Odyssey Institute Corp. for "excellence in reporting and promoting significant issues concerning the needs of children."

- WNBC-TV New York** □ *A Time to Live* (dramatized feature).

- WDIO-TV Duluth, Minn.** □ *Child Abuse and Treatment* (feature

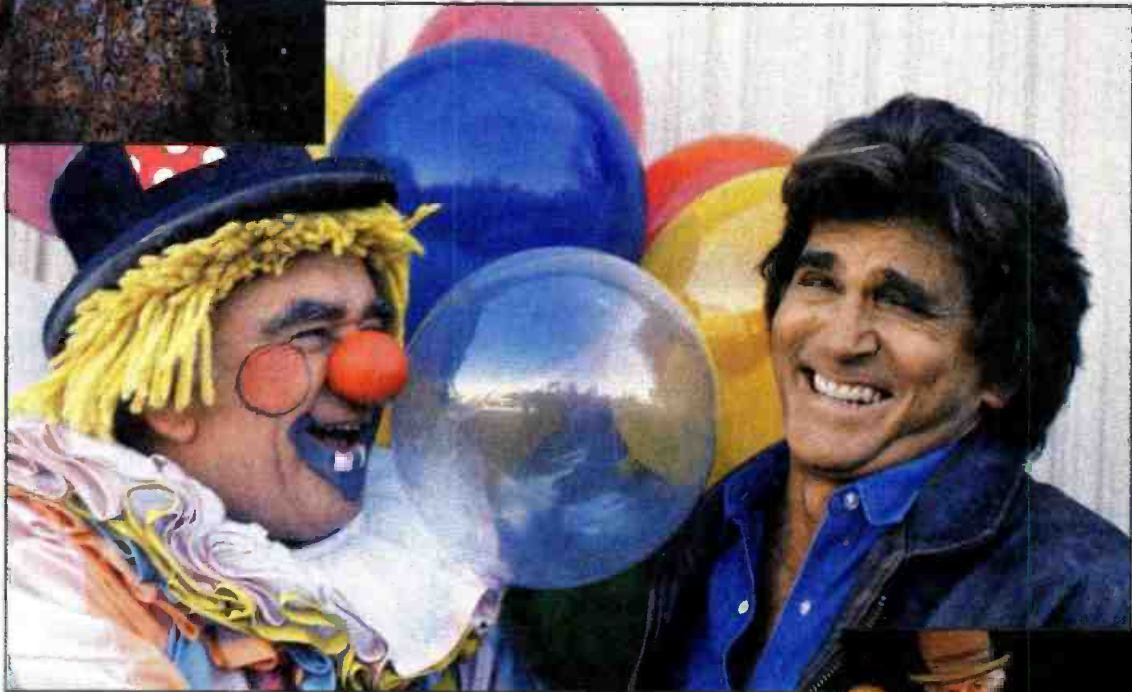
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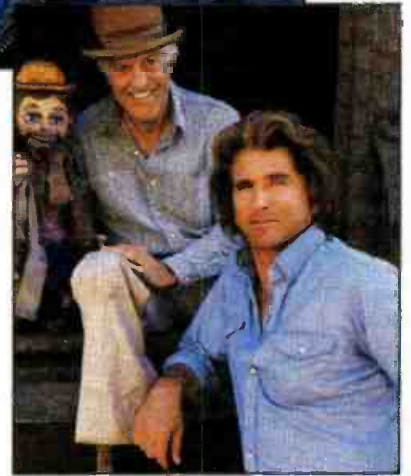




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or special).

**WQED(TV) Pittsburgh** □ *Anne of Green Gables* (elementary level educational program).

**KOMO-TV Seattle** □ *Don't Drink and Drive* (high school level educational program).

**KTTV(TV) Los Angeles** □ *Dangerous Automatic Baby Feeder* (spot news).

**WCCO-TV Minneapolis** □ *Call 911* (PSA).

**WTHR(TV) Indianapolis** □ *Who Is Protecting Our Children?* (documentary).

**KSBW-TV Salinas, Calif.** □ *Secret Sickness* (series of reports).

**NBC** □ *Traffic in Children* (special merit award).

## Ohio State Awards

49th annual. Presented by the Institute for Education by Radio-Television under the auspices of the Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

### Social Science and Public Affairs

**WNEV-TV Boston** □ *Empty Plates: Hunger at Home.*

**KING-TV Seattle** □ *Washington 2000.*

**WUSA(TV) Washington** □ *Greasing the Wheels.*

**WBZ-TV Boston** □ *In Search of a Hero* and *Playing for the Future.*

**WHA(AM) Madison, Wis.** □ *Prisoners of Prejudice.*

**Georgia Public Television** □ *Georgia Digest, 90 Days at Dodge.*

**WPLG-TV Miami** □ *Do You Know Who Your Doctor Is?*

**WVVA(AM) Wheeling, W. Va.** □ *Unanswered Prayers, Appalachia in the '90's.*

**WHAS-TV Louisville, Ky.** □ *More Than Muscle.*

**WTMJ-TV Milwaukee** □ *Divided We Stand, Who's Behind the Wheel and Is Anybody Listening.*

**Maryland Instructional Television** □ *Constancia's Choice.*

**Alaska Department of Education, Arctic Environmental Information & Data Center and Connections** □ *Alaska—The Alaska History Series.*

**Louisiana Public Broadcasting** □ *Uncle Earl.*

**KMOX(AM) St. Louis** □ *The Empty Crib.*

**Minnesota Public Radio** □ *Chanarambie Township.*

**KNX(AM) Los Angeles** □ *KNX Coverage of Minority Issues.*

**AP Network News** □ *Hiroshima Remembered.*

**NBC Radio News** □ *The Tripoli Tapes* and *Nightmare Abroad.*

**Marjorie Van Halteren, Lou Giansante, Jay Allison, National Public Radio** □ *Breakdown and Back ATC Special.*

**BBC World Service** □ *Falling in Love.*

**WOI-TV Ames, Iowa** □ *Faith or Fraud? Mid America's Cult Question.*

**WTHR(TV) Indianapolis** □ *The Secret War at Home.*

**KPBS-TV San Diego** □ *The Lemon Grove Incident.*

**Turner Broadcasting** □ *Portrait of America.*

**CBS News** □ *In the News.*

**Miles Educational Film Productions** □ *Black Champions pt. 2 New Times: The Integration of American Sports.*

**ABC's World News Tonight** □ *Children in Poverty.*

**KQED(TV) San Francisco** □ *Children of the Night.*

**NBC News** □ *Main Street Premiere* and *NBC Nightly News with Tom Brokaw.*

### Natural and Physical Sciences

**Mutual Broadcasting** □ *Dyslexia/The Invisible Handicap.*

**BBC World Service** □ *Men and Animals: After Darwin.*

**NBC Radio News** □ *Fast Forward: Life in the 21st Century.*

**ABC Radio** □ *Cancer in America.*

**WOR(AM) New York** □ *Lou Adler's Medical Journal.*

**WCBS(AM) New York** □ *Report on Medicine: Medicine and the Media.*

**TV Ontario** □ *Geography Skills: Contours.*

**WFTV(TV) Orlando, Fla.** □ *Life in the Stress Lane.*

**WVIZ-TV Cleveland** □ *Medi-Scene Out of Tragedy Comes Triumph.*

**WRC-TV Washington** □ *AIDS: The Fear, the Reality.*

**WJLA-TV Washington** □ *Endometriosis.*

**KAET(TV) Tempe, Ariz.** □ *U.S. Astronomical Observatories.*

*State of the Art.*

**KSL-TV Salt Lake City** □ *Shades of Gray.*

**WKNO-TV Memphis** □ *The Museum Lives.*

**Children's Television Workshop** □ *J-2-1 Contact.*

**WNET(TV) New York** □ *Nature.*

**Phillips-Mark Productions, Robert Guenette Productions, CBS Entertainment** □ *Dinosaur!*

**BBC-TV, RKO Pictures, WETA-TV Washington** □ *River Journeys: A River Journey by Christina Dodwell.*

**Turner Broadcasting** □ *The End of Eden.*

**WQED(TV) Pittsburgh, National Academy of Sciences** □ *Planet Earth.*

**Mr. Wizard Studio** □ *How About... Science News Reports for TV.*

**National Geographic Society, WQED(TV) Pittsburgh** □ *National Geographic Specials.*

### Performing Arts and Humanities

**BBC School Radio** □ *The Irish Question.*

**WQED(TV) Pittsburgh** □ *WonderWorks.*

**Joseph Feury Productions, Gaylord Production, CBS Entertainment** □ *Nobody's Child.*

**Henson Associates, CBS Entertainment** □ *The Muppets—A Celebration of 30 Years.*

**Marian Rees Associates, NBC-TV** □ *Love Is Never Silent.*

**Arkansas Educational Television** □ *Arkansas Heritage: Sesquicentennial Minutes.*

**Kentucky Educational Television** □ *GED Reading.*

**WNEV-TV Boston** □ *We Are the Dream.*

**KCTS-TV Seattle** □ *Anna Wyman Dance Theater.*

**WDIV-TV Detroit** □ *Jazz City.*

**KING-TV Seattle** □ *Puss in Boots.*

**KCET(TV) Los Angeles** □ *Arts Illustrated.*

**KUSC-FM Los Angeles** □ *The Piatigorsky Legacy.*

**Garuda Productions, WETA-FM Washington** □ *The Nature of Music.*

**Radio New Zealand** □ *The Erratic Attic Radio Show.*

**National Foundation for Jewish Culture, National Public Radio** □ *One People, Many Voices: Jewish Ethnic Music in America.*

**WHYY-FM Philadelphia, NPR** □ *Fresh Air.*

**Murray Street Enterprise, WNYC(AM) New York** □ *Future Forward.*

**National Public Radio** □ *In Celebration of Jazz.*

**Minnesota Public Radio** □ *Saint Paul Sunday Morning.*

**WFMT(FM) Chicago** □ *The Face in the Mirror—For Robert Graves on his 90th Birthday.*

**Reel Women Productions, KBOO-FM Portland, Ore.** □ *Kitchen Culture.*

**Kentucky Educational Television** □ *East of Ninevah.*

**WBGU-TV Bowling Green, Ohio** □ *Sinclair Lewis: The Man from Main Street.*

**South Carolina ETV Network** □ *Shag.*

**WBIR-TV Knoxville** □ *The Heartland Series: The Civil War Years.*

**Arkansas Educational Television** □ *Summer's End.*

## Overseas Press Club Awards

Presented by the Overseas Press Club for "excellence in reporting and interpretation of foreign news in writing by TV and radio and photography."

**Fred Kennedy and Philip Till, NBC Radio** □ *The Tripoli Tapes* (Ben Grauer award for best radio spot news reporting from abroad).

**Sara Terry, Monitorradio** □ *Austria* (Lowell Thomas award for best radio interpretation of foreign affairs).

**CNN** □ *U.S. Military Strikes on Libya* (best TV spot news).

**Richard Threlkeld, Betsy Aaron, George Strait, John McWethy and Peter Jennings, World News Tonight** □ "Soviet Union: Inside the Other Side."

## Owl Awards

Presented by the Retirement Research Foundation "to encourage the production of outstand-

ing television programming about aging."

**SRO Seniors: San Diego's Threatened Elderly**, Douglas Bishop, producer □ TV nonfiction (first prize).

**Mrs. DeLafield Wants to Marry**, CBS-TV □ TV or theatrical film fiction (second prize).

**Alzheimer's** segment on *MacNeil/Lehrer NewsHour* from KCET(TV) Los Angeles □ TV nonfiction (second prize).

## PBS Awards

Presented by the Public Broadcasting Service.

### Development awards

**WGBY-TV Springfield, Mass.; WGTE-TV Toledo, Ohio; WMVS(TV) Milwaukee, and KTCA-TV St. Paul** □ Overall development.

**WXXI-TV Rochester, N.Y.** □ Additional gifts.

**WXEL-TV West Palm Beach, Fla.; New Hampshire Public Television and WCET(TV) Cincinnati** □ Auction.

**WSKG(TV) Binghamton, N.Y.; WGTE-TV Toledo, Ohio; WHRO-TV Norfolk, Va.; WHYY-TV Philadelphia and WETA-TV Washington** □ Local corporate support.

**WNED-TV Buffalo, N.Y.** □ Major donor programs.

**KMBH(TV) Harlingen, Tex.; Prairie Public Television; KOZK(TV) Springfield, Mo.; WTV(TV) Charlotte, N.C., and WLIW(TV) Garden City, N.Y.** □ Member acquisition.

**Vermont Educational Television** □ Membership renewal.

**WGBH-TV Boston and Maryland Public Television** □ National underwriting

**KIXE-TV Redding, Calif.; KNME-TV Albuquerque, N.M.; KOZK(TV) Springfield, Mo.; WMVS(TV) Milwaukee, and KCET(TV) Los Angeles** □ Overall membership.

**WEDU(TV) Tampa, Fla.** □ Planned giving.

**WGBY-TV Springfield, Mass.; KAET(TV) Phoenix; KAID(TV) Boise, Idaho, and WCUM-TV Mt. Pleasant, Mich.** □ Special development achievement.

**WJCT(TV) Jacksonville, Fla., and Georgia Public Television** □ Special events.

### Advertising and promotion awards

**Wisconsin Public Television** □ Beryl Spector award "for most creative, original and innovative local promotion idea."

**M/L Productions, The MacNeil/Lehrer NewsHour, Arkansas Educational Television Network, "Project Second Chance," and WETA-TV Washington, The Africans** □ National promotion/advertising of a national program or series.

**WTVS(TV) Detroit and KHET(TV) Honolulu, The Africans** □ Local promotion/advertising of a national program or series.

**WLRN-TV Miami, Teen Scene, and Wisconsin Public Television, Houdini** □ Local promotion/advertising of a local program or series.

**WNYC-TV New York, See the Difference, and KUON-TV Lincoln, Neb., AgReach '86** □ Promotion/advertising of an extended programming activity

**KVIE(TV) Sacramento, Calif., "Pledge Free August," and WFSU-TV Tallahassee, Fla., "Don't Give Me a Break"** □ Promotion/advertising of fundraising event or activity.

**WNET(TV) New York, "Eighth Annual Students' Art Festival," Wisconsin Public TV Network, "The Great Cheese Caper"** □ Promotion/advertising of a nonfundraising event or activity.

**KTCA-TV St. Paul, "Go Places: READ," and Kentucky Educational Television, "Dropout Prevention"** □ Community outreach.

**KNME-TV Albuquerque, N.M., "Favorite Things," and WTVS(TV) Detroit, "The Universe. The World. Detroit and You"** □ Station image video spot.

**WNET(TV) New York, The Galapagos: Cold on the Equator, and WFSU-TV Tallahassee, Fla., Yankee Doodle Dandy** □ Tune-in video promo for program or series.

**KAET(TV) Phoenix, "Your Pledge Counts," and KCPT(TV) Kansas City, Mo., "Direct Mail Teaser"** □ Membership/direct response video spot.

**WTVS(TV) Detroit, "The Universe. The World. Detroit and You"** □ Animation of station ID or theme.

**WNET(TV) New York, "Festival '86—Generic," and KUAC-TV Fairbanks, Alaska, "Common Fare"** □ Other video spots.

**WGBH-TV Boston and WITF-TV Harrisburg, Pa.** □ Breakdancing (station breaks).

**KCET(TV) Los Angeles, "Hungary: Pushing the Limits"** □ Print ad—program promotion.

**WETA-TV Washington, The Africans, and WOSU-TV Columbus, Ohio, "Mandela"** □ Press kit.

**Connecticut Public Television** □ Program guide—local section of *Dial* or city magazine.

**WHYY-TV Philadelphia, Applause, and WKAR-TV East Lan-**



sing, Mich., *Fine Tuning* □ Other program guide.

KTCA-TV St. Paul, "Half Life," and WOSU-TV Columbus, Ohio, "30th Anniversary" □ Poster.

KCET(TV) Los Angeles, "Crimes of Neglect"; KTCA-TV St. Paul, *Newton's Apple* learning materials, and WHA-TV Madison, Wis., "The Winds of Change" brochure □ Other publications.

KVIE(TV) Sacramento, Calif., "Pledge Free Promotional Can." and WGVK(TV), WGVK(TV) Kalamazoo, Mich., "Calendar" □ Novelty item/premium.

## George Foster Peabody Awards

47th annual. Presented by the School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

**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** □ *Newsweek: 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 special reference to the contributions of Robert "Shad" Northshield MacNell/Lehrer Productions and the British Broadcasting Corp. □ *The Story of English.*

**WQED(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.*

**WQED(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.*



Mary Jeffries, WHAS(AM) producer, and Dr. Frank Marchel, Peabody awards chairman

**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 cam-



JC Penney-University of Missouri awards group (l-r): Elizabeth Costas, JC Penney, Nancy Mate, WCCO-TV Minneapolis; James Schwaninger, United Way of America; Cathy Gazzano, KFTY-TV Santa Rosa, Calif.; James Atwater, UM school of journalism; Kevan Brown, KFTY-TV, and Debbie Dreves, WSMV(TV) Nashville.

paign.

**ABC News** □ *This Week With David Brinkley.*

**Mrs. Dorothy Bullitt** of King Broadcasting, Seattle □ For her outstanding contributions to broadcasting.

## JC Penney—University of Missouri Awards

5th annual. Presented by JC Penney and the University of Missouri to local television stations that "identify community problems and take a leadership role in attempting to solve them."

**WCCO-TV Minneapolis** □ *Project Lifesaver.*

**WSMV(TV) Nashville** □ For a series on the American family.

**KFTY-TV Santa Rosa, Calif.** □ *Welcome Home.*

## Polk Awards

Presented by Long Island University in honor of CBS newsman, George Polk, killed while covering the Greek civil war.

**Bill Moyers**, CBS News □ *The Vanishing Family: Crisis in Black America* (national TV reporting)

**Lee Coppola**, WKBW-TV Buffalo, N.Y. □ For a report on a business school (local TV reporting).

**David Fanning and Martin Smith**, PBS □ *Frontline* on Nicaragua (international TV reporting).

## RAB Awards

2d annual. Presented by the Radio Advertising Bureau to recognize the year's best station written and produced radio commercials.

**KELA(AM)-KMNT(FM) Centralia, Wash.**; **KGNR(AM) Sacramento, Calif.**; **Metro Radio** □ Miscellaneous retail.

**WJYY(FM) Concord, N.H.**; **WPST(FM) Trenton, N.J.**; **KGNR(AM) Sacramento, Calif.** □ Auto dealers.

**WLPO(AM)-WAJK(FM) La Salle, Ill.**; **WAKR(AM)-WONE(FM) Akron, Ohio** □ Hardware-building supply.

**WDIF(FM) Marion, Ohio**; **WVMT(AM) Burlington, Vt.** □ Restaurants.

**WLPO(AM)-WAJK(FM) La Salle, Ill.**; **KQRS-AM-FM Minneapolis** □ Financial services.

**KVIC(FM) Victoria, Tex.**; **Metro Radio** □ Professional services.

## RTNDA Awards

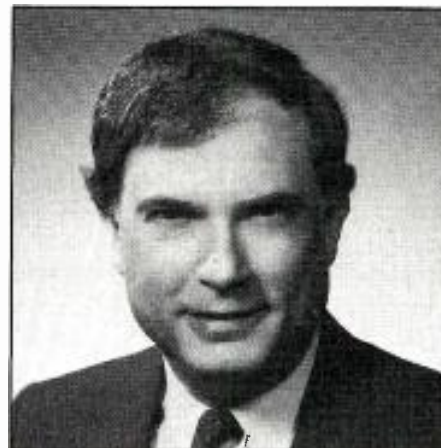
Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

**Paul White Award**

**Don Hewitt**, CBS's *60 Minutes*

**Distinguished Service Award**

**J. Laurent Scharff**, Pierson Ball & Dowd



Scharff  
1987 winners

Television

**WCCO-TV Minneapolis** □ Edward R. Murrow award.

**KARE(TV) Minneapolis** □ Continuing coverage award.

**WBBM-TV Chicago** □ Investigative reporting.

**WHIO-TV Dayton, Ohio** □ Spot news.

Radio

**WHAS(AM) Louisville, Ky.** □ Edward R. Murrow award.

**WVYM(AM)-WVHM-FM Minocqua, Wis.** □ Continuing coverage.

**KSMU-FM Springfield, Mo.** □ Investigative reporting.

**KFWB(AM) Los Angeles** □ Spot news.

1986 winners

Television

**WWL-TV New Orleans** □ Edward R. Murrow award.

**KYW-TV Philadelphia** □ Continuing coverage award.

**KPRC-TV Houston** □ Investigative reporting.

**KCST-TV San Diego** □ Spot news.

Radio

**WVVA(AM) Wheeling, W.Va.** □ Edward R. Murrow award.

**WWL(AM) New Orleans** □ Continuing coverage.



Taishoff winners MacNeil and Lehrer

**KTRH(AM) Houston** □ Investigative reporting.  
**KRLD(AM) Dallas** □ Spot news.

## Charles E. Scripps Award

Presented by the Scripps Howard Foundation for excellence in promoting literacy.

**WXYZ-TV Detroit** □ "Learn to Read."

## Sigma Delta Chi Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

### Radio

**Frederick J. Kennedy** and **Phillip John Till**, NBC Radio News, for coverage of the U.S. bombing of Libya □ Best spot news reporting.

**NBC Radio News, Cocaine Hunger** □ Public service  
**Steve Smith**, KNX(AM) Los Angeles □ Radio editorializing.

### Television

**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 **WBRZ-TV Baton Rouge** for a documentary, *Murder of a Witness*, about the death of a government witness in a drug case □ TV public service.

**Michael Tuck**, KGTV(TV) San Diego □ Television editorializing.

## SMPTA Awards

Presented by the Society of Motion Picture and Television Engineers.

**Roland Zavada**, Eastman Kodak □ Agfa-Gevaert gold medal.  
**Charles Anderson**, Monaco Video □ Alexander M. Poniatoff gold medal.

**Michael O. Felix**, retired from Ampex Corp. □ David Sarnoff gold medal.

**Arthur Knight**, University of Southern California □ Eastman Kodak gold medal.

**John Baptista**, MGM Laboratories □ Herbert Kalmus gold medal.

**Leonard Green**, retired from National Film Board of Canada □ John Grierson International gold medal.

**Richard Stumpf**, Universal City Studios □ Samuel L. Warner memorial award.

**John Baldwin**, Independent Broadcasting Authority, and **W. Tuckerman Blays**, Aquacolor Pictures □ Journal award.

**Herbert Farmer**, University of Southern California; **Guy Gougeon**, CBC, and **Daniel Slusser**, Universal City Studios.

**Vernon Klipping**, SMPTE San Francisco □ Citation for outstanding

service to the society.  
**Masahiko Morizono**, Sony □ Progress Medal.

## Sol Taishoff Award

4th annual. Presented by the National Press Foundation for excellence in broadcast journalism. The award is in honor of the late founder and editor-in-chief of BROADCASTING magazine.

**Robert MacNeil** and **Jim Lehrer** □ PBS's *MacNeil/Lehrer News-Hour*.

## TV News Photography

Presented by the National Press Photographers Association.

### Photographer of the Year

**Chris Wheeler**, KARE-TV Minneapolis



Wheeler  
 Station of the Year  
**KUSA-TV Denver**

### Editing Award

**Tressa Verna**, NBC □ Great Race

### Awards

**Brian Augustin**, KARE-TV Minneapolis □ Hornel Riot (first, spot news).

**Tim Yoder**, KOTV(TV) Tulsa, Okla. □ Bartlesville Flood (second, spot).

**Manny Sotelo**, KUSA-TV Denver □ Space Shuttle Visitor (third,

spot).

**Chris Wheeler**, KARE-TV Minneapolis □ Tony Anoka (first, general news), Farmtown Hoopla (second, general). And *To All a Good Night* (first, news features) and *Matterhorn Climb* (second, magazine features).

**John C.P. Goheen**, KUTV(TV) Salt Lake City □ Oak City (third, general). Earl Wadsworth (second, news features) and *Portrait of a Desert Sea* (third, magazine features).

**Jay Jennings**, WRAL-TV Raleigh, N.C. □ Night of Championship (first, sports).

**Dan Wood**, KUSA-TV Denver □ Moto Cross Rider (second, sports).

**Gary Stafford**, KPAX(TV) Phoenix □ Blind Golfer (third, sports).

**Paul Staat**, KOTV(TV) Tulsa, Okla. □ Light Sculpture (third, news features).

**Don Cadorette**, KYTV(TV) Springfield, Mo. □ School (first, features).

**David Dellaria**, KRON-TV San Francisco □ Crop Dusters (second, features).

**Robert Brandon**, freelancer □ A Man and His Town (third, features).

**Lou Zapata**, NBC □ Shadows and Great Race (first, magazine features).

**Art Howard**, WRAL-TV Raleigh, N.C. □ Every Fourth Child (first, documentary).

**Gregory Andracke**, freelancer □ Being a Cop (second, documentary).

**KRON-TV San Francisco** □ It Happened One Day (third, documentary).

## TVB Awards

Presented by the Television Bureau of Advertising/Sales Advisory Committee for outstanding locally-produced spots.

**WUHQ-TV Battle Creek, Mich.** □ Lansing General Hospital (markets 1-50).

**KOLR(TV) Springfield, Mass.** □ University Plaza Mall (markets 51-100).

**KIEM-TV Eureka, Calif.** □ T.P. Tire Service (markets 101+).

**WDAY-TV Fargo, N.D.** □ On-air promotion.

## Unity Awards

34th annual. Presented by Lincoln University, Jefferson City, Mo., in recognition of "excellence in the reporting of minority issues and concerns."

### Radio

**Paul Kurtz**, KYW(AM) Philadelphia □ *Pay Now, Pay Later*.

**Fred Brown** and **Richard Maloney**, KYW(AM) Philadelphia □ *Discrimination: In Search of Harmony*.

**Jeff Rainford**, KMOX(AM) St. Louis □ *Brotherhood of Silence*.

**Rica Duffus** and **Richard Maloney**, KYW(AM) Philadelphia □ *Transplanting the Pulse of Life*.

**Iemanjá Carol Rollins**, **Donna Limmerick** and **Frank Tavares**, National Public Radio □ *The Pope Don't Know About This: Black Catholics*.

**Steve Shomaker**, KMOX(AM) St. Louis □ *Black America: Unfulfilled Dreams Closing an Open Door—A Bankrupt Heritage in Search of Black Opportunity*.

### Television

**Craig Heaps** and **Jack Kahn**, WPBT(TV) Miami □ *Nightly Business Report*.

**Damon Williams** and **Raymond Cardoza**, New Jersey Network □ *In Black and White*.

**Jack Rotholz**, **Rhonda Headay** and **Mario Hernandez**, WPLG-TV Miami □ *World of Difference: Minority Business Community*.

**Scott Craig**, **Laurie Rackes** and **Robin Brantley**, WBBM-TV Chicago □ *Return to South Shore*.

**Nancy McKenzie**, **Jim Bradley**, **Suzanne Stevens**, **Mark Becker**, **Doug Mayes**, **Tony Dorsey** and **Meg MacDonald**, WSOC-TV Charlotte, N.C. □ *Project Literacy*.

**Erin Hayes**, KYTV(TV) Springfield, Mo. □ *The Cost of a Cure*.

**Cari Akers**, **Kathy Teets**, **Manny Sotelo** and **John Kuhnrt**, KUSA-TV Denver □ *Go for Broke*.

**Mel Taylor** and **Mickey Holladay**, WPLG-TV Miami □ *World of Difference: Tom Petersen*.

**Bob Bergschneider**, **Don Williams**, **Isisara Bey** and **Paula Gage**, WJZ-TV Baltimore □ *Close-Up: The Homeless*.

**Nancy Schwedop**, **Christian Raasum**, **Bruce Carison** and **Da-**



vid **Artega**, KOMO-TV Seattle □ *Phil Lucas*.

**Sandra King** and **Kirk Sohr**, New Jersey Network □ *The Writing on the Card*.

**Don Cardonette**, **Dennis Graves** and **Tony Beason**, KYTV(TV) Springfield, Mo. □ *Wasted*.

## UPI Awards

Presented by United Press International with the 1986 national winners being chosen from regional winners.

**KDKA(AM) Pittsburgh** and **WCBS-TV New York** □ Reporting/individual achievement, division I.

**WSPA-AM-FM Spartanburg, S.C.**, and **WIVB-TV Buffalo, N.Y.** □ Reporting/individual achievement, division II.

**KRLD(AM) Dallas** and **KPIX-TV San Francisco** □ Spot news, division I.

**KNWZ(AM) Palm Desert, Calif.**, and **WKBW-TV Buffalo, N.Y.** □ Spot news, division II.

**KPRC(AM) Houston** and **WPLG(TV) Miami** □ Newscast, division I.

**WCXI-AM-FM Detroit** and **KLAS-TV Las Vegas** □ Newscast, division II.

**KRMG(AM) Tulsa, Okla.**; **WDIV(TV) Detroit**, and **WCCO-TV Minneapolis** □ Investigative/documentary, division I.

**WWVA(AM) Wheeling, W. Va.**, and **KAKE-TV Wichita, Kan.** □ Investigative/documentary, division II.

**WBZ(AM) Boston** and **WNEV-TV Boston** □ Sports reporting, division I.

**KBCO(FM) Boulder, Colo.**, and **WISC-TV Madison, Wis.** □ Sports reporting, division II.

**WOR(AM) New York** and **KRON-TV San Francisco** □ Feature, division I.

**WKQX(FM) Chicago** and **KTBS-TV Shreveport, La.** □ Feature, division II.

**WCAU-TV Philadelphia** □ Spot news videography, division I.

**WOWT(TV) Omaha** □ Spot news videography, division II.

**KPNX-TV Phoenix** □ Sports videography, division I.

**WMTV(TV) Madison, Wis.** □ Sports videography, division II.

## Keith L. Ware Awards

Presented by the U.S. Army honoring military and civilian excellence in electronic journalism.

**SGT Charles Gill**, American Forces Network Europe □ 1986 Army Broadcaster of the Year Award.

**Chaplain (CPT) Jere Kimmell**, American Forces Network Europe, Armed Forces Radio & Television Service □ Radio information series.

**Catherine Scott**, public affairs office, Fort Sill, Okla. □ Radio information series.

**Special Events Section**, American Forces Network Europe (AFNE) □ Television entertainment or information series. *Mailbox*.

**Public Affairs Office**, III Corps & Fort Hood, Tex. □ *On the Move*.

**SSG Donald Sweet**, public affairs office, Fort Gordon, Ga. □ Local radio news.

**SGT David McNally**, Southern Command Network, Panama □ Local TV news reports.

**1LT Michael Ermert**, public affairs office, Fort Gordon, Ga. □ Radio spot production.

**SP4 Paula Fuller**, Far East Network, Japan □ TV spot production.

**SSG Robert W. Putnam**, American Forces Network Europe □ Special radio program.

**SSG Thomas Jay Field**, American Forces Network Europe □ Special TV program.

**SSG Dalj Maxine Adams**, Oregon National Guard □ Special TV program.

**SGT Pam Proper**, American Forces Network Europe □ Single TV newscast.

**SGT Don Brickey Jr.**, public affairs office, Fort Hood, Tex. □ Single TV newscast.

**Southern Europe Broadcasting**, Italy □ Special achievement in support of the Army theme. "Values".

## Weaver/MDA Journalism Awards

The Pat Weaver/Muscular Dystrophy Associ-

ation broadcast journalism awards are sponsored by the MDA and established "to recognize and encourage television and radio programming that increases public understanding of neuromuscular diseases and stimulates public support of MDA's efforts to conquer them."

**KMGH-TV Denver** □ *Ray of Hope* (TV news and public affairs).  
**WYTV(TV) Youngstown, Ohio** □ *John's Story* (TV news and public affairs).

**WTSP-TV St. Petersburg, Fla.** □ For a profile of a young man with MD (TV features)

**WRBT-TV Baton Rouge** □ For a series of Telethon '86 promos (TV PSA/special promotions).

**KFDM-TV Beaumont, Tex.** □ *Greatest Love* (excellence in integration of video, words and music)

## White House News Photographers' Association

44th annual. Presented by the White House News Photographers Association.

Cameraman of the year

**Steve Affens**, WJLA-TV Washington

Awards

**Steve Affens**, WJLA-TV Washington □ *These Jobs Are Going* (general news) and *Duck Flagg* (day feature).

**George Fridrich**, NBC-TV □ *Vietnam Memorial* (feature)

**Hal Holland**, WUSA-TV □ *Ordinary People* (series)

**Estel Dillon**, NBC-TV □ *Wasted* (editing).

**Clyde W. Robinson Sr.**, NBC-TV □ *Super Market Tabloids* (sound).

## Wilbur Awards

Presented by the Religious Public Relations Council to "recognize secular media for excellence in the communications of religious values."

**The Episcopal Radio-TV Foundation**, Atlanta □ *Shadowlands* (national TV program)

**WSMV-TV Nashville** (*The Zimba Invasion*, *Citizen King*, *The Innocent Stranger* and *Arminda's Mountain*): **KSL-TV Salt Lake City** (*The Villages of Ouelessebougon*, and *WMAQ-TV Chicago* (*Giving God the Glory*) □ Local TV program.

**NBC-TV** □ 1986: *The Promise* and *NBC Nightly News* "Tennessee Tradition" (network TV magazine/news segment)

**KYTV(TV) Springfield, Mo.** □ *Ed Fillmer's Ozark Life* (local TV magazine/news segment).

**Media Design/NewsSource**, Hingham, Mass. and **Judson Press**, **American Baptist Churches** □ *Martin Luther King Jr.: The Nonviolent Resistor* (national cable).

**Bonneville Media Communications** and **Church World Services** □ *Share the Joy* (national TV spot)

**WIPR-TV San Juan, P.R.** □ Christmas ID (local TV spot)

**Oblets Media and Communications Corp.**, Belleville, Ill. □ *Power Top Ten* (national radio spot).

**Ethnic Communications Outlet**, Chicago. *Salute the Black Family*; **NPR**, **Armed Forces Radio Network** and **Last Generation Artists**, *An Anthology of the Sacred Hymn*; **The Armed Forces Radio and TV Service** and **God Squad Productions** *Love on the Rock* □ (syndicated radio programs, news or other).

**KGW-TV Portland, Ore.** □ *Sex Is Serious. Think About It* (youth/children programming or material)

**Fallon McElligott**, Minneapolis □ *The Episcopal Ad Project* (public relations, national media campaign)

**WCVB-TV Boston** □ *A World of Difference* (public relations, local media campaign)

## WJR Awards

Presented by the *Washington Journalism Review* for excellence in journalism.

**Dan Rather**, CBS News, and **Peter Jennings**, ABC News □ Best TV anchor.

**Sam Donaldson**, ABC News □ Best TV correspondent

**Ted Koppel**, ABC News □ Best radio or TV interviewer.

**All Things Considered**, NPR □ Best radio news program.

**48 Hours on Crack Street**, CBS □ Most significant TV documentary of 1986.

## Women at Work Broadcast Awards

8th annual. Presented by the National Commission on Working Women "to recognize outstanding radio and television programming about working women's issue."

**A Time to Triumph**, CBS □ **Judy Kauffman** and **Fran Billos**, producers (entertainment)

**Express: No Work, No Welfare**, KQED-TV San Francisco □ **Stephen Taibol** and **Char Woods**, producers (public affairs/documentary).

**MacNeil/Lehrer NewsHour**, PBS. "Women Sanitation Workers" **MacNeil/Lehrer Productions** □ **June Massell**, producer/reporter (news feature).

**Against the Odds**, WXIA-TV Atlanta □ **Marie Ryan**, producer (news series).

**Women in the Sugarcane Fields**, WLPB-TV Baton Rouge, La. □ **Rob Hinton** and **Sonya Masingale**, producers (spot feature).

**After the Sexual Revolution**, ABC □ **Pamela Hill**, executive producer, and **Richard Richter**, senior producer (special commendation).

**Sweatshop Labor in Chinatown**, National Asian American Telecommunications Association □ **JoAnn Mar**, producer (public affairs/documentary).

**Parents Without Partners**, KMOX(AM) St. Louis □ **Jeff McKinney**, producer (news series).

## Writers Guild of America Awards

39th annual. Presented by the Writers Guild of America for "outstanding achievement in screen, television and radio writing."

Television

**Mel Frohman** □ *The Execution of Raymond Graham* (ABC).

**Mary Gallagher** and **Ara Watson** □ *Nobody's Child* (CBS).

**Edward Anhalt** □ *Peter the Great—Part I* (NBC).

**Harian Ellison** □ "Paladin of the Lost Hour." *The Twilight Zone* (CBS)

**Debra Frank** and **Carl Sautter** □ "The Dream Sequence Always Rings Twice." *Moonlighting* (ABC).

**John Masius**, **Bruce Paltrow** and **Tom Fontana** □ "Remembrance of Things Past." *St. Elsewhere* (NBC).

**Bob Randall** □ "Allie's Affair." *Kate & Allie* (CBS).

**Hal Goldman** □ *Kraft Salutes George Burns' 90th Birthday* (CBS).

**Buz Kohan** □ *Liberty Weekend—Opening Ceremonies* (ABC).

**Nancy Audley** □ *Maricela* (PBS).

**Ruth Streeter** and **Perry Wolff** □ *The Vanishing Family—Crisis in Black America* (CBS)

**Howard Enders** □ *The Lady Next Door* (CBS).

**Isabel Nagy** □ *Libya* (CBS).

**Tom King**, **Millie Taggart**, **William Burrirt**, **Mardee Kravit**, **Eleanor Mancusi**, **Maura Penders**, **Barbara Periman**, **Dorothy Pursler**, **Eric Wiklund** and **Claire Labine** □ *Ryan's Hope* (ABC).

Radio

**Norman Morris**, **Frank Devine**, **Cathy Lewis** and **Charles Reeves** □ *Exploring America 1986: Pockets of the Past* (CBS).

**Stu Chamberlain** □ *Paul Harvey News* (ABC).

**Susan Meredith Lay** □ **WNET(TV)** New York promotional announcements.

Other awards

**Edwin Newman** □ **Evelyn F. Burkey** memorial award.

**Claire Labine** □ **Richard B. Jablow** memorial award

**Kathleen McDonald** □ **John Merriman** award

**Paul Rosovsky** □ **Priscilla Kent Rothschild** fellowship award.

**Stu Chamberlain** □ **Hal Terkel** memorial newswriting award.

**William Froug** □ **Valentine Davies** award.

**Jean Rouverol Butler** □ **Morgan Cox** award.

**Woody Allen** □ **Screen Laurel** award

**Reginald Rose** □ **Paddy Chayefsky** TV Laurel award.

# RIDING GAIN

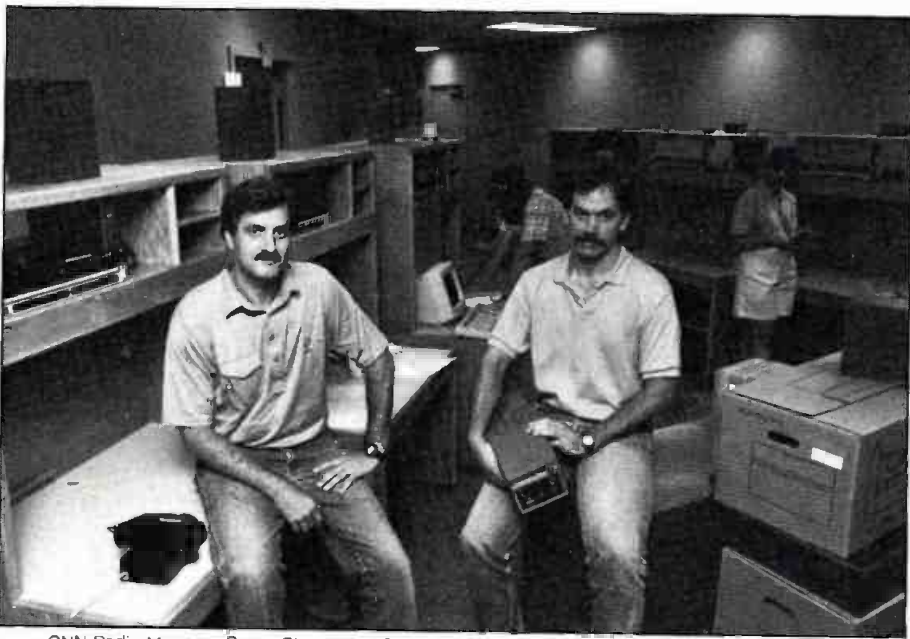
# O N R A D I O

## First move

CNN Radio, Atlanta, marketed by the Transtar Radio Networks, Colorado Springs, began airing its newscasts from the new CNN Center, located some two miles across town from CNN's present Techwood Drive location, on June 27, according to a CNN spokesman. The move translates into larger facilities for the radio network, the spokesman said, including two additional studios for on-air and production work and a new BASYS computer system for newswriting and editing.

CNN Radio is the first of Turner Broadcasting's three news networks to move to the CNN Center. The other two, CNN and CNN Headline News, are scheduled to move on July 13.

On a separate note, Transtar's six-month-old "AM Only" MOR format appears to be on a roll with its affiliation efforts, particularly in medium and major markets. The latest "AM Only" affiliate is WNYR(AM) Rochester, N.Y. Other stations signed to pick up the service during the past month include WXKS(AM) Boston and KMPC(AM) Los Angeles.



CNN Radio Manager Bruce Chong and Operations Supervisor Len King in the new headquarters

## SRI adjustments

Looking to maintain ratings reliability throughout the year and to keep pace in measuring audiences for the growing number of network radio services, Statistical Research Inc. (SRI), the Westfield, N.J.-based network radio ratings company that produces the semiannual RADAR report, said it will institute some operational changes, beginning in November.

According to SRI President Gale Metzger, the sample size for tracking radio listenership for the RADAR report will increase from 8,000 persons, 12 years of age and older, to 12,000. Metzger said the reason for the in-

crease is due, in part, to requests from agencies and advertisers which have been asking for a better representation of "narrowly defined target groups." Metzger also said that the larger respondent base will provide more consistent network radio audience estimates from book to book. And, said Metzger, this increase should help the average rating for a network, which has been "somewhat lower because of more networks being measured today." (SRI reports that the number of network services currently measured has nearly doubled over the past five years, jumping from 11 to 21.)

Also, to complement the expanded sam-

ple base, the twice-yearly (spring and fall) rating periods for measuring actual network program clearances will be broadened from one out of three pre-identified consecutive weeks to one randomly selected week out of six covering three months. Additionally, new published reports, said Metzger, "will be based upon a more current listing of network affiliations than is presently used."

Last April, SRI changed the procedure for daypart averaging reporting for all participating radio networks in the upcoming spring 1987 report, which is due out next week, to provide more "fair comparisons." To be reported in a daypart combination, such as Monday through Friday, 6 a.m.-7 p.m., a network must have one or more broadcasts in each daypart component—such as 10 a.m. to 3 p.m.—of that combination ("Riding Gain," April 13). Prior to the soon-to-be-released report, a network was not required to have a broadcast measured in each daypart to be listed for the total daypart combination.

## Ratings report

"Arbitron has the elements of a 'classic monopoly,' but in itself this is not illegal."

That was just one of the findings of a National Association of Broadcasters' Radio Audience Measurement Task Force (RAMTF)-commissioned study, conducted by Howry & Simon, a Washington-based law firm, which examined the "legal and economic aspects of the radio audience rat-

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ings marketplace."

The report also stated that "five-year contracts [with Arbitron Ratings] do not at this time appear to be an illegal barrier to entry [for new local rating services] in the marketplace." The RAMTF report said cancellation clauses are being "successfully" negotiated with Arbitron as well as with Birch Radio, the industry's other local market audience measurement service. "If there is a barrier to entry, it is the advertising agencies' reluctance to accept a new ratings service," the study noted.

Other RAMTF report findings show that where Birch is present in a market, Arbitron, over time, has lowered rates there, "confirming that competition creates lower prices."

The RAMTF, which concluded its work last month, was formed in early 1985. The task force, however, recommended that an NAB committee continue to monitor the business practices of the rating services. According to Rick Ducey, NAB's senior vice president for research and planning, a decision on forming a new ratings committee or instructing COLRAM (Committee on Local Radio Audience Measurement) assume the monitoring duties, could be made by the NAB executive committee later this month.

### Eclectic age

Infinity Broadcasting's WBMW(FM) Manassas, Va., a suburb of Washington, plans to switch from an "adult rock" format to "eclectic" new age under the guidance of former programing consultant John Sebastian later this month. Sebastian, who assumes the post of WBMW program director today (July 6), said the format will be more vocal in content than other new age format designs such as Lee Abrams's new-age format on KLRN(FM), Santa Cruz, Calif. ("Riding Gain," March 16). Among the artists to be aired on WBMW include Kitaro, Hiroshima, Steely Dan and the Alan Parsons Project.

Sebastian folded his Phoenix-based consultancy late last year to become program director of album-rocker KDKB(FM) Phoenix. Until he left consulting, he had been programing what he called EOR (eclectic-oriented-rock) for nearly five years.

This will be the second format modification made by WBMW in as many months. In May, the station dropped contemporary hit and adopted "adult rock 'n' roll," described as an album-oriented-rock (AOR) based format minus the "hard" rock or "heavy metal" performers ("Riding Gain," May 25.)

### Meltzer departure

Radio talk personality Bernard Meltzer was to have left NBC Talknet, the national nighttime talk programing service, after his show last night (July 5), according to Craig Simon, vice president and general manager for the NBC Radio Network and Talknet.

Meltzer had been hosting a call-in advice program on Talknet every Saturday and Sunday evening for the past five years. The show currently airs from 7 to 11 p.m. Meltzer also hosts a Monday-through-Sunday talk program locally in New York on WOR(AM).

Meltzer said he is leaving NBC Radio to curtail his daily workload. "The management of WOR has been urging me for several years to cut down on my schedule so that I can give more attention to my WOR pro-

gram," Meltzer said. (Meltzer will also be cutting back at WOR, working six days a week with Sundays off.) A replacement for Meltzer at NBC has not yet been named.

Talknet is carried by 286 stations.

### Live from Leningrad

DIR Broadcasting, the New York-based radio program production and distribution unit of Lorimar-Telepictures, is preparing a two-hour, live Billy Joel concert from Leningrad in the Soviet Union, on Aug. 2, at 1 p.m. NYT. DIR also plans to air a live, one-hour Joel interview program from Moscow on July 30, three days prior to the concert broadcast, featuring a call-in segment from listeners in the U.S.

### Starship sponsorship

Westwood One Radio Networks has teamed with Oxy 10 skin care products in co-sponsoring Starship's 1987 U.S. concert tour, beginning with the rock group's Aug. 21 performance at the Garden State Arts Center in Holmdel, N.J., and continuing through October. (Starship officially kicked off its 1987 tour last Friday evening [July 3] in Pensacola, Fla.) According to Westwood, the network and Oxy will resume their tour co-sponsorship role with Starship's 1988 U.S. tour, slated for next March through May.

### Radio advance

Seventy-seven workshops covering programing, management, engineering and sales, have already been scheduled for the National Association of Broadcasters' "Radio '87" convention in Anaheim, Calif., Sept. 9-12, said David Parnigoni, NAB's senior vice president for radio. That list includes 12 format rooms and three sessions coordinated by the Radio Advertising Bureau.

Parnigoni said he expects 130 exhibitors to fill the some 25,000 square feet of space in the Anaheim Convention Center. Last year there were 118 exhibitors. Thus far, 119 firms have signed up. Additionally, 60 companies, said Parnigoni, have committed to hospitality suites. (Last year's event hosted 95 hospitality suites.)

For the first time this year, NAB will bestow the "Crystal Radio Awards," which will be given to 10 stations. The awards, which will be presented by veteran radio personality Gary Owens (currently morning personality for KFJ(AM) Los Angeles) during the opening general session on Thursday morning (Sept. 10), honor "excellence in local achievement." Receiving this year's radio award will be CBS News Correspondent Douglas Edwards.

There will be two principal hotels for the meeting—the Anaheim Hilton and the Marriott—compared to one headquarter hotel in past years. Nick Verbitsky, president of the United Stations Radio Networks, is chairman of the convention's steering committee.

Total attendance for Radio '87 is expected to hover near 6,000, compared to 5,500 in 1986.



**Flamm honored.** Pioneer broadcaster Donald Flamm (center), former owner of WMC(AM) New York, who co-founded the station in 1925, was honored by the State of Israel Bonds with the 1987 David Ben-Gurion award. (David Ben-Gurion was Israel's first prime minister and founder of the State of Israel Bonds organization.) The award, a bust of Ben-Gurion, was presented to Flamm by Sy Syms (left), chairman of the board of the Syms Corp., who is also the greater New York area chairman for the State of Israel Bonds' president's club, during a reception in New York City. Israeli Brig. Gen. (res.) Yehudah Halevy (right), president and chief executive officer of the organization, was the principal speaker. Flamm sold WMM(AM) Westport, Conn., earlier this year. He sold co-located WJUE(FM), now WBEF(FM), two years ago.

## King World continues Cassandra dominance

### 'Wheel,' 'Jeopardy' and 'Winfrey' remain in top three positions in Nielsen's syndicated survey

The top six syndicated programs continued their dominance in the May Cassandra report by Nielsen. As was the case in February, King World's three powerhouse programs, *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*, took first, second and third place, respectively. They were followed by *P.M. Magazine*, *M\*A\*S\*H* and *Peoples Court* in the same order of their finishes in February.

Only one show in February's top 10 did not finish within that group in May: *Hollywood Squares*, which tied for eighth in February, fell to 11th, in a tie with *Card Sharks* in May. *Entertainment Tonight* climbed from 11th to ninth, in a tie with *Three's Company* in May. *Donahue* climbed from 10th to seventh in the same period, while *The New Newlywed Game* fell a notch to eighth.

Two of Fox Broadcasting's new Sunday

night programs finished in the top 50 in May, including *21 Jump Street*, which ranked 37th with a 3.9 rating, and *Married...With Children*, which finished in a four-way tie for 44th with a 3.5 rating. *Duet*, another comedy in the Fox Sunday lineup, ended up in a seven-way tie for 64th with an average 3.1. *Mr. President*, the FBC sitcom starring George C. Scott, tied for 78th place with six other shows with an average 2.9. Rounding out FBC's Sunday program block is *The Tracy Ullman Show*, which along with nine other programs in May averaged an 2.8 rating.

In the children's program category, *Different Strokes* moved from second place in February to capture the top spot in May with an average 7.7 among children 2-11. *Small Wonder* fell from first to 16th place, where it tied *Transformers* with a 5.5. *The Jetsons* climbed from 12th to second, averaging a 7.2 rating among children. Rounding out the top five in May were *Jem* and *Smurfs*, tied for third with an average 6.6, followed by

the animated *Dennis The Menace* and *Thundercats*, tied for fifth with a 6.5. In February, *Jem* placed 16th and *Smurfs* tied for eighth, while *Dennis The Menace* finished 12th (tied with *Jetsons*) and *Thundercats* placed sixth, along with *Silver Spoons*.

In the late-night daypart, the top five programs were: *M\*A\*S\*H* (8/24), *Three's Company* (8/22), *Benson* (7/20), *Hart to Hart* (5/18) and *Magnum PI* (5/18). In the February Cassandra book, the top three programs were the same, followed by *The Jeffersons* and *Magnum PI*. □

## Orbis goes to Carolco

**Orbis to begin production of series for prime access and prime time, mini-series, made-for-TV movies; purchase moves Carolco into TV production and syndication business**

Carolco Pictures Inc., Los Angeles-based film and home video producer and distributor, and Orbis Communications said last week they had signed a letter of intent for Carolco to acquire Orbis at a cost of approximately \$15.4 million. The acquisition signals Carolco's entrance into the television syndication and production business. Plans call for Orbis to expand its production efforts under the new ownership, particularly series production for prime access and prime time, two dayparts the company has not yet tapped. Peter Hoffman, Carolco's chief executive officer, also said Orbis would have the capital to produce long-form programming, such as mini-series and made-for-television movies, for both network and syndication distribution.

The two companies said last week they hope to close the deal within 60 days. Carolco will acquire all Orbis stock in exchange for 2.2 million shares of its own stock. Carolco, a New York Stock Exchange company, closed at 7 1/8 per share last Monday (June 29), the day the deal was announced, up one-eighth. The company is still controlled by the two original founders, Andy Vajna and Mario Kassir, who together own 88% of the stock. Their control will be reduced to about 81% if the deal with Orbis goes through.

Robert Turner, president of Orbis, said last week the company sought out Carolco on the recommendation of the investment banking arm of Alan Patricoff & Associates, the lead company in an investment group that holds a one-third interest in Orbis. Turner said that "at least two" other companies submitted bids to acquire the company but that Carolco

### Nielsen's May Cassandra report

Rank/show	Rating	Share	Markets	Coverage
1. Wheel of Fortune	18.9	34	199	99.6
2. Jeopardy	11.3	27	187	98.1
3. Oprah Winfrey Show	9.3	34	154	93.6
4. PM Magazine	8.5	17	39	31.1
5. M*A*S*H	7.7	19	164	91.8
6. Peoples Court	7.1	21	185	96.7
7. Phil Donahue Show	6.9	28	182	97.5
8. New Newlywed Game	6.6	15	178	97.2
9. Ent. Tonight	6.5	15	142	87.8
9. Three's Company	6.5	16	146	87.1
11. Big Spin	6.4	14	10	10.8
11. Hollywood Squares	6.4	16	142	85.6
13. Card Sharks	6.1	15	29	21.3
14. Facts of Life	5.4	13	109	79.4
15. Magnum, P.I.	5.3	15	119	77.6
16. Benson	4.9	13	102	60.6
16. Diff'rent Strokes	4.9	13	123	77.2
16. Jeffersons	4.9	13	102	66.1
19. Hee Haw	4.8	16	172	82.8
20. Divorce Court	4.7	16	138	85.8
20. Fight Back	4.7	15	29	36.5
20. Gimme a Break	4.7	11	97	75.9
23. Barney Miller	4.5	13	89	56.3
23. Judge	4.5	17	73	63.2
23. Superior Court	4.5	16	107	71.9
23. Too Close-Comfort	4.5	10	80	66.6



**20th Century Fox** said last week it had made a one-year agreement with the People's Republic of China for the licensing of 52 Fox films, to air nationally once a week over the Central China Television Network. The films will run on Sundays at 4 p.m., beginning Oct. 25. Kicking off the package will be "The Sound of Music." Other films include "Patton," "The Snows of Kilimanjaro," "How Green Was My Valley" and "The Day the Earth Stood Still." "This venture marks the first time American films will be regularly available on the Chinese national television network," said William Saunders, senior vice president of Fox's international syndication division. "It's especially significant that each film was selected individually by the Chinese television selection committee from the extensive [Fox] film library," Saunders said.

**Viacom** received no bids for *The Cosby Show* in Great Falls, Mont.

(178th market). Great Falls is the fifth market in which stations passed on bidding. Recent clearances for *Cosby* include KMBC-TV Kansas City, Mo.; KULR-TV Billings, Mont.; KPOM-TV Fort Smith, Ark.; WGAL-TV Lancaster, Pa.; WJAC-TV Johnstown-Altoona, Pa., and WIBW-TV Topeka, Kan.

**GGP Sports** says that *Road to Calgary* is now a firm go since the additions of WABC-TV New York and KABC-TV Los Angeles. *Calgary* is now cleared on 94 stations covering 65% of the country.

**Peregrine Film Distribution** has made its *The Spectacular World of Guinness* a firm go for September. Based on the "Guinness Book of World Records," the show will include four minutes for stations and two-and-a-half minutes for Peregrine. Clearances include WCBS-TV New York, KNBC(TV) Los Angeles, KGO-TV San Francisco, WDIV(TV) Detroit and KTVT-TV Fort Worth.

## Stay Tuned

■ ABC Entertainment President Brandon Stoddard has announced the following motion pictures for television in development for the 1987-88 season. *The Baby M Story*, a two-hour, docu-drama based on the news-making surrogate mother case; Ilene Amy Berg is executive producer, and Gordon Freedman is producer for ABC Circle Films. Berg is also executive producer of ABC Circle Films' *Sob Sisters*, to star Henry Winkler and John Ritter as writers of a "sisterly" advice column. Christie Brinkley is set to star, as an unsettling factor introduced into a neighborhood of gawking husbands and jealous wives, in the Steve Tisch Co. production, *The Girl Next Door*. Steve Krantz Productions has begun a projected series of movies based on Judith Krantz's "sweeping international saga" of an Irish family and its "glittering world of wealth, beauty, love and lust for power," *The Bancrofts*. George Rubino is writing *The Mercury Morris Story*, chronicling the success, fall into addiction and recovery of the former all-pro Miami Dolphins running back, also for ABC Circle Films. William Graham directs Charlton Heston and Peter Strauss, who star as father and son alienated by the son's desertion from military duty in Vietnam 15 years earlier in *The Tall Men*. Robert M. Sertner is the producer and Fraser is co-producer of the two-hour drama from Von Zerneck/Samuels Productions in association with Agamemnon Productions. And David L. Wolper is producing *Roots Christmas*, which reprises the Civil War setting and characters from the original Alex Haley/ABC-TV mini-series.

ABC-TV has also announced it will air the first basketball game between a National Basketball Association team and the Soviet national team next fall. The Milwaukee Bucks will meet the Soviets in the Bucks' Mecca arena, Oct. 25, at 3:30 p.m. ET.

And today, July 6, at 11:30 a.m. ET, ABC-TV premieres *Bargain Hunters*, a new daytime series on "bargain pricing skills" and home shopping opportunities for viewers (via a toll-free number) hosted by Peter Tomarken. Jerry Shaw is the director for Merrill Heatter Productions.

■ NBC-TV's plans for fall include the 34th live telecast of *The Miss America Pageant*, from Atlantic City's convention hall, Sept. 19, this time with a "Heart of America" theme. Gary Collins returns for the sixth year as host. John L. Koushouris is producer.

Movies in production for the NBC-TV 1987-88 season include *Right to Die*, starring Raquel Welch as the victim of a progressive disease. Don Ohlmeyer is executive producer, and Paul Wendkos is director of the Ohlmeyer Communications production, co-starring Bonnie Bartlett and Michael Gross. Also, Guber-Peters Entertainment Co., in association with Phoenix Entertainment, is filming Pamela Sue Martin and Tim Matheson in *Bay Coven*, a black magic thriller set in New England. Carl Schenkel is director.

■ For the first time, The Samuel Goldwyn Co. will produce a CBS-TV *Movie of the Week* with Samuel Goldwyn Jr. sharing executive producer responsibilities with Robert Halmi. Delbert Mann will direct Tommy Lee Jones, Robert Urich, Susan Blakely and Rip Torn in *April Morning*, from the Howard Fast novel about a young man facing the first day of the American Revolution. The movie will be licensed to TV after an overseas theatrical release—the beginning of The Samuel Goldwyn Co.'s plans to "move aggressively into mov-

ies-of-the-week and first-run syndicated programming" under the direction of president of television distribution, Dick Askin.

■ On Nov. 11 at 9 p.m., A&E premieres a five-part documentary, *The Divided Union*, billed as the "centerpiece" of the cable network's fourth-quarter "Celebration of America" salute. All high school social studies departments served by A&E's affiliate cable systems will receive a companion study guide—part of an "ongoing commitment to encourage teachers to discover cable television's educational value." The series, a co-production by A&E and Peter Batty Productions Ltd., will feature battle re-enactments, archival photographs and commentary from some 50 historians.

■ The Turner Broadcasting System and The United Nations Fund of Population Activities are co-producing *The Day of Five Billion*, a "music magazine documentary" celebrating the birth of the five billionth person on earth set to air July 11, at 10:15 p.m. ET. An amalgam of musical performances, interviews of world leaders and commentary by authors Kurt Vonnegut, Arthur Clarke and Isaac Asimov, the one-hour special will include appearances by Peter Gabriel, Stevie Wonder, Jose Feliciano, Brazilians Caetano Veloso and Nana Vasconcelos, as well as a group comprising Allen Toussaint, Nona Hendryx, Clarence Clemons and Dr. John who co-composed the special's theme song, "World Song." An international audio track and English voice-over track "for efficient translation into numerous languages" is being provided by Turner Program Services.

■ PBS will air, Sundays in July and August at 8 p.m. ET, a series of animal documentaries—the results of a collaboration among Turner Broadcasting, the National Audubon Society and WETA(TV) Washington. The series begins on July 12, when Cliff Robertson narrates *Galapagos: My Fragile World*. On July 19, Loretta Swit narrates *The Mysterious Black-Footed Ferret* (one of only two re-broadcasts in the series). On July 26 Robert Redford narrates *Condor* (the other re-broadcast) and on Aug. 2 John Heddard narrates *Ducks Under Siege*. Dennis Weaver narrates *Common Ground: Farming and Wildlife* (Aug. 9), and Loretta Swit returns to narrate *On the Edge of Extinction: Panthers and Cheetahs* on Aug. 16. Christopher Palmer is series executive producer.

Stories about Hollywood in the 1930's by F. Scott Fitzgerald ("The Pat Hobby Stories," Rob Thompson, director), John O'Hara ("Natica Jackson," Paul Bogart, director) and Budd Schulberg ("A Table at Ciro's," Leon Ichaso, director) provide the basis of a three-part mini-series set to open the 15th season of *Great Performances* next fall. Michelle Pfeiffer will star in the O'Hara story, and *Taxi's* Christopher Lloyd will star in the Fitzgerald stories. David Loxton is executive producer of the mini-series, a joint effort of WNET(TV) New York and Britain's Zenith Productions in association with KCET(TV) Los Angeles.

Scheduled to premiere Sept. 21 on PBS is a four-part documentary, *The Health Century*. It will document the results of "the unique partnership of government, academia and industry" that has attacked infectious disease (first hour), heart disease and brain disorders (second hour) and diseases of the elderly (third hour) in this century. The conclusion will review "significant developments in genetics and molecular biology." Producer is The Blackwell Corp.

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## NBC continues prime time, news wins

NBC took the off-season prime time week (ended June 28) with a 12.5 rating and a 23.8 share. CBS came in second with a 10.8/20.8 and ABC with a 9.8/18.9. Last year it was NBC's week with a 13.0/25 over ABC's 10.7/21 and CBS's 10.0/20.

In evening news, NBC took the week with an 11.1/24 over ABC's 9.6/

21 and CBS's 9.1/20. A year ago the news numbers were a lot closer: NBC took the week with a 9.9/22 over ABC's 9.7/21 and CBS's 9.4/21.

For the week, NBC took four nights, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday, which left CBS with one, Sunday.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	23.2/46
2.	Family Ties	NBC	21.9/42
3.	Cheers	NBC	18.9/35
4.	Growing Pains	ABC	17.8/32
5.	Moonlighting	ABC	16.6/29
6.	Who's the Boss?	ABC	16.4/32
7.	Monday Night Movie	NBC	15.4/26
8.	Sunday Movie	CBS	15.2/28
9.	Molly Dodd	NBC	15.0/27
9.	Golden Girls	NBC	15.0/31
11.	Valerie	NBC	14.9/26
12.	Alf	NBC	14.7/27
13.	Murder, She Wrote	CBS	14.6/29
14.	Hunter	NBC	14.3/30
15.	Miami Vice	NBC	14.1/28
16.	20/20	ABC	13.9/25
16.	Special Movie	CBS	13.9/25
16.	Designing Women	CBS	13.9/23
19.	Movie of the Week	NBC	13.6/24
20.	Matlock	NBC	13.5/25
21.	Newhart	CBS	13.2/22
22.	MacGyver	ABC	12.9/23

Rank □ Show □ Network □ Rating/Share

22.	60 Minutes	CBS	12.9/29
24.	New Special	CBS	12.7/23
25.	Sunday Night Movie	ABC	12.3/23
25.	Cagney & Lacey	CBS	12.3/22
27.	Kate & Allie	CBS	12.2/22
27.	Crime Story	NBC	12.2/25
29.	My Sister Sam	CBS	12.1/21
29.	Facts of Life	NBC	12.1/22
31.	Night Court	NBC	12.0/21
32.	Head of the Class	ABC	11.9/24
33.	L.A. Law	NBC	11.8/21
34.	Spenser: For Hire	ABC	11.6/20
35.	Perfect Strangers	ABC	11.3/24
36.	Amen	NBC	11.2/23
37.	Hotel	ABC	10.2/19
37.	Me & Mrs. C	NBC	10.2/23
39.	Highway to Heaven	NBC	10.0/20
40.	Disney Sunday Movie	ABC	9.8/21
40.	Tuesday Movie	CBS	9.8/17
42.	Monday Night Baseball	ABC	9.6/17
43.	227	NBC	9.5/22
44.	St. Elsewhere	NBC	9.4/17

Rank □ Show □ Network □ Rating/Share

45.	Mike Hammer	CBS	9.0/18
46.	Sunday Night Movie	NBC	8.9/17
47.	Hard Copy	CBS	8.6/18
48.	Saturday Movie	CBS	8.3/18
48.	Stingray	NBC	8.3/18
50.	Sledge Hammer	ABC	8.0/18
51.	Summer Playhouse	CBS	7.8/17
52.	West 57th	CBS	7.7/16
53.	Dallas	CBS	7.4/15
54.	Heart of the City	ABC	7.2/13
55.	Scarecrow & Mrs. King	CBS	7.0/14
56.	Heavyweight Showdowns	ABC	6.8/14
57.	Our House	NBC	6.4/15
58.	Starman	ABC	6.1/13
59.	New Closeup	ABC	5.9/12
60.	Webster	ABC	5.7/13
60.	Wizard	CBS	5.7/11
62.	Sidekicks	ABC	5.3/12
63.	Our World	ABC	5.0/10
64.	Dads	ABC	4.6/9
65.	Gung Ho	ABC	4.1/9

\*indicates premiere episode

was chosen because it holds the rights to a number of popular theatrical films (such as the "Rambo" series of films and the upcoming "Red Heat" with Arnold Schwarzenegger), which should greatly enhance the value of the company's future syndication movie packages. Carolco has a 10-picture deal with Sylvester Stallone's White Eagle Enterprises

to produce action films, at least five of them starring Stallone.

In addition to its "Rambo" films, Carolco produced "Angel Heart" and "Extreme Prejudice," neither of which was considered a box office hit. The company's films are distributed domestically by Tri-Star. Carolco has also established a Montreal-based limit-

ed partnership currently attempting to raise \$40 million (Canadian) to produce up to four Canadian-content pictures.

Turner also noted Carolco's 80% ownership of the home video company, IVC, a leading distributor of children's videocassettes, which will also be a major resource for Orbis in syndication. Home video and syndication rights are often more easily secured in combination, he noted, and the IVC children's product will complement such Orbis properties as *Force III* and *Defenders of the Earth*.

As important is the extra capital Orbis will be able to tap to expand program production. Both Turner and Hoffman said Orbis would bring one or more pilots of new programs to next year's NATPE conference. The first new effort may be a game show for prime access.

Asked why Carolco selected Orbis, Hoffman said, "First, they were available, and second, we made a strategic decision to get into the television production and distribution businesses." He also said that Orbis's management team was a drawing card, evidenced by a clause in the letter of intent that calls for that team to stay on board for at least three years. That team includes Turner, executive vice presidents John Ranck (program sales), Ethan Podell (business affairs) and Brian Byrne (advertising sales). Byrne is also president of International Advertising Sales, a joint venture among Orbis, Paramount and Coca-Cola Entertainment to sell barter advertising in syndication programming.

It was unclear what effect the Carolco-Orbis deal would have on that joint venture, if any. According to Hoffman, it should have no effect. Executives at Coke and Paramount were not available at deadline for comment.

## NewsBeat

**Assault guide.** Iowa Coalition Against Sexual Abuse (ICASA) has put together booklet to guide news media in covering sexual assault. "A Resource Guide: News Coverage of Sexual Assault" contains information on occurrence of sexual abuse and advice on interviewing victims and reporting incidents. Twenty-three-page guide was prepared by print and broadcast journalists, sexual assault counselors, victims and members of journalism faculty at University of Iowa and Iowa State University. Complimentary copy is available from: Carole Meade, director, Iowa Coalition Against Sexual Abuse, 25th and Carpenter, Illinois Hall, Drake University, Des Moines, Iowa 50311; (515) 271-2918. Additional copies are available for \$2 each.

**Flynt support.** Three major broadcast network companies and National Association of Broadcasters have joined in support of *Hustler Magazine* and its publisher, Larry Flynt, in their effort to have Supreme Court overturn \$200,000 award made to Rev. Jerry Falwell. Award was for "intentional infliction of emotional distress" under Virginia law, as result of article and picture that mocked Falwell as hypocrite. Friend-of-court brief in which media groups joined with American Civil Liberties Union argues that if decision of U.S. Court of Appeals for Fourth Circuit affirming jury decision is allowed to stand, editorial writers, political cartoonists, satirists, critics and reporters would be stifled in their work. Brief contends that judgment of jury presents compelling case for reversal since jury found parody did not convey false statement of fact. It also says jury did not find that parody was published with knowledge it was false or with reckless disregard for truth—standard set by Supreme Court in libel cases involving public figures, like Falwell. Number of other media groups have also filed or participated in friend-of-court briefs in support of *Hustler*. In one, Radio-Television News Directors Association joined in brief filed by Reporters Committee for Freedom of the Press. Oral argument in case is expected to be held in fall.



## CVN, COMB formalize merger

### MSO's take warranted stake in new CVN Companies Inc.

C.O.M.B. Co., 50% owner of the Cable Value Network with a consortium of 18 multiple system operators, has completed seven-year affiliation agreements with 16 of those MSO's, which serve 15 million subscribers, to carry the 24-hour teleshopping service full time. Under the agreements, the MSO's will exchange their interests in CVN for warrants to purchase C.O.M.B. common stock. C.O.M.B. and CVN will be merged into a new company to be called CVN Companies Inc.

Under the agreements, C.O.M.B. will operate and assume all assets, liabilities and obligations of CVN, which is now available in 17 million cable TV homes, the company said. (In addition to the 15 million subscribers reached by these 16 companies, CVN has about two million subscribers provided by other cable system operators under affiliation agreements that run for periods of less than seven years.)

The MSO's, in addition to agreeing to carry CVN for seven years, will exchange their interests in CVN for warrants to purchase C.O.M.B. common stock. C.O.M.B. said, adding that holders of the newly authorized warrants will have the right to vote, together with holders of C.O.M.B.'s common stock, on proposals to consolidate, merge, liquidate or dissolve the company or to restructure its capitalization.

Theodore Deikel, C.O.M.B. chairman and chief executive officer, said the agreements represent "a major commitment by some of the largest and most farsighted cable system operators." He added that the "importance of these agreements is that cable television subscribers are the most attractive demographic audience for video shopping. We believe they will buy more product, more frequently, and will be a better customer for the sophisticated catalogue and direct marketing businesses that C.O.M.B. specializes in."

The 18 MSO's owning half of CVN are Tele-Communications Inc., American Television & Communications Corp., Warner, Continental Cablevision, Heritage Communications, United Cable TV, Newhouse Broadcasting, Viacom, Times Mirror Cable, United Artists Cablesystems, Sammons Communications, Cablevision, Rogers Cablesystems, Cooke CableVision Inc., Colony Communications, American Cablesystems, Daniels & Associates and The Adams Corp.

(At press time last week, CVN's president, Peter Barton, said that CVN anticipated having a seven-year affiliation with Rogers Cablesystems, and that discussions will be completed with Cablevision for a new affiliation agreement by early this week.)

C.O.M.B., the Minneapolis-based direct mail and video marketing company, said it will ask its shareholders to amend the company's articles and bylaws to "provide that two representatives of the cable industry be included as management nominees for election as directors of the combined company." The amendments will require "the affirma-

tive vote" of at least one of these two directors on such matters as the approval of annual budgets, material acquisitions, change in the capital structure "which may dilute the interests held by the cable companies and the combined company," or "any change in the primary distribution method of the company's video shopping programming," C.O.M.B. said.

Shareholders will be asked to approve these proposals, as well as C.O.M.B.'s proposal to increase its authorized capital stock from 30 million to 90 million common shares, at the company's next annual meeting, which has not been scheduled yet.

C.O.M.B. also said that its previously issued warrants for 7,869,000 shares will be canceled. Instead, the company has authorized the issuance of 1.4 million warrants at \$17.50 per share and approximately 14.6 million warrants at \$18.12 per share. The warrants are to be broken into two series. The voting rights of each may be exercised as long as a majority of the warrants originally issued in that series are outstanding, C.O.M.B. said.

The number of warrants to be issued to each cable company will be based on the number of subscribers receiving CVN's pro-

grams as of last Tuesday (June 30), and Dec. 31, 1987. The first series of warrants will expire Dec. 31, 1988, but will be extended for one year if the market price is below the warrant exercise price on that date, C.O.M.B. said last week. The second series will expire Dec. 31, 1992.

Since going on the cable last September, CVN has sold more than \$120 million in products, C.O.M.B. said, adding that last year it reported net sales of \$150 million through its "various marketing operations." With the affiliation agreements in place, CVN is considering developing a second part-time channel. Barton said CVN has not yet "concluded what form and substance" the second channel will be, although it "may feature a credit alternative," with products being offered to viewers on time payments. Barton said CVN is talking to cable operators now to determine what kind of market exists for a second channel.

In the midst of the affiliation agreements, CVN has also signed exclusive agreements with jewelry designers Gloria Vanderbilt and John Cerrito, and Solingen, a West German manufacturer of flatware, to make their products available on CVN. Additionally, Peter Barton, CVN president, said that CVN has also signed an agreement with Pittsburgh's Brinn China & Glassware to create a special product line, a custom-designed set of limited edition dolls, exclusively for CVN. □

## Bottom Line

**Common subject.** Midwest Communications has sold 1.6 million shares at \$9 per share. Offering of Edgewood, Ky.-based television broadcasting equipment supplier had initially been priced, by Montgomery Securities and Paine Webber Inc., at \$10 to \$12 per share ("Bottom Line," June 15). ■ Zenith Electronics Corp. filed for sale of two million shares of common stock through Morgan Stanley & Co., and Salomon Brothers. Company said proceeds would be used for "general corporate purposes, including the reduction of short-term borrowings incurred to meet increased working capital needs primarily due to higher sales." □

**Credit lines.** Tele-Communications Inc. said it warranted, through Paine Webber, \$250-million private placement of senior debt with group of seven insurance companies. Company said proceeds would be "available for general corporate purposes, including acquisitions." Reduction of directors' liability was approved at annual shareholders meeting of Denver-based MSO. ■ Chris-Craft Industries said it would redeem, on Aug. 5, \$25 million principal amount of company's 15% subordinated sinking fund debentures due 1999 at redemption price of 103% of principal amount plus unapid accrued interest. □

**Rift gift.** Business Men's Assurance (BMA) said it would spin off 27% interest in medical testing subsidiary, Home Office Reference Laboratory Inc. Proceeds of four-million-share offering, currently planned at \$13 to \$15, would add \$2.50 to-\$2.90 per share, after tax, for BMA. □

**Noble effort.** Noble Broadcast Group completed securities offering through Paine Webber Inc. Company sold \$40 million of senior subordinated debentures due 1999, down from initially planned \$50 million; while raising bank portion of financing by equal amount, to \$40 million. Company also sold \$11.5 million of cumulative exchangeable preferred stock. Breakdown of pro-forma 1986 gross sales results for five stations currently owned are WBAB-FM Babylon and WGBB(AM) Freeport, both New York, \$4.8 million; WA/C(AM)-WKCI(FM) New Haven, Conn., \$6.8 million, and WSSH(FM) Lowell, Mass., \$6.1 million. Company also intends to buy WMRE(AM) Boston, recently off air because of bankruptcy. It also has exclusive right to sell advertising time for English-language XETRA-AM-FM Tijuana, Mexico, through 2015, and also provides programming although Noble has "no written agreement for provision of programming." □

**Ownership interests.** Media General has announced that two companies, Barris Industries and Giant Group, controlled by Burt Sugarman, control 3.5% of Class A stock of Richmond, Va.-based publisher, group owner and cable operator.

## Broadcast, cable focus on HDTV

The National Association of Broadcasters, in a continuing effort to support development of a high-definition television system compatible with existing NTSC terrestrial transmissions, last week began a two-year, \$700,000 fund-raising project.

The cable industry also is beginning its examination of high-definition television in earnest under a new engineering committee formed by the National Cable Television Association in Washington.

The NAB fund-raising work will be headed by a recently appointed committee comprising Leavitt Pope, president, WPIX(TV) New York; William Moll, Harte-Hanks television president and chief executive officer, and Cullie Tarleton, general manager of WBT(TV) Charlotte, N.C. The committee held a phone conference last Wednesday to discuss funding options to begin preliminary HDTV studies.

According to Pope, also a member of an NAB HDTV task force formed earlier this spring, the \$700,000 raised by NAB will only be a "scratch in the surface" what is required to bring about a compatible HDTV broadcast system, with further funds to support such a development having to come from the industry at large.

"Most responsible broadcasters realize we have a major problem staring us in the face," Pope said, referring to the far advanced work on the Japanese-invented HDTV system Muse, which can compress a 27 mhz wide, 1,125-line, wide-screen HDTV image into approximately 8 mhz, but which is incompatible with current receivers. Muse receivers are expected on the U.S. market in the next three to five years.

Among the fund-raising options considered by NAB staff, according to John Abel, NAB executive vice president, are a 10% surcharge on TV members' dues for two years, an industrywide campaign or a solicitation more narrowly focused on major broadcasters. Pope added that the funds could also be taken from existing NAB budget allocations.

Once raised, the money would be allocated by the NAB's HDTV task force. NAB Senior Vice President of Science and Technology Thomas Keller said projects that might be funded include HDTV transmission field studies proposed by the Advanced Television Systems Committee and general NAB research into spectrum availability and multiplexing problems.

But the NAB fund-raising effort does not appear to be the only one directed at supporting HDTV research. Gaylord Broadcasting's Harold Protter, vice president and general manager of WVT(TV) Milwaukee, has put forward a proposal asking that one or two dozen large group broadcasters each provide \$100,000 over the next two years to support a single candidate HDTV system ("Closed Circuit," June 29). Protter said his company has agreed to the principle in advance to help bring other companies into

such a funding consortium.

The cable industry effort, embodied in a new NCTA engineering subcommittee chaired by Nicholas Hamilton-Piercy, vice president of engineering and technical services for Rogers Cablesystems Inc. in Toronto, will also need money in the long term to conduct its work, although initially much may be accomplished by volunteer effort.

Hamilton-Piercy told BROADCASTING last week the group hopes to conduct a field trial for cable delivery before the end of the year to see how severe cable's technical difficulties in carrying HDTV may be, and added that he hoped the committee's work will provide "the most important answers" within a year.

A limiting factor on beginning the tests, Hamilton-Piercy explained, is the availability of proponent HDTV systems. The systems likely to be examined include the Japanese Muse system and a Philips compatible two-channel HDTV distribution system.

The Muse system is likely to be available sooner, he said, particularly if efforts to cooperate with a Canadian Broadcasting Corp. HDTV test in October are realized. CBC is planning experimental HDTV Muse delivery by direct broadcast satellite, with the signal also being picked up by an Ottawa cable system. The results of the cable test will be incorporated in the NCTA committee's work, and Hamilton-Piercy said it was also possible the Muse equipment would go directly to Washington following the CBC tests for NCTA to begin its work.

The cable group's preliminary intention is to examine high-definition and enhanced television systems from two perspectives, he explained. The first would examine the current cable distribution infrastructure and characterize its impairments to the home image. The second effort would involve alerting HDTV system proponents to problems their approaches might experience on cable.

The committee, which has engineering executive members from at least 17 companies, including MSO's, program distributors and equipment manufacturers, is now reviewing its initial position paper and expects it to be completed by late August in time for the next meeting of its parent NCTA engineering committee.

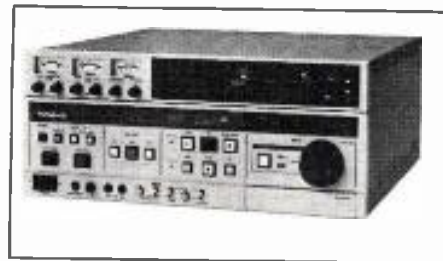
## Two-channel ball

Superstation WGN-TV Chicago is now being transmitted in stereo by United Video. All WGN-TV-produced programming, including Chicago Cubs baseball, WGN News and *Bozo the Clown* are in true stereo, said the satellite service company, while synthesized stereo is being used for other programming. Cable systems must have a BTSC-compatible multichannel TV sound modulator and encoder to provide the stereo signal to their subscribers.

## New pro format

Panasonic Industrial has introduced a new professional video recording product line based on the Super-VHS consumer format. The component analog S-VHS is said to offer horizontal resolution of over 400 lines.

The 15-unit video system, called Proview, includes an editing VCR with \$5,900 suggested retail price, along with a \$1,950 edit controller, and a \$2,900 portable recorder, as well as a duplicator, other player and record-



er-player models and an \$8,700 solid-state camera with 700 lines of resolution and 58 db signal-to-noise ratio. The line also has five color and black and white picture monitors.

Steve Yuhas, vice president and group general manager of Panasonic Industrial's Audio Video Systems Group, said the Proview system "provides performance previously available only from high-priced broadcast equipment." But he added: "It would be foolish for us to propose that this equipment will replace broadcast equipment and we are not going to do so."

The line is available through Panasonic Industrial's dealership network, but will not be sold direct to broadcast customers by its sister broadcast division. Professional S-VHS tape for the units is available from Fuji Photo Film in 30-minute, 60-minute and 120-minute lengths.

## Fiber, digital control lead SMPTE agenda

Fiber optic video transmission and a world standard for digital control will be two new topics on the agenda at the Society of Motion Picture and Television Engineers annual technical conference and equipment exhibit next Oct. 31-Nov. 4 in Los Angeles.

The use of fiber optics for program distribution, subject of a full SMPTE technical session for the first time, will be addressed by a representative of Capital Cities/ABC, which began an experimental intercity fiber link between Washington and New York last year. Also on the program are Grass Valley Group, manufacturer PCO Inc. of Chatsworth, Calif., Catel Telecommunications of Fremont, Calif., and NBC. A panel discussion closes the session.

Papers devoted to the serial digital communications standard ES-bus, developed jointly by the SMPTE and the European Broadcasting Union for use in equipment



# Stock Index

	Closing Tue Jun 30	Closing Wed Jun 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	382 1/2	385 1/4	- 2 3/4	- 0.71	30	6,183
N (CBS) CBS	175 1/2	171 1/4	4 1/4	2.48	10	4,125
O (CLCH) Clear Channel	16 1/4	16	1/4	1.56	35	52
O (INFTA) Infinity Broadcasting	21 3/4	20 3/4	1	4.81	-167	182
O (JCOR) Jacor Commun.	7 1/8	7 1/4	- 1/8	- 1.72		40
O (LINB) LIN	41 5/8	43 1/4	- 1 5/8	- 3.75	33	2,219
O (MALR) Malrite	11 1/4	11	1/4	2.27	-16	153
O (MALRA) Malrite 'A'	11 1/4	10 3/4	1/2	4.65	-16	153
O (OBCCC) Olympic Broadcast	8	8				20
O (OCOMA) Outlet Commun.	18 1/4	18 1/2	- 1/4	- 1.35	-7	115
A (PR) Price Commun.	13 5/8	13 1/8	1/2	3.80	-6	117
O (SCRP) Scripps Howard	80	80 1/2	- 1/2	- 0.62	150	826
O (SUNN) SunGroup Inc.	1 3/4	1 3/4			-2	4
N (TFB) Taft	152	152			-23	1,393
O (TVXG) TVX Broadcast	10 1/4	10 1/2	- 1/4	- 2.38	-4	61
O (UTVI) United Television	32	32 1/8	- 1/8	- 0.38	42	350
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	65 1/4	66	- 3/4	- 1.13	21	700
A (AAR) Adams Russell	37	35 3/4	1 1/4	3.49	739	246
A (AFP) Affiliated Pubs	61	61 1/4	- 1/4	- 0.40	31	2,156
O (ASTVE) Amer. Comm. & TV	1/8	3/32	1/32	33.33		9
N (AFL) American Family	13	13 1/2	- 1/2	- 3.70	12	1,045
O (ACMAA) Assoc. Commun.	33	33				314
O (BMAC) Bus. Men's Assur.	38 1/8	36 3/8	1 3/4	4.81	-15	401
N (CCN) Chris-Craft	27 1/4	28	- 3/4	- 2.67	41	549
N (DDB) Dun & Bradstreet	63 1/4	64 1/8	- 7/8	- 1.36	27	9,615
O (DUCO) Durham Corp.	33 3/8	33 3/8			19	284
N (GCI) Gannett Co.	51	53 1/4	- 2 1/4	- 4.22	28	8,238
N (GY) GenCorp	103	102 1/8	7/8	.85	17	2,301
N (GCN) General Cinema	52 5/8	54 3/4	- 2 1/8	- 3.88	15	1,922
O (GCOM) Gray Commun.	174	190	- 16	- 8.42	30	86
N (JP) Jefferson-Pilot	32	32 1/2	- 1/2	- 1.53	11	1,286
O (JSON) Josephson Intl.	13 1/4	14	- 3/4	- 5.35	3	59
N (KRI) Knight-Ridder	27 3/4	55 5/8	- 2 7/8	- 5.16	21	3,013
N (LEE) Lee Enterprises	27 1/4	26 1/2	3/4	2.83	16	678
N (LC) Liberty	39 3/8	39 5/8	- 1/4	- 0.63	14	376
N (MHP) McGraw-Hill	68 5/8	71 5/8	- 3	- 4.18	23	3,467
A (MEGA) Media General	38 7/8	35	3 7/8	11.07	60	1,096
N (MMP) Meredith Corp.	36 5/8	37 1/4	- 5/8	- 1.67	19	701
O (MMEDC) Multimedia	58 3/4	59 3/4	- 1	- 1.67	-53	646
A (NYTA) New York Times	47	46 7/8	1/8	.26	27	3,853
O (NWS) News Corp. Ltd.	26 1/2	26 1/2			16	3,358
O (PARC) Park Commun.	32	33	- 1	- 3.03	29	441
O (PLTZ) Pulitzer Publishing	41 3/4	42 1/2	- 3/4	- 1.76	36	437
N (REL) Reliance Group Hoid.	10 1/4	10 1/8	1/8	1.23	11	768
O (RHSY) Reuters Ltd.	82 5/8	80 7/8	1 3/4	2.16	47	34,301
T (SKRQ) Selkirk	18 1/8	19 1/4	- 1 1/8	- 5.84	39	147
O (STAUF) Stauffer Commun.	150	152	- 2	- 1.31	24	150
A (TO) Tech/Ops Inc.	36 3/8	36 1/2	- 1/8	- 0.34	15	79
N (TMC) Times Mirror	92 1/4	95	- 2 3/4	- 2.89	14	5,949
O (TMC) TM Communications	2 7/8	3	- 1/8	- 4.16	13	22
O (TPCC) TPC Commun.	3/16	11/16	- 1/2	- 72.72		2
N (TRB) Tribune	40 1/4	43	- 2 3/4	- 6.39	11	3,196
A (TBS) Turner Bcstg.	22 1/2	23 5/8	- 1 1/8	- 4.76	-2	490
A (WPOB) Washington Post	220	217	3	1.38	28	2,821

	Closing Tue Jun 30	Closing Wed Jun 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O (SP) Aaron Spelling Prod.	9 3/4	9 7/8	- 1/8	- 1.26	7	180
O (ALLT) All American TV	2 1/2	2 1/2				3
O (BRRS) Barris Indus.	15 1/4	15 3/8	- 1/8	- 0.81	8	135
O (CMCO) C.O.M.B.	19 3/8	20 7/8	- 1 1/2	- 7.18	-56	350
N (KO) Coca-Cola	44 1/2	45 3/4	- 1 1/4	- 2.73	17	17,132
A (CLST) Color Systems	15	14 5/8	3/8	2.56	-8	76
A (DEG) De Laurentiis Ent.	5 1/4	5 5/8	- 3/8	- 6.66		58
O (DCPI) dick clark prod.	5	5 3/8	- 3/8	- 8.97	12	40
N (DIS) Disney	72 1/4	72 1/4			28	9,450
N (DJ) Dow Jones & Co.	51 1/4	52 3/4	- 1 1/2	- 2.84	26	4,958
O (FNNI) Financial News	11 7/8	10 3/4	3/8	3.48	58	130
A (FE) Fries Entertain.	4 3/8	4 7/8	- 1/2	- 10.25	19	22
N (GW) Gulf + Western	85	87 3/4	- 2 3/4	- 3.13	20	5,240
O (HRSI) Hal Roach	9 1/2	8 3/4	3/4	8.57		52
A (HHH) Heritage Entertain.	8 1/4	8	1/4	3.12	8	37
A (HSN) Home Shopping Net.	18 1/2	18 7/8	- 3/8	- 1.98	54	1,589
N (KWP) King World	27 5/8	27 7/8	- 1/4	- 0.89	30	851
O (LAUR) Laurel Entertainment	4 1/2	3 3/4	3/4	20.0	8	11
A (LT) Lorimar-Telepictures	15 1/2	16	- 1/2	- 3.12		708
N (MCA) MCA	48 1/2	49	- 1/2	- 1.02	24	3,674
N (MGM) MGM/UA Commun.	12 3/8	13 1/8	- 3/4	- 5.71		616
A (NWP) New World Pictures	10 3/8	10 1/4	1/8	1.21	7	112
N (OPC) Orton Pictures	13 3/8	13 3/4	- 3/8	- 2.72	30	229

	Closing Tue Jun 30	Closing Wed Jun 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O (MOVE) Peregrine Entertain.	7	7 1/4	- 1/4	- 3.44	99	16
N (PLA) Playboy Ent.	13 1/2	13 7/8	- 3/8	- 2.70	9	126
O (QVCN) QVC Network	10	9 1/2	1/2	5.26		65
O (RVCC) Reeves Commun.	9 1/4	9 7/8	- 5/8	- 6.32	925	116
O (RPICA) Republic Pic. 'A'	9	8 7/8	1/8	1.40	99	38
O (RPICB) Republic Pic. 'B'	9 1/2	9 1/2				67
A (RHI) Robert Halmi	3 1/2	3 5/8	- 1/8	- 3.44	14	78
O (SMNI) Sat. Music Net.	5 5/8	4 11/16	15/16	200	140	50
O (TRSP) Tri-Star Pictures	9 5/8	10 1/8	- 1/2	- 4.93	17	296
N (WCI) Warner	34 7/8	34 1/2	- 3/8	- 1.08	27	4,350
O (WWTV) Western World TV	1 1/2	1 3/4	- 1/4	- 14.28	9	1
O (WONE) Westwood One	25 3/4	27 3/4	- 2	- 7.20	59	315
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	6 9/16	6 1/8	7/16	7.14	65	104
O (CVSI) Compact Video	3 7/8	4	- 1/8	- 3.12	-10	25
N (CQ) Comsat	28 3/8	28 1/8	1/4	.88	9	520
N (FCB) Foote Cone & B.	55 1/4	56 3/4	- 1 1/2	- 2.64	16	230
O (GREY) Grey Advertising	105	109	- 4	- 3.66	15	127
N (IPG) Interpublic Group	36 1/4	35 3/4	1/2	1.39	18	803
N (JMT) JWT Group	55 1/8	52 1/8	3	5.75	393	532
A (MOV) Movielab	6 3/4	6 3/4				11
O (OGIL) Ogilvy Group	32 3/4	32 1/2	1/4	.76	18	451
O (OMCM) Omnicom Group	24 3/8	24 1/2	- 1/8	- 0.51	-110	597
O (SACHY) Saatchi & Saatchi	33	32 1/4	3/4	2.32	19	2,270
O (TLMTB) Telemation	2 3/8	2 3/8			9	10
A (TPO) TEMPO Enterprises	8 3/4	8 3/4			20	50
A (UNV) Unitel Video	11 1/4	11 1/8	1/8	1.12	33	24
<b>CABLE</b>						
A (ATN) Acton Corp.	3 5/8	3 3/4	- 1/8	- 3.33	22	21
A (ACN) American Cable	23 3/4	23	3/4	3.26	-50	223
A (CVC) Cablevision Sys. 'A'	28	27 3/8	5/8	2.28	-48	588
N (CNT) Centel Corp.	66 1/8	65 3/4	3/8	.57	17	1,909
O (CCCOA) Century Commun.	17 1/2	17 1/2			1,750	506
O (CMCSA) Comcast	23 1/2	24 1/8	- 5/8	- 2.59	50	897
O (ESSXA) Essex Commun.	21	20 3/8	5/8	3.06	47	75
A (FAL) Falcon Cable Systems	19 3/8	19 3/8			-60	112
N (HCI) Heritage Commun.	33 1/4	33 3/8	- 1/8	- 0.37	-33	744
N (JOIN) Jones Interchange	14	14 1/4	- 1/4	- 1.75	43	178
T (MHRQ) Maclean Hunter 'X'	19 3/4	19 1/2	1/4	1.28	27	727
O (RCCA) Rogers Cable A.	15 3/8	15	3/8	2.50	79	
O (TCAT) TCA Cable TV	25 1/2	24 1/4	1 1/4	5.15	49	275
O (TCOMA) Tele-Commun.	35 1/4	35 3/4	- 1/2	- 1.39	38	3,409
N (TL) Time Inc.	97 3/4	97 7/8	- 1/8	- 0.12	16	6,094
O (UACI) United Art. Commun.	27 3/4	27 1/2	1/4	.90	154	1,139
N (UAT) United Cable TV	32 3/8	33 1/2	- 1 1/8	- 3.35	462	788
N (VIA) Viacom	22 5/8	22 7/8	- 1/4	- 1.09	-87	797
N (WU) Western Union	4 1/8	4 1/8			100	
<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M	70 7/8	71 5/8	- 3/4	- 1.04	20	16,197
O (AMCI) AM Communications	1 1/2	1 1/2			-1	5
N (ARV) Arvin Industries	35 1/2	35 3/4	- 1/4	- 0.69	14	626
O (CCBL) C-Cor Electronics	9 1/4	9	1/4	2.77	25	18
O (CATV) Cable TV Indus.	2 5/8	2 3/4	- 1/8	- 4.54	-8	7
A (CEC) Cetec	6 3/8	6 3/8			212	12
A (CHY) Chyron	6 3/8	6 1/2	- 1/8	- 1.92	24	64
A (CXC) CMX Corp.	1 3/4	1 3/4			24	10
A (COH) Cohu	7 3/8	7 1/2	- 1/8	- 1.66	19	13
N (CAX) Conrac	27 1/4	27 1/4			22	183
N (EK) Eastman Kodak	86 1/8	87 5/8	- 1 1/2	- 1.71	38	19,445
O (ECIN) Elec Mis & Comm.	2	1 1/4	3/4	60.0	8	
N (GRL) Gen. Instrument	37 1/4	37 3/4	- 1/2	- 1.32	-14	1,213
N (GE) General Electric	54 3/8	54 7/8	- 1/2	- 0.91	21	49,581
O (GETEE) Geotel Inc.	1 5/8	1 1/2	1/8	8.33	7	5
N (HRS) Harris Corp.	35 7/8	37	- 1 1/8	- 3.04	19	1,457
N (MAL) M.A. Com. Inc.	13 3/4	13 7/8	- 1/8	- 0.90	6	587
O (MCDY) Microdyn	4 1/8	4	1/8	3.12	-2	18
N (MOT) Motorola	54 1/8	56 1/8	- 2	- 3.56	33	6,958
N (NPH) N.A. Philips	42 3/4	42 3/8	3/8	.88	18	1,239
N (OAK) Oak Industries	1 1/2	1 3/4	- 1/4	- 14.28	1	108
A (PPI) Pico Products	5 3/8	5	3/8	7.50	-8	18
N (SFA) Sci-Atlanta	19 1/4	18 1/2	3/4	4.05	-60	447
N (SNE) Sony Corp.	28 5/8	28 5/8			33	6,618
N (TEK) Tektronix	38 3/4	38 3/8	3/8	.97	25	1,493
N (VAR) Varian Assoc.	31 3/4	33 5/8	- 1 7/8	- 5.57	-77	684
N (WX) Westinghouse	63 5/8	65	- 1 3/8	- 2.11	14	9,063
N (ZE) Zenith	25 3/4	26 1/2	- 3/4	- 2.83	-59	601
Standard & Poor's 400	352.98	356.36			3.37	0.94

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.

control, will come predominately from companies that are making equipment for the control system and from TV facilities using it.

Among the ES-bus session contributors will be Broadcast Television Systems, 3M and Alamar Electronics. A British Broadcasting Corp. representative will talk about the network's experience with the standard, and from West Germany, research institute IRT will make a presentation on an ES-bus editing system, and Bavarian Television will discuss its BTS-developed control network system. Session chairman Tom Meyer of Dynair will give a status report on the SMPTE-EBU standardization effort.

The conference, held at the Los Angeles Convention Center, also will feature a session on high-definition television and enhanced-NTSC TV, and remaining sessions will cover production and post-production technologies, as well as film techniques.

A 75,000-square foot equipment show will be held concurrently with the technical conference, and 215 companies have already booked to exhibit at the event, according to SMPTE.

### Varian RF sale

Varian Associates, which last year purchased Pye TVT from Philips, has sold 12 high-power UHF TV transmitters to the British Broadcasting Corp. through the U.K.-

based division. Varian TVT has also delivered to the BBC 36 two-channel sound-in-sync units, used to transmit stereo audio and/or data programs in digital form through the television signal's video sync pulse. The system was jointly developed by Varian TVT and BBC.

### Harris shifts microwave operation

Harris Corp.'s broadcast microwave operation has been transferred from the company's broadcast division to its San Carlos, Calif.-based Farinon division, which makes digital microwave and lightwave transmission systems.

The broadcast microwave operation, now located in Mountain View, Calif., will move to San Carlos and other Farinon facilities in San Antonio, Tex., over the next few months, the manufacturer said. The broadcast division, based in Quincy, Ill., will continue to distribute microwave products, but sales and customer support will be handled by both divisions.

Guy Numann, senior vice president in charge of Harris Communications Sector, said in a statement last week the realignment is "designed to strengthen the broadcast division and will enable the division to fully dedicate its resources to its radio and television transmission equipment and stu-

dio product lines."

### MII, Betacam buys

General Electric-owned KCNC-TV Denver is purchasing \$1.2 million worth of M-II half-inch videotape gear, according to Panasonic Broadcast. The delivery, due later this year, will include more than 40 studio, field and camera recorders and will allow the station to convert its entire news operation to M-II by early 1988.

Another NBC affiliate, WFMJ-TV Youngstown, Ohio, last week was completing a \$1-million installation of the rival, incompatible Sony Betacam equipment it had first acquired earlier this spring. The half-inch videotape gear, which includes half-a-dozen CCD camera-recorders, 12 studio VTR's and a Betacart multicassette system (as well as a pair of studio cameras) replaces three-quarter-inch U-matic recorders used in the station's newsgathering and editing operations.

The cost of WFMJ-TV's renovation also includes installation and consulting engineering fees, said General Manager John Grdic, but is mostly accounted for by the equipment purchase. According to Sony, the CBS affiliate in the Youngstown market is also using Sony Betacam for ENG, as well as a Betacart to air commercials and promotional spots.

## Cablecastings

### Calling all ACE's

The National Academy of Cable Programing has called for entries in its annual network ACE award competition, setting the entry deadline as Aug. 14. There will be 74 categories this year, up from 60 last year, with 27 awards to be presented to programs and 47 to creative artists. The eligibility period for programs runs from Sept. 1, 1986, to Aug. 31, 1987. The winners will be honored on a special program on HBO on Jan. 24, 1988, from 9 to 11 p.m.

### May increase

Basic cable networks and pay services made significant audience gains in all day-parts during the May sweeps, according to a Cabletelevision Advertising Bureau analysis of Nielsen data. Compared with May 1986, CAB said basic, ad-supported cable networks increased from a 16 share to a 19 share on a 24-hour basis, with prime time increasing from 14 to 16, daytime from 16 to 19, early fringe from 14 to 18, late fringe from 15 to 18 and weekends from 22 to 26. The pay service audience share also increased, from 9 to 11, although superstations declined from 9 to 8. Broadcast network affiliates declined from a 56 share to 51, CAB said, with independents remaining flat at a 13 share. According to separate findings from Nielsen data, the basic cable networks' share of viewers was up 19% during the first quarter of 1987, while network affiliate viewing was off 7%. Also in April, basic cable had what was said to be the biggest monthly

increase ever in share, jumping from a 15 in April 1986 to 19 this year.

### School report

UA-Columbia is sponsoring a statewide summer essay contest for seventh through 10th graders in New Jersey through the New Jersey Cable Television Association (NJCTA). Winner of the "What role has cable TV played in our society" essay contest, will get \$500 cash, and 50 runners-up will each receive a \$10 "merit" prize, UA said. All essays must be typed, not exceed two pages and be postmarked by Sept. 1, UA said, adding that entries should be mailed to The NJCTA Summer Writing Contest, 132 West State Street, Trenton, N.J. 06806 by Sept. 1. (Winners will be notified by Sept. 20.) In addition to being "clear, articulate and logically organized," winning essays "must demonstrate an outstanding grasp of cable television's technology, programing and services," UA said.

### Hook, line and sinker

For the second consecutive year, The Nashville Network will air live coverage of the annual world championship of professional bass fishing, The Bass Masters Classic XVII, on Aug. 15 at 3 p.m. (NYT). (The program will be repeated the next day at 1:30 p.m.) Ray Scott will host TNN's 90-minute special, which is sponsored by the Bass Anglers Sportsman Society (B.A.S.S.).

The Classic, which will be held on the Ohio river in Louisville, Ky., is the culmination of a year-long "bass master tourna-

ment" in which professional bass fishermen have competed for more than \$2 million in cash and prizes, TNN said. The tournaments leading to the Classic have been televised on TNN's *The Bass Masters* series on the cable network's *Sports Sunday* during January through June.

According to David Hall, TNN vice president and general manager, *The Bass Masters* series has been extremely popular with our viewers. The fact that this was our top-rated series for both 1986 and also for the first quarter of 1987 is clearly indicative of the increasing popularity of professional fishing as a spectator sport," he said. (TNN said Nielsen gave the program a 4.5 rating for the first quarter of 1987. A program rating is defined as "the sum of the multiple telecasts of the same program over an 18-hour period," TNN said.)

Other TNN programing highlights this summer include the debut of new record albums by Tom Wopat and Lee Greenwood on TNN's *New Country* concert series during August, and a 60-minute special, *Hot Rods from Detroit*, on stock car drivers on Aug. 2. TNN said that a different drag racing special will be aired on each of the first four *Sports Sundays* programs during August.



Hall



# THE CABLE PROGRAMMING RESOURCE DIRECTORY 1987

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  - Free & Low-Cost Programming Sources
  - Satellite Programming Services
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- 

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## Bates C-P-M trend foresees moderate 1987 increases

Agency expects network evening prices to rebound, but sees further erosion in network daytime; rises in radio network, spot seen

Media cost-per-thousand increases in 1987 are expected to remain moderate this year, following the pattern of 1986, according to a Ted Bates Advertising analysis.

The Bates study uses the Consumer Price Index (CPI) and the Gross National Product as benchmarks, and has switched its base year from 1975 to 1981. The report also examines the relationship of media C-P-M's and the rate of inflation over the past six years. Bates concludes that those years have been characterized by a moderate rate of inflation, with C-P-M growth levels far exceeding inflation.

In analyzing the C-P-M's, Bates notes that 1986 showed a C-P-M growth of only 1.9%, the lowest since 1982. Daytime network television actually showed a C-P-M of minus 2%, while the evening network figure was zero. Spot television in 1986 experienced a C-P-M growth of 5%.

In 1987, Bates projects that daytime network TV will continue to slide in C-P-M, with a 13% decrease. The agency estimates that evening network's C-P-M will rise by 9% over 1986, and spot TV will increase by 2%. Bates calculates that network radio's C-P-M increase in 1987 will be 9%; spot radio's 5%.

The print media have shown consistent increases in C-P-M since 1982 and Bates tabs 1987 as a modest growth year. It lists magazines with a 5% increase; supplements, 5% and newspapers, 7%.

Bates reports that inflation is expected to rise in 1987 by 3.1%, within the range established over the past few years. But the agency says C-P-M's will increase at rates in excess of inflation.

In the years since the 1981 base year, the Consumer Price Index has shown moderate increases, registering an annual average growth of 3.6%, according to Bates. In contrast, evening network television showed a tripling of the CPI over-all growth rate, with a 10.4% climb. Radio grew at a faster pace than the CPI, with spot radio at 5.8% and network radio, 7.9%.

Magazines and newspapers outpaced the C-P-M increases with average annual growth for newspapers of 8.4% and magazines, 7%.

Bates tabs 1986 as "eventful," with buy-outs of major networks and the mergers of major advertising agencies and of top advertisers contributing to "a chaotic marketplace." In addition, the agency observes, there was fear of the new tax laws. Bates says the low rate of inflation "fostered a conservative economic climate that led to con-

### Ted Bates's media cost survey

#### National Advertising Expenditures

Year	Net TV	Spot TV	Magazines	News/supplements	Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	115	106
1977	150	136	148	133	132	132	113
1978	172	161	177	139	148	140	121
1979	199	177	200	160	160	161	135
1980	222	201	215	177	185	165	153
1981	242	231	241	204	214	190	169
1982	269	269	253	221	227	211	179
1983	304	297	289	247	257	233	185
1984	370	338	337	278	292	255	193
1985	359	370	352	302	328	277	203
1986	370	400	366	314	343	289	207

#### Compounded Yearly C-P-M Increase

	1981	1982	1983	1984	1985	1986	1987	81-87 annual avg. growth
Broadcast								
Day network TV	100	109	114	125	143	140	122	3.5
Evening network TV	100	124	133	153	168	168	183	10.4
Spot TV	100	109	118	131	139	146	149	6.7
Network radio	100	107	118	130	138	146	158	7.9
Spot radio	100	106	113	121	127	133	140	5.8
Print								
Magazines	100	111	120	130	140	148	157	7.8
Supplements	100	112	118	125	130	116	122	3.5
Newspapers	100	110	121	132	141	151	162	8.4
Outdoor	100	111	118	129	137	144	151	7.2
CPI	100	106	109	114	118	120	124	3.6

#### Yearly Percent Increases in C-P-M

	1982	1983	1984	1985	1986	1987 est.
Broadcast						
Daytime network TV	9	5	9	15	-2	-13
Evening network TV	24	7	15	10	0	9
Spot TV	9	8	11	6	5	2
Network radio	7	10	10	6	6	8
Spot radio	6	7	7	5	5	5
Print						
Magazines	11	8	8	8	6	6
Supplements	12	5	6	4	-11	5
Newspapers	10	10	9	7	7	7
Outdoor						
Posters	11	6	9	6	5	5
CPI	6.1	3.2	4.3	3.6	1.9	3.1

The top two tables report trends in index form with 1975 and 1981 as the base years, respectively, indexed at 100. The cost estimates are based on the following units: network and spot TV and network radio, 30 seconds; spot radio, 60 seconds; magazines and supplements, one page/four color; newspapers, milline black and white; outdoor, 100 showings through 1981, 50 showings 1982-86. The demographic C-P-M's are based on: day network, women 18 plus; evening network, total persons; spot TV, TV households; radio, persons 12 plus; magazines, newspapers and supplements, circulation; outdoor, total population. Sources for audience information are: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate and Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data are from the Television Bureau of Advertising. Figures for 1987 are Ted Bates's estimates. The CPI is based on increases in yearly average compiled by the Conference Board.



strained advertising budgets."

"Advertising budgets on average were increased in 1986," the report maintains, "but levels were much lower than in past years. Indeed, the percentage of the total marketing budget spent on promotional activities is on the rise. Some industry sources estimated in 1970 that approximately 40% was spent on promotion and the balance on traditional advertising vehicles. Today, according to these same sources, that ratio has been reversed, with promotion now accounting for 60%. Advertisers, more and more, are questioning the performance of each ad dollar."

The report, prepared by Leslie Wood and Deborah Ellis of Bates's Media Information and Analysis, stresses that making predictions of future media costs is "a precarious task." Determining future demand will be difficult because of the uncertainties of the marketplace, Bates said. In addition to factors already cited, the agency says that estimating next year's network television C-P-M increases will be particularly difficult because of the introduction of the people meter ratings for the 1987-88 season. □

## TVB report challenges ANA on ad figures

**Difference of opinion centers on production costs associated with television commercials**

Television Bureau of Advertising and the Association of National Advertisers, usually complementary trade associations, became embroiled last week in a dispute over television commercial costs.

TVB issued a report last week saying the production cost of the average television commercial for a national or regional advertiser is less than 40% of the average production cost reported by the ANA (\$124,930 in 1985). In addition, TVB claimed that production costs are increasing at a rate less than one-third of the 36% indicated by the ANA for all areas of the country except one, the Southeast, where costs generally are lower.

TVB noted that ANA periodically studies television commercial costs; its latest report was issued in 1985, covering 1984 and 1985 and was based on response from 17 advertisers. TVB said its study of commercial producers, in cooperation with the Association of Independent Commercial Producers, covered responses from 60 AICP firms.

The TVB survey was conducted in March 1987 and included the years from 1984 through 1986. It identified elements contributing to cost increases; people influencing commercial production costs and recommendations for advertisers on cost control.

A spokesman for the ANA said the studies were "somewhat different" and covered different areas. He noted that the ANA study included agency commissions and talent and editorial costs. He added that both the ANA and TVB agree that costs are rising and steps should be taken to correct the situation. □



**Rep picture**, Principals of the Torbet/Select Radio Sales rep firm, which resulted from Interep's purchase of Torbet Radio and Select Radio Representatives from Reliance Capital Group Ltd. Partnership ("In Brief," June 22), met with Interep executives in New York last week, plotting a course for the new combined rep firm. Pictured are (l-r, seated): Mike Bellantoni, executive vice president, and Bill McHale, senior vice president, Torbet/Select. (Standing, l-r): Les Goldberg, president, and Ralph Guild, chairman, Interep; and Tony Fasolino, president, Torbet/Select.

With the acquisition of Torbet and Select, Interep, which had been operating five full-service radio rep companies, now has over 70 offices in 16 cities with estimated annual billings exceeding \$400 million. Also included with Interep's purchase of Torbet and Select was Supernet, Reliance's unwired network that also involves participation by Eastman Radio, Masla Radio and CBS Radio Representatives.

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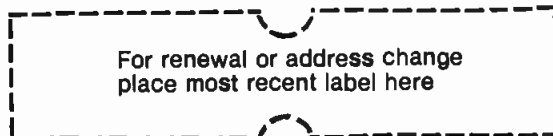
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# Business Briefly

## TELEVISION

**Pepsico** □ As part of its introductory campaign for Ice Mountain Maine Water, company launched spot television effort last week to test product in New England covering Boston; Providence, R.I., and Hartford and New Haven, Connecticut. Commercials will appear in daytime, early fringe and late fringe. Target: women, 25-49. Agency: Waring & LaRosa, New York.

**Coble Dairy Products** □ Six-week flight is planned to start in late July for six weeks in Southeast, including 10 markets in North Carolina, South Carolina and Georgia. Commercials will appear in daytime, fringe, prime and sports periods. Target: women, 25-54. Agency: Howard, Merrill & Partners, Raleigh, N.C.

**Evans Inc.** □ Fur and apparel stores will launch campaign in August in 11 major markets to continue on and off over next six months. Daytime, news and fringe periods will be used. Target: women, 25-49. Agency: State Advertising Agency, Chicago.

**First Tennessee National Bank** □ Corporate image campaign will be implemented for three weeks, starting in early August, in five major markets in Tennessee. Commercials will be placed in news, prime and fringe segments. Target: adults, 25-54. Agency: Fallon, McElligott, Minneapolis.

## RADIO & TV

**Shifrin Jewelers** □ Retail chain will use radio for two-month flight in various Michigan markets and test television to determine extent of campaign during heavy season of September through January. Commercials will appear in all dayparts. Target: adults, 25-49, and 35 and older. Agency: Simons Michelson & Zieve, Troy, Mich.

## TELEVISION & CABLE

**New York Life Insurance Co.** □ Campaign to reach Chinese and Korean residents began last week on UHF television stations and cable systems serving New York, Los Angeles and San Francisco. Commercials will be air in Chinese and Korean. Campaign will run through November in news programs. Target: adults, 25-54. Agency: Lee & Liu Advertising, New York.

## RADIO

**Domino's Pizza** □ Third-quarter flight is

planned to run for about four weeks in markets in Texas, including Houston, Corpus Christi and Beaumont. Commercials are designed for all dayparts. Target: adults, 18-49. Agency: Point Communications, Dallas.

**Cub Foods** □ Twelve markets are being used for campaign to promote grocery

chain in Midwest in flights of varying weeks that began last week. Commercials will be positioned in all dayparts. Target: adults, 25-49. Agency: Peterson-Morris, Machlachland, Minneapolis.

**Rogers & Holland Jewelry** □ Three-week flight to promote July diamond sales will kick off in four Midwestern markets this week. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Smith, Badofsky & Raffel, Chicago.

## AdVantage

**Birth control ads.** Organization associated with Planned Parenthood in New York has produced and paid for airing of what it claims is first "generic" birth control television commercial. Commercial, which has been accepted by two stations in Buffalo, N.Y. (CBS affiliate *wvrb-tv* and ABC affiliate *wkwb-tv*), and two Spanish-language stations in New York (*wxtv-tv* and *wnju-tv*), is part of five-year campaign designed to reduce high rates of unwanted pregnancy in New York State, said Amy Sutnick, spokeswoman for Planned Parenthood of New York City. Initial eight-week flight began June 15. Spot will be shown statewide in another flight next year. New York State Family Planning Media Consortium is buying time on stations taking spots with funds largely provided by New York State Department of Health. Spot is aimed at women in their early 20's, whom Sutnick described as age group having highest abortion rate. Spot tells viewers that "four out of five women who don't use birth control get pregnant before they want to." Tag line is: "Birth control. You're too smart not to use it." While some commercials promoting specific types of birth control—such as condoms to help curb spread of AIDS—have been aired, Planned Parenthood claims New York spot is first to promote birth control generically ("from saying no to taking the pill"). "TV advertising is one of the most potent forms of communication in our society," said Rev. Carl Flemister, executive minister of American Baptist Churches of Metropolitan New York, in support of campaign. "There are over 20,000 sexually suggestive comments and innuendos every year on television but very few messages about responsibility."

**Pocket piece.** At presentation to advertisers, A.C. Nielsen Co. said that next season it would offer weekly pocket piece report on television ratings, which, until now, has been published only every two weeks. It also said that it would make available on daily basis, electronic delivery of household and demographic data. Up to now, only household data was delivered daily, with two-week delay for persons data. Company also reported that Nielsen's AMOL system (automated measurement of lineup), which verifies for networks which network programs are being carried by their affiliates, would be expanded to include syndicated programming by first quarter of 1988. Also, company vice president John Dimling reported that Nielsen is currently testing passive people meter device in 30 homes in Tampa Bay, Fla., area and that test will be expanded to include 200 homes next fall. If all goes according to plan, company hopes to introduce passive meters to people meter sample base by 1989, perhaps first in "problem homes" such as those with children who aren't pushing buttons properly.

**Breck reprise.** "Breck Girl"—for 40 years subject of pastel drawings for Breck hair care products—is back. After scrapping advertising campaign nine years ago, Breck is running three, 30-second television commercials, introducing new "Breck Girl," exclusively on three Turner Broadcasting System services. TV campaign worth \$1.5 million, which runs on superstation *wrbs-tv* Atlanta, Cable News Network and CNN Headline News until July 13, is targeted to adult women (18-plus), said Ken Freeman, vice president of marketing for Shulton Group USA, which markets and manufactures Breck hair products. Gerald Hogan, president of Turner Broadcasting Sales Inc., said that TBS is "excited" about airing Breck campaign, in part because it "will be an interesting demonstration of cable's ability to work for a brand on a national basis, exclusively." Although most of advertisers who buy time on TBS's services also buy time on broadcast television, Hogan said, in this instance, "there's no network television involved."

**Cable sales school.** In response to growing local cable television advertising sales, Cabletelevision Advertising Bureau will hold its first Sales Manager School, with agenda designed "especially for the requirements of the cable industry," July 16-18, on North Texas State University campus in Denton, Tex., CAB said. According to CAB, "rapid expansion of local cable advertising sales—from 300 systems accepting local advertising five years ago to 2,300 systems today—has created a demand for more sales managers and ones that are better trained." Among subjects to be covered are sales strategies, new business development and research. Cost of two-and-a-half-day program is \$595 per person, including housing, meals and program materials, CAB said.





Charren with Zoobilee Zoo's Lookout Bear at ACT awards ceremonies in May

## ACT victorious in its day in court

**Children's television watchdog group basks in appeals court decision reversing FCC decision that eliminated commercial limits in children's programming**

Action for Children's Television has not had much reason to cheer in recent years. But last week, it was cheering lustily, claiming a major court victory in a case involving broadcasters' commercial practices directed at children. FCC lawyers say ACT's cheers are premature, at best. Still, ACT is talking politics as well as law. And some observers see the commission faced with the daunting job of climbing out of a hole dug by what a panel of the U.S. Court of Appeals in Washington suggests was bureaucratic incompetence.

At issue was the panel's decision reversing and remanding to the commission its order eliminating the guidelines it had imposed on commercial time in children's programming (BROADCASTING, June 29). Technically, the panel did not deal with the substance of the commission's 1984 action; it simply criticized the commission for failing to justify its order lifting the guidelines—nine-and-a-half minutes an hour on Saturday and Sun-

day and 12 minutes an hour on other days. The guidelines—violation of which made a station's renewal application subject to special FCC review—were drawn from National Association of Broadcasters' standards, and were included in the commission's 1974 report on children's programming.

But ACT President Peggy Charren was not getting bogged down in legal niceties. She saw the decision as a clear vindication of ACT's position that the marketplace does not work where children are concerned and that regulation is required. Charren, who has long been concerned about what she calls program-length commercials—programs that feature toys that are sold to children—believes that kind of marketing is over. "The toy industry and the broadcasters got greedy and let the marketplace look so bad that it's going to be impossible for the FCC to say [lifting of commercial restrictions from children's programs] is going to work," she said in an interview last week. She predicted that FCC Chairman Dennis Patrick would, in effect, confess error—concede that the marketplace is not working—and say, "We're going to have to reimpose the guidelines."

Charren was particularly elated by the strong language in the opinion of the pan-

el—and by its authorship by Judge Kenneth W. Starr, an appointee of President Reagan who is known as one of the court's staunchest conservatives. "The commission has offered neither facts nor analysis to the effect that its earlier concerns over market failure were overemphasized, misguided, outdated or just downright incorrect," Starr wrote. "Instead, without explanation, the commission has suddenly embraced what had theretofore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television." If the opinion had been written by Judge Harry Edwards, another member of the panel, it probably would have been even stronger. During the oral argument, he had impressed observers with his denunciations of the commission's position as "bogus."

For all of that, commission attorneys were taking a less fevered view of the opinion. One lawyer said the 30-minute cartoon programs featuring characters like G.I. Joe that so concern Charren were not at issue. He noted that the commission in April 1985 rejected a complaint by ACT and National Association for Better Broadcasting that such programs are program-length commercials

**Charren quotations.** Peggy Charren, champion of children's television through the organization she formed 20 years ago, Action for Children's Television, is euphoric over the language handed down to the FCC by the U.S. Court of Appeals in Washington (see story, this page). In an interview with BROADCASTING, she spoke of the recent court decision, ACT's role in improving children's television, the shift in Congress toward increased oversight and the eventual effect of the decision on the television industry. The following are excerpts from that interview:

#### *The state of children's television*

■ "In the old days, when you were interested in commercialism you focused on the things that interrupted programs. Now if you're interested in commercialism all you have to look at is the programs."

■ "For the most part there's nothing to turn on when you turn off those commercials. . . . We only want children's television to be as diverse as a good children's library. . . . If they needed a set of shelves to go to for inspiration they should have gone to book shelves instead of toy shelves."

■ "What the FCC did was turn that TV set into Pandora's box. They opened the sluice gates of commercialism and everything flew around and wrecked children's television."

#### *The court decision and the FCC*

■ "The toy industry and the broadcasters got too greedy and let the marketplace look so bad that it's going to be impossible for the FCC to say [deregulation of commercial restrictions on children's programs] is going to work."

■ "It's obvious that something went very wrong, and I think that the strong, strong language in this opinion from the court is going to knock the problem right here." FCC Chairman Dennis Patrick will "look at this issue and say, 'This is a case where obviously the commission made a mistake, that it's an opportunity to prove we're not a bunch of ideologues up here on 1919 M Street, and although deregulation worked beautifully for adult programming in terms of the marketplace limiting commercialization, it's not working for children, and we're going to have to impose those guidelines.'"

■ "There's enough evidence on the face of it for Dennis Patrick and his commission to reimpose those guidelines without a hearing. But I think in either case, without the hearing or with an inquiry, we've got it made when it comes to stopping this peculiar manifestation of greed that we permitted to happen to children's TV."

■ "If they [the FCC] don't [reimpose guidelines] they're going to have to have an inquiry. I mean, with Congress on their neck and with the language in this opinion from a Reagan appointee. . . . it really takes the commission by the scruff of its neck and shakes it."

■ "Already *Advertising Age* has an editorial, 'A TV license to steal from kids, *TV Guide* has a lead story, Congress is having hearings, parents are upset. What are they [the FCC] going to say: 'It's perfectly OK that there are 75 programs that work this way? They can't take that position any more.'"

■ "It wasn't until I saw the language in that unanimous decision that I felt the problem was solved. . . . I can't believe that the FCC is going to get out from under this one now."

■ The FCC "could make this inquiry go on until they're no longer in power. So then it'll take a little longer, that's all. One of these days they're not going to be in power."

■ "If [the FCC] had taken these guidelines off in 1984 and you had all kinds of choice on children's television in '87. . . . you could say, 'Gee whiz, it wasn't so terrible after all.' But that's not what happened."

#### *ACT's role*

■ "Our time is coming again. . . . I really couldn't get a message across in the 80's."

■ "The world should not be depending on a fragile consumer group. . . . I worry a lot about children's television because I don't think the balance of powers has made the world work right for kids' TV, and I really wish that ACT wasn't as involved in what was happening as we have been. . . . We're not elected officials; we're not executive, legislative or part of the court system. And although I do think it's important for the public to make noise when something is going wrong, I think that the systems that make the world work should not depend on a group like ACT managing to stay in business for 20 years."

#### *Congressional oversight*

■ "What you need is the climate [in Congress] that says this may not be the best time to say, 'We don't give a damn about kids' television,' and I think that that's the climate that exists now."

#### *The future of children's TV*

■ "I really think that overcommercialization of children's television so that the toy companies control the content for the purpose of pushing products is over."

■ "The commission only has to put back [the guidelines] they had there in the first place. . . . We don't want the commission to move in on program content."

■ "I already am getting phone calls from a few advertising agencies that are getting cold feet about the whole thing." Some toy companies have been building their sales pitches "on the basis that [toys] were all going to be television shows. . . ."

■ Program-length commercials are defined as programs "where the goal of the program is to push product, and it doesn't matter if [the program] comes before or after [the merchandise]—the deal to get that show on the air is a deal that grew out of the need to push the product."

and should be logged as such. What's more, the commission in its 1984 order deregulating television abolished the policy that had been in effect against material that could be defined as program-length commercials. The same attorney described the language in the court opinion as "unexceptional."

The commission's general counsel, Diane Killory, said the court had simply sent the case back for an explanation of the decision to eliminate commercial guidelines for children's programming. But she also left open the option of undoing the policy now under attack—as well as the possibility of a further inquiry. "Assuming that [elimination of the guidelines] is still the goal," she said, "we'll decide if we have enough information on hand to provide a response, or if we need more comments," she said. And, yes, she said, "the commission could change its mind. But there's nothing in the opinion that says we have to change our mind."

The commission was not alone in attempting to defend its policy. A number of broadcast industry parties, including Capital Cities/ABC, CBS and NBC, intervened in the case. The networks last week were deferring comment, although industry spokespersons generally were echoing the commission lawyers' line that the court was simply asking for explanation of the agency's deregulatory policy, not for a change in that policy.

One of ACT's attorneys, Donna Lampert, expressed the view that the commission would hold an inquiry. "There's nothing in the record to provide information for the 'better' reasons the court asked for," she said. But with or without an inquiry, Charren is convinced that the commission will have an impossible task in justifying the abandonment of the guidelines. "They would have to prove that doing away with commercials restrictions will have no bad effect on children's programming. But they've waited too long. It's all there in the marketplace." Charren has counted 75 programs—either one-shot specials or series of up to 90 episodes that meet her definition of program-length commercials. She says not all are currently on the air. Commission attorneys, while not conceding the task is impossible, agree that providing the rationale requested by the court would not be easy. "That," said one, "was the reason the commission did not explain it in the first place."

Whatever the commission does will not be done in a vacuum. Congress will, as Charren put it, "be on their neck." The impatience of many in Congress with the deregulatory thrust of the commission is no secret. And Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee and a leading critic of the commission's deregulatory approach, delivered a speech at an ACT conference in Boston last month that supporters said anticipated the court's opinion. He promised hearings on "the overcommercialization" of children's television and said Congress would send "a clear message to broadcasters, cable and the FCC that we [in Congress] are back in the business of developing public policy" (BROADCASTING, June 22).

Last week, the senior counsel to the subcommittee, Larry Irving, expressed Markey's pleasure with the court opinion. "It



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seems the court agrees with us," he said. And he indicated the hearings would focus, among other things, on the latest development in the production of so-called program length commercials—the promotion of interactive toys. ACT in February, citing that new development, petitioned the commission either to issue a declaratory ruling that such programs violate the public interest or to hold an inquiry on the matter.

Left uncertain last week was the date of the Telecommunications Subcommittee hearings. Markey had spoken of holding them early in September. But, following the court opinion in the ACT case, Irving said an effort was being made to move the date up to July. Not left uncertain was what Congress's



Markey

attitude would be in the event the commission reconfirmed its removal of the guidelines without further study. Such a move by the commission would not, Irving said, "be wise."

Indeed, action regarding children's television will not be limited to the House. Senator Frank Lautenberg (D-N.J.) is expected to introduce a bill he sponsored in the last Congress that would require commercial television stations to carry at least seven hours each week of educational programming for children. It would also direct the commission to conduct an inquiry into the production of so-called program-length commercials. The measure was identical to one Senator Timothy Wirth (D-Colo.) introduced in the House when, as a member of that body, he served as chairman of the Telecommunications Subcommittee.

The commission's decision deregulating television in 1984 clearly marked a watershed in the commission's regulatory philosophy. Until then, the marketplace was not accorded the deference shown it by the present commission. The commission in 1974, for instance, considered children "unique," and said in its report that year that "If our policy against overcommercialization is an important one... it is particularly important in programs designed for children." Ten years later, in its order deregulating television generally, the commission said the mar-

ketplace could be counted on to guard against excessive commercialization.

But in that 1984 order, the commission ignored completely the existence of the commercial guidelines in children's programming. It seemed an oversight, even though ACT had discussed the matter in its comments in the rulemaking proceeding. It was not until the NAB sought clarification that the commission, in 1986, offered what the Starr panel described as "a cursory" and inadequate, explanation.

The commission said that deregulation of children's television commercialization was "consistent with the general deemphasis of qualitative guidelines" and that commercials help support children's programming. The first argument was "true but insufficient" as an explanation, Starr wrote. The second—"the assertion of the obvious"—was said to "scarcely justify elimination of all children's television commercialization guidelines."

The panel said it would not demand "long-winded, tiresome explanations. But," it added, "the commission's barebones incantations of two abbreviated rationales cannot do service as the requisite 'reasoned basis' for altering its long established policy. For almost 15 years, the FCC's regulation of children's television was founded on the premise that the television marketplace *does not* function adequately when children make up the audience," he opinion said.

The Starr opinion did not give ACT everything it had sought in its appeal. ACT had contended that the commission had failed to justify its replacement of comprehensive television program logging requirements with a less exacting requirement of quarterly lists of significant "issue-oriented" programming. ACT said the new requirements deny competing applicants the information needed to challenge renewal applicants. But the court accepted the commission's argument that additional information is available through discovery proceedings. What's more, it noted that the requirements at issue are identical to those the commission had adopted for radio in the wake of two court proceedings in which the appeals court had articulated the specifications to be employed. Accordingly, it rejected the complaint.

Whatever judicial course the ACT takes in the future, the remand will not be the appeals court's last word on the commission's deregulation of children's programming. Now pending before the court is an appeal brought by NABB, a public interest group that has been active for 35 years, of the commission's license renewal of KCOP(TV) Los Angeles. NABB is also concerned about what it calls program-length commercials; it complained that the station violated the sponsorship identification rules in failing to identify Mattel Inc. and Group W as the suppliers of what it called "the commercially saturated content" of the half-hour *He Man* cartoon series.

With the case having been argued more than a year ago—on May 27, 1986—lawyers expect a decision soon, one that might afford another clue as to the court's position on the commission's deregulatory approach, at least to children's television. □

## Broadcasters rally to block Hill from paring ad deductions

**Congress considers tax deferrals for advertising expense as one way to raise money to meet deficit reduction levels in budget resolution**

The broadcasting and advertising industries have launched a major initiative to block any efforts on Capitol Hill to tax advertising deductions. The House Ways and Means Committee is considering a number of options (more than 100) to raise new revenue. Among them is a proposal that would permit the deduction of only 80% of advertising expenses with the remaining 20% deferred to the following tax year.

"We're going to vigorously oppose this," said National Association of Broadcasters President Eddie Fritts. NAB last week alerted its membership to the threat and asked broadcasters to contact committee members to express opposition. The association is part of a coalition created to block attempts to limit tax deductibility of advertising expenses. The coalition includes the American Newspaper Publishers Association, the Magazine Publishers Association, American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers. Fritts is slated to testify against the tax proposal at a Ways and Means hearing on the revenue-raising options this week.

The committee needs to raise some \$18 billion in new revenue for fiscal 1988 to meet deficit reduction levels contained in the budget resolution that Congress adopted last month. Among the options suggested is taxing master limited partnerships, which, in certain instances, have been used by Fifth Estate companies. Another revenue-raising proposal under review calls for reducing deductions for business meals and entertainment from 80% (the amount permitted under the 1986 tax reform bill) to 50%. The committee's final recommendations will be part of a budget reconciliation package.

Broadcasters and advertisers feel that as long as Congress is searching for ways to reduce or eliminate the deficit, the issue of tax deductibility is not going to disappear. The need to find new means of raising revenue is particularly difficult due to the passage last year of tax reform legislation that reduced the number of traditional revenue raising possibilities.

Congressional efforts to disallow advertising deductions also have appeared in the form of legislation, offered in both the House (H.R. 1563) and Senate (S. 466), that would eliminate advertising deductions for such products as cigarettes.

On yet another front, broadcasters are keeping an eye on an administration proposal that would permit the FCC to auction non-broadcast spectrum as another means of raising revenue. (It's estimated the auctions could raise \$600 million in fiscal 1988.) In deliberations over the FY '88 budget resolu-



tion, the auction drew some support (BROADCASTING, May 18) although a specific reference to auctions was deleted from the resolution. The resolution instructs the House and Senate Commerce Committees, responsible for reauthorizing the FCC for FY '88-89, to come up with an additional \$600 million in revenues in those years. The committees are said to be working on a deadline which will require them to act by July 28. Those revenues will also be part of the budget reconciliation package.

The auction plan has the backing of FCC Chairman Dennis Patrick, who last May circulated on Capitol Hill a legislative proposal for auctioning common carrier and private radio spectrum. NAB is opposed to the concept of any spectrum auctions. □

## Appeals court backs FCC in broadcast and cable cases

**Paragon Cable loses pole attachment complaint against Bell company; in other case, UHF applicant's plea regarding submission of technical information to FCC is rejected**

The FCC was affirmed last week by the U.S. Court of Appeals in Washington in a cable television case that is a sideshow to one in U.S. district court in Wisconsin where a cable system is fighting the revocation of its franchise and the award of a franchise to another system. The commission last week was also affirmed, by another panel of the same appeals court, in a case in which a television applicant was appealing the commission's dismissal of its application for a UHF station in the Sacramento-Citrus Heights area of Sacramento, Calif.

In the cable case, Paragon Cable Television Inc. appealed both the commission's rejection of its complaint that Wisconsin Bell had been unreasonable in denying it pole attachment rights, and the commission's approval of Bell's application to construct a broadband cable system for TeleNational Communications Inc., an unaffiliated system. The case grows out of Brookfield's revocation of the franchise it had granted Paragon, and the subsequent award of a franchise to TeleNational. Brookfield, in the suit it is pursuing in U.S. district court in Wisconsin, is contending that the franchise authority violated the First Amendment and the antitrust laws.

The appeals court panel, in an unsigned opinion, rejected both complaints. As for the commission's refusal to require Bell to make pole attachments available to Paragon, it noted that the commission has determined that a franchise "is a valid prerequisite." As a result, the panel said, the commission "reasonably refused to enter the fray and address [the] petitioner's claim that it nonetheless continued to possess a valid franchise by virtue of the fact that the city's purported revocation was illegal"—an issue, the panel

noted, that is being litigated in the district court. As for the commission's approval of Bell's construction application, the panel found no basis for Paragon's antitrust arguments, which had been based on the fact the city had denied it pole attachments. The panel noted that refusal was justified in view of Paragon's lack of a valid franchise.

The court also dismissed another of Paragon's arguments as bordering "on the ludicrous"—that Bell had failed to observe a commission rule requiring the applicant for authorization to build a cable system to inform all cable operators of pole attachment rights. The panel said the rule requires only that the cable company be aware of pole attachment rights, "not necessarily actually receive pole attachments." And Paragon, the panel added, was aware of those rights, "and thus, even under [the] petitioner's convoluted if not bizarre construction [the rule] is satisfied."

The panel was comprised of Circuit Judges Robert H. Bork and Kenneth W. Starr and Chief Judge Edward D. Re of the U.S. Court for International Trade.

In the television case, Royce International Broadcasting Co. had been one of 12 applicants competing for the UHF authorization. Royce was found to have omitted necessary technical information. Royce submitted the data, but in the wrong place, with the Mass Media Bureau rather than the Administrative

Law Judge. By the time the matter was straightened out, the deadline had passed. And the ALJ, followed by the review board and then the commission, concluded that Royce had failed to establish good cause why the commission should accept the amendment. The commission also concluded that even with the offered amendments, the application lacked the necessary engineering data.

And while Royce contended that the commission's rejection of the amendment was arbitrary and capricious, the panel, in an opinion written by Circuit Judge Stephen Williams, maintained that the commission had "acted within its discretion" in determining that Royce failed to show good cause for the acceptance of its amendment. And although the commission acknowledged it had erred in an original calculation indicating that the engineering data was adequate, the commission was not "arbitrary or capricious" in correcting those earlier errors, the panel said. Nor did the panel find fault with the commission's refusal to grant Royce another opportunity to provide the necessary additional information. "To fulfill its mandate," the panel said, "the commission must eventually close the book. We cannot say that it did so too quickly with regard to Royce's application."

Circuit Judges Abner Mikva and James Buckley joined in the opinion. □

## Flap over House panning erupts anew

**Lewis amendment points up continued disagreement over use of cameras in that chamber**

The practice of having House television cameras pan the floor during special orders, the time of day when the chamber's legislative business is complete and members can deliver speeches even though the floor is usually deserted, is still a sore subject. Last week debate erupted in the House over an amendment offered by Representative Jerry Lewis (R-Calif.) that would change the system. Lewis's amendment would have blocked funds for the House's TV system as long as coverage of special orders is treated differently than coverage of other floor proceedings. It was defeated 213 to 166.

The flap over using panoramic shots arose three years ago when then House Speaker Tip O'Neill (D-Mass.) ordered the cameras to pan the chamber after a group of Republicans started using special orders to attack Democratic policies. The congressmen

found it embarrassing to have C-SPAN viewers see them speaking to an empty chamber.

The speaker has the authority to change the television coverage rules and O'Neill's actions ignited a major partisan battle that exploded on screen. Since then there have been attempts to change the rule so that either the cameras pan the floor during all House proceedings or not at all. Under the rules, the cameras must be fixed on the person speaking.

Lewis tried to attach the amendment to a fiscal 1988 appropriations bill that provided funds for running the House and legislative branch agencies. It was an effort, said a Lewis spokesman, to generate discussion and get both parties to start looking at the issue.

"The point I want to make is first that such panning draws a negative kind of attention and misunderstanding to the work of the House," Lewis said. What brought the issue home, Lewis said, was the deaths this year of Representatives Sala Burton (D-Calif.) and Stewart McKinney (R-Conn.). At that time, members were paying tribute in the form of special orders to the late congressmen. "To go back and look at the tape and see the panning of the House, which would imply that few or almost no members cared, when indeed endless numbers of members participated in those memorial services, with panning it would indicated otherwise," Lewis argued.

Although the amendment was defeated, it's not considered to be a dead issue. Lewis is hoping that House leadership will conduct a further examination of television coverage, the congressman's aide said. □



Lewis

## NAB acts on number of regulatory issues

**Association won't oppose elimination of Carroll Doctrine; would like to see substantial modification of FCC's cross-interest policy and pledges support to inform public on AIDS**

Although the National Association of Broadcasters' position on license renewal reform legislation overshadowed the association's joint board of directors meeting two

weeks ago (BROADCASTING, June 29) other matters resulted in board action:

□ The directors reasserted "NAB's concern over the economic impact of more and more new stations in the broadcast marketplace," but chose not to oppose eliminating the FCC's Carroll Doctrine because they felt it "never accomplished its purpose." The FCC is proposing to eliminate the doctrine, which permits existing broadcasters to file

against the assignment of any new station in a community if it can be proved that the new station will "create such economic hardship that the total public interest programs by both stations will be less than provided by the existing station now."

□ They voted to "support elimination or substantial modification" of the FCC's cross-interest policy.

□ Adopted a resolution on AIDS. "Due to



**All together.** NAB's 62-member joint board of directors gathered in Washington June 23-25 to address some of the more pressing issues facing the broadcast industry (BROADCASTING, June 29). In attendance, seated (l-r): Sally Hawkins, WILM(AM) Wilmington, Del.; Bill Clark, Shamrock Broadcasting Co., San Francisco; Jerry Lyman, RKO Radio, New York; Bev Brown, KGAS(AM) Carthage, Tex.; Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; NAB President Eddie Fritts; Peter Kizer, Federal Broadcasting Co., Southfield, Mich.; Wallace Jorgenson, Jefferson-Pilot Communications Co., Charlotte, N.C.; Robert Hynes Jr., NBC, Washington; Gert H.W. Schmidt, WTLV(TV) Jacksonville, Fla.; Robert Munoz, KCIK(TV) El Paso, Tex.

Second row (l-r): Martin Greenberg, Duffy Broadcasting, Dallas; James Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho; L. Lowry Mays, Clear Channel Communications, San Antonio, Tex.; Art Suberbielle, KANE(AM) New Iberia, La.; Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; John David, KFSB(AM)-KIXQ(FM) Joplin, Mo.; William Rollins, Suburban Radio Group, Belmont, N.C.; Leavitt Pope, Wpix Inc., New York; Ray Lockhart, KOGA-AM-FM Ogallala, Neb.; Patricia Smullin, California/Oregon Broadcasting, Medford, Ore.; Thomas Goodgame, Westinghouse Broadcasting Co., New York; Margo Cobb, WLZ-TV Bangor, Me.; D. Mitchell Self, WLAJ-AM-FM Muscle Shoals, Ala.; William Sanders, KICD-AM-FM Spencer, Iowa; Don Chaney, KTBB(AM)-KNUE(FM) Tyler, Tex.; Bernard Mann, Mann Media, High Point, N.C.; Jeffrey Smulyan, Emmis Broadcasting, Indianapolis; Norman Wain, Metroplex Communications, Cleveland.

Third row (l-r): Glenn Mahone, Paco-Jon Broadcasting, Peters-

burg, Va.; Ray Saad, KTIB(AM)-KHOM(FM) Houma, La.; J. William Poole, WFLS-AM-FM Fredericksburg, Va.; Glenn Wright, KIRO-TV Seattle; David Hicks, Hicks Broadcasting, Battle Creek, Mich.; George Hyde Jr., WOBA-AM-FM Miami; Greg Stone, wsoc-TV Charlotte, N.C.; Benjamin McKeel, Nationwide Communications, Columbus, Ohio; Robert Fish, Federal Communications Corp., Providence, R.I.; Harold Protter, wvtv(TV) Milwaukee; Robert Pricer, WCLT-AM-FM Newark, Ohio.

Fourth row (l-r): Thomas Kushak, WMAJ(AM)-WNNS(FM) Springfield, Ill.; Ramsey Elliott, KRCC(AM) Roseville, Calif.; Paul Hedberg, Hedberg Broadcasting Group, Spirit Lake, Iowa; James Wychor, KWOA-AM-FM Worthington, Minn.; Jerry Lee, WEAZ(FM) Philadelphia; Derk Zimmerman, Fox Television Stations, Los Angeles; Gary Grossman, KRKT-AM-FM Albany, Ore.; Frank Flynn Jr., Fort Myers Broadcasting, Tallahassee, Fla.; Bayard Walters, The Cromwell Group, Nashville; William Duhamel, Duhamel Broadcasting, Rapid City, S.D.; William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.

Back row (l-r): Cullie Tarleton, wbtv(TV) Charlotte, N.C.; Eugene Cowen, Capital Cities/ABC Inc., Washington; Donald Newberg, WGOW(AM)-WSKZ(FM) Chattanooga, Tenn.; Jack Clements, Mutual Broadcasting, Arlington, Va.; Carl Hirsch, Legacy Broadcasting, Los Angeles; Carl Wagner, Taft TV and Radio Co., Cincinnati; William Moll, Harte-Hanks Television, San Antonio, Tex.; Gary Chapman, Freedom Newspapers, Riverside, R.I. Present, but not pictured: James Arcara, Capital Cities/ABC Radio, New York; Ronald Davenport, Sheridan Broadcasting Network, Pittsburgh; Art Kellar, EZ Communications, Fairfax, Va.; Donna Zapata, WHAS-TV Louisville, Ky.



the threat to our society both nationally and internationally posed by the AIDS epidemic, be it resolved that the NAB dedicate our resources and facilities to informing the public in assisting the local, national and international agencies in fighting this dread disease."

□ The radio board voted to ask the FCC to "re-institute its policy of allowing co-owned AM/FM's to keep their public files at either their studios or transmitter sites, even if outside the city of license, and grandfather stations already granted waivers of old main studio rules."

□ The TV board asked NAB to seek reconsideration of that "portion of the FCC rules which applies to the location of local public files for certain TV stations."

□ Radio directors also instructed the staff to ask the FCC to permit Class III daytimers to operate through the night on Class III regional frequencies at a "power level near those already specified by the commission for last hour post-sunset operation; daytimers on clear channels to operate at night under existing interference protection criteria, on an interim basis, pending full review of criteria later this year."

□ Asked the executive committee to study the suggestion that a "super legal fund" be created to help stations financially against license challenges.

□ NAB's radio board instructed the association to oppose the directionalization of FM antennas as has been proposed by the FCC. □

Market	Cable penetration
Cincinnati	47.8
Clarksburg-Weston, W.Va.	65.8
Cleveland-Akron	46.2
Colorado Springs-Pueblo	50.5
Columbia, S.C.	45.2
Columbia-Jefferson City, Mo.	44.7
Columbus, Ga.	55.6
Columbus, Ohio	49.0
Columbus-Tupelo, Miss.	45.2
Corpus Christi, Tex.	58.9
Dallas-Fort Worth	38.6
Davenport, Iowa-Rock Island-Moline, Ill.	56.4
Dayton, Ohio	57.1
Denver	47.1
Des Moines-Ames, Iowa	45.5
Detroit	42.1
Dothan, Ala.	46.5
Duluth, Minn.-Superior, Wis.	43.8
El Paso	51.6
Elmira, N.Y.	71.0
Erie, Pa.	63.7
Eugene, Ore.	61.4
Eureka, Calif.	73.3
Evansville, Ind.	50.2
Fairbanks, Alaska	39.2
Fargo-Valley City, N.D.	51.1
Flint-Saginaw-Bay City, Mich.	47.8
Florence, S.C.	44.3
Fort Myers-Naples, Fla.	73.6
Fort Smith, Ark.	57.8
Fort Wayne, Ind.	41.5
Fresno-Visalia, Calif.	37.7
Gainesville, Fla.	58.0
Glendive, Mont.	61.9
Grand Junction-Montrose, Colo.	53.3
Grand Rapids-Kalamazoo-Battle Creek, Mich.	53.1
Great Falls, Mont.	53.2
Green Bay, Wis.	42.9

## Nielsen gauges cable penetration at 49.2%

**May figures show 4% increase over last year, with cable household number at 43,279,980**

Cable penetration is on the verge of passing 50% of U.S. households, according to the latest survey by Nielsen Media Research. It reports a May 1987 penetration figure of 49.2%, or 43,279,980 households, a 4% increase from May 1986 and a 47% increase since May 1982.

Leading the list in cable penetration Palm Springs, Calif. (83.5%); Santa Barbara-Santa Maria-San Luis Obispo, Calif. (82.7%), San Angelo, Tex. (80.6%); Laredo, Tex. (78.8%), and Yuma, Ariz.-El Centro, Calif. (75.7%).

Among the nation's top 10 markets, two report cable penetration above 50%—Boston-Manchester, N.H., at 57% and San Francisco-Oakland at 53.6%. Cable penetration has reached 41% in New York, 39% in Los Angeles, 34% in Chicago and 48% in Philadelphia.

A complete list according to the Nielsen Station Index follows:

Market	Cable penetration
Abilene-Sweetwater, Tex.	66.0
Ardmore-Ada, Okla.	50.9
Albany, Ga.	54.0
Albany-Schenectady-Troy, N.Y.	60.4
Albuquerque-Farmington, N.M.	43.7
Alexandria, La.	59.3
Alexandria, Minn.	36.0
Alpena, Mich.	53.1
Amarillo, Tex.	65.0
Anchorage	37.7
Atlanta	44.3
Augusta, Ga.	49.6
Austin, Tex.	54.9
Bakersfield, Calif.	65.3
Baltimore	35.3
Bangor, Me.	39.4
Baton Rouge	58.9
Beaumont-Port Arthur, Tex.	50.3
Beckley-Bluefield-Oak Hill, W.Va.	69.7
Bend, Ore.	63.8
Billings, Mont.	50.3
Biloxi-Gulfport, Miss.	72.8
Binghamton, N.Y.	65.3
Birmingham-Anniston, Ala.	48.3
Boise, Idaho	36.4

Market	Cable penetration
Boston-Manchester	57.0
Bowling Green, Ky.	54.7
Buffalo, N.Y.	59.4
Burlington, Vt.-Plattsburgh, N.Y.	53.9
Butte, Mont.	59.2
Casper-Riverton, Wyo.	68.4
Cedar Rapids-Waterloo-Dubuque, Iowa	50.0
Champaign-Decatur-Springfield, Ill.	64.3
Charleston, S.C.	48.5
Charleston-Huntington, W.Va.	63.6
Charlotte, N.C.	49.7
Chattanooga	50.9
Cheyenne, Wyo.-Scottsbluff, Neb.	68.3
Chicago	33.9
Chico-Redding, Calif.	60.5



**-Presidential plaudit.** President Reagan honored Project Literacy U.S. (PLUS), the joint literacy campaign mounted by CapCities/ABC and the Public Broadcasting Service, with the 1987 President's Volunteer Action Award last week in a ceremony at the White House. PLUS representatives James Duffy, president, communications, CapCities/ABC (above left), and Lloyd Kaiser, president of WQED-TV Pittsburgh and a PBS board member (above right), received medals from the President, who told them: "The good you do reaches beyond your specific projects and all the many people you've helped. You are part of an American tradition of neighbor helping neighbor."

Reagan also used the occasion to criticize an unnamed journalist (reportedly NBC's John Chancellor) for not acknowledging the "freely given personal charity" of the American people. "All I can say to those who pontificate about the new selfishness—maybe they should get out of their TV studios and get out and introduce themselves to the real America," he said. Chancellor had delivered a January commentary on the anniversary of John F. Kennedy's inauguration claiming that "private greed seems to have replaced public good... The slogan for the 80's is, 'I want mine and I want it now'."

Market	Cable penetration	Market	Cable penetration	Market	Cable penetration
Greensboro-High Point-Winston Salem, N.C.	46.3	Lincoln-Hastings-Kearney, Neb.	56.3	Ottumwa, Iowa-Kirkville, Mo.	53.9
Greenville-New Bern-Washington, N.C.	51.0	Little Rock-Pine Bluff, Ark.	48.9	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	48.5
Greenville-Spartanburg, S.C.-Asheville, N.C.	41.9	Los Angeles	39.0	Palm Springs, Calif.	83.5
Greenwood-Greenville, Miss.	64.5	Louisville, Ky.	52.6	Panama City, Fla.	58.9
Harlingen-Weslaco, Tex.	54.9	Lubbock, Tex.	52.2	Parkersburg, W.Va.	70.5
Harrisburg-Lancaster-Lebanon-York, Pa.	60.3	Macon, Ga.	60.0	Peoria, Ill.	58.0
Harrisonburg, Va.	46.1	Madison, Wis.	47.4	Philadelphia	48.4
Hartford-New Haven, Conn.	71.7	Mankato, Minn.	57.8	Phoenix-Flagstaff	38.6
Hattiesburg-Laurel, Miss.	47.4	Marquette, Mich.	67.6	Pittsburgh	61.8
Helena, Mont.	64.6	Mason City, Iowa-Austin-Rochester, Minn.	52.0	Portland, Ore.	49.0
Honolulu	68.7	Medford-Klamath Falls, Ore.	59.3	Portland-Poland Spring, Me.	55.7
Houston	43.5	Memphis	47.9	Presque Isle, Me.	61.1
Huntsville-Decatur-Florence, Ala.	50.2	Meridian, Miss.	44.3	Providence, R.I.-New Bedford, Mass.	55.5
Idaho Falls-Pocatello	51.6	Miami-Fort Lauderdale	51.3	Quincy, Ill.-Hannibal, Mo.	51.3
Indianapolis-Lafayette	52.1	Milwaukee	43.4	Raleigh-Durham, N.C.	46.0
Jackson, Miss.	47.5	Minneapolis-St. Paul	38.3	Rapid City, S.D.	56.5
Jackson, Tenn.	54.8	Minot-Bismarck-Dickinson, N.D.	53.1	Reno	60.1
Jacksonville, Fla.	59.9	Missoula, Mont.	49.5	Richmond-Petersburg-Charlottesville, Va.	45.7
Johnstown-Altoona, Pa.	71.2	Mobile, Ala.-Pensacola, Fla.	52.5	Roanoke-Lynchburg, Va.	53.6
Jonesboro, Ark.	57.4	Monroe, La.-El Dorado, Ark.	50.6	Rochester, N.Y.	54.1
Joplin, Mo.-Pittsburg, Kan.	49.8	Monterey-Salinas, Calif.	72.7	Rockford, Ill.	58.5
Kansas City, Mo.	48.9	Montgomery, Ala.	50.0	Roswell, N.M.	66.3
Knoxville, Tenn.	49.1	Nashville	40.6	Sacramento-Stockton, Calif.	38.4
La Crosse-Eau Claire, Wis.	53.0	New Orleans	54.7	St. Joseph, Mo.	57.6
Lafayette, La.	56.4	New York	41.2	St. Louis	38.8
Lake Charles, La.	52.8	Norfolk-Portsmouth-Newport News, Va.	57.3	Salisbury, Md.	63.3
Lansing, Mich.	78.8	North Platte, Neb.	52.4	Salt Lake City	38.2
Laredo, Tex.	37.8	Odessa-Midland-Monahans, Tex.	68.7	San Angelo, Tex.	80.6
Las Vegas	37.8	Oklahoma City	51.1	San Antonio, Tex.	63.2
Lexington, Ky.	60.6	Omaha	54.5	San Diego	70.4
Lima, Ohio	70.6	Orlando-Daytona Beach-Melbourne, Fla.	57.5	San Francisco-Oakland-Santa Rosa	53.6
				Santa Barbara-Santa Maria, Calif.	82.7
				Savannah, Ga.	56.9
				Seattle-Tacoma	56.6
				Shreveport, La.	49.0
				Sioux City, Iowa	48.6
				Sioux Falls-Mitchell, S.D.	49.4
				South Bend-Elkhart, Ind.	44.8
				Spokane, Wash.	50.6
				Springfield, Mo.	40.0
				Springfield-Holyoke, Mass.	68.5
				Syracuse, N.Y.	61.6
				Tallahassee, Fla.-Thomasville, Ga.	52.4
				Tampa-St. Petersburg-Sarasota, Fla.	51.4
				Terre Haute, Ind.	47.0
				Toledo, Ohio	54.8
				Topeka, Kan.	62.5
				Traverse City-Cadillac, Mich.	39.7
				Tucson-Nogales, Ariz.	44.0
				Tulsa, Okla.	51.9
				Twin Falls, Idaho	57.0
				Tyler, Tex.	59.5
				Utica, N.Y.	72.6
				Victoria, Tex.	73.7
				Waco-Temple, Tex.	63.1
				Washington, D.C.-Hagerstown, Md.	36.0
				Watertown, N.Y.	56.9
				Wausau, Wis.	38.3
				West Palm Beach-Ft. Pierce, Fla.	65.8
				Wheeling, W.Va.-Steubenville, Ohio	63.4
				Wichita Falls, Tex.-Lawton, Okla.	66.1
				Wichita-Hutchinson, Kan.	63.8
				Wilkes Barre-Scranton, Pa.	68.5
				Wilmington, N.C.	53.4
				Yakima, Wash.	55.7
				Youngstown, Ohio	50.8
				Yuma, Ariz.-El Centro, Calif.	75.5
				Zanesville, Ohio	74.0

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# Changing Hands

## PROPOSED

**WSJC-AM-FM Magee, Miss.** □ Sold by Southeast Mississippi Broadcasting Co. to CSB Communications Inc. for \$2.2 million. **Seller** is Magee. Miss.-based group of two AM's and two FM's owned by Jeannette Mathis, her sons, Robin and Ralph, and J.B. Skelton. **Buyer** is owned by Craig Scott and Stephen Vunyard. Scott was general manager of WREC(AM)-WEGR(FM) Memphis. Vunyard is president of Clayton Webster Corp., St. Louis-based radio syndication firm. They have no other broadcast interests. WSJC is on 810 khz with 50 kw day and 5 kw night. WSJC-FM is on 107.5 mhz with 100 kw and antenna 490 feet above average terrain. **Broker: Mitchell & Associates.**

**WLQY(AM) Hollywood, Fla.** □ Sold by Global Broadcasting Inc. to Rafael Diaz-Gutierrez and Victor Lanz for \$2 million. **Seller** is owned by Carl and Bruce Maduri and Anthony Lupo. It has no other broadcast interests. **Buyer**, Diaz-Gutierrez, is former president and general manager of WSKQ(AM) New York and vice president of KSKQ(AM) Las Vegas. Lanz is news director at WAMA(AM) Tampa, Fla. WLQY is Spanish-language station on 1300 khz full time with 5 kw. **Broker: Donald K. Clark, Media Broker.**

**KRZQ(FM) Tahoe City, Calif.** □ Sold by Mid-South Broadcasting Co. to Cascade Communications for \$1.9 million. **Seller** is owned by Laura E. Simpson, her brother, John W. Simpson, and sister, Mary Simpson Poremba. It has no other broadcast interests. **Buyer** is headed by John Smith, Austin, Tex.-based businessman, with no other broadcast interests. KRZQ is on 96.5 mhz with 850 w and antenna 2,965 feet above average terrain. **Broker: Blackburn & Co.**

**KTMS(AM)-KHTY(FM) Santa Barbara, Calif.** □ Fifty percent interest sold by Harry S. McMurray and Jimmie Lee Wilkinson to

**Persian perspective.** ABC News anchors Peter Jennings and Ted Koppel will examine American foreign policy issues, focusing on the current situation in the Persian Gulf, in the second of three *Jennings/Koppel Report* to air this year. Airing at 10 p.m. (NYT) on July 7, the hour-long *The Jennings/Koppel Report: Questions of Policy, Questions of War*, will explore a number of issues, including "What is the Reagan agenda in the Persian Gulf?" and "How far will the United States go in defending itself and its allies in this region?" ABC said the program will also include an assessment of the impact of the Reagan administration's policy on the future direction of the United States. Jeff Gralnick, ABC News vice president and executive producer of special broadcasts, is the executive producer of *The Jennings/Koppel Report*, which preempts *Spenser: For Hire*.

Christian C. Larson for estimated \$1.75 million including assumption of liabilities. **Seller**, McMurray, also owns KXKQ(FM) Safford, Ariz. Wilkinson has no other broadcast interests. Other 50% is owned by F. Robert Fenton, who also owns KRFD-AM-FM Marysville, Calif., and KHSN(AM) Coos Bay and KOOS(FM) North Bend, both Oregon. **Buyer** is real estate investor from Pacific Palisades, Calif. KTMS is on 1250 khz with 2.5 kw day and 1 kw night. KHTY is on 97.5 mhz with 16 kw and antenna 2,900 feet above average terrain. **Broker: William A. Exline, Media**

*Brokers.*

**WCFR-AM-FM Springfield, Vt.** □ Sold by Connecticut Valley Broadcasting Co. to Quality Communications Inc. for \$562,000. **Seller** is principally owned by Frank P. Zessa, who has no other broadcast interests. **Buyer** is owned by Wilson W. Wong, wholesale food distributor, and Lawrence DeHaan, who owns advertising and marketing service, both from Boston. It also owns WINQ(FM) Winchendon, Mass. WCFR is daytimer on 1480 khz with 5 kw. WCFR-FM is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Kozacko-Horton Co.**

*For other proposed and approved sales see "For the Record", page 87.*

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# Satellite Footprints

**Getting TV signals to TVRO's.** House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) reintroduced legislation last week intended to encourage the satellite distribution of broadcast station signals to owners of backyard earth stations.

The bill, similar to one the Judiciary Committee passed last year, would create a statutory copyright license covering satellite distribution of broadcast signals to TVRO homes, eliminating, in the process, uncertainties about the legality of such distribution under current copyright law.

"The bill balances the rights of copyright owners, by insuring payment for use of their property rights, with the rights of satellite dish owners, by assuring the availability at reasonable rates of retransmitted television signals," Kastenmeier said in introducing the bill.

The Satellite Home Viewer Copyright Act of 1987, as the bill is being called, is "necessary because as superstation signals are scrambled, current copyright law may prevent the sale of these signals to home dish owners," said subcommittee member and co-sponsor Mike Synar (D-Okla.). "It is important that Congress act to provide some stability in this developing market and insure the availability of superstation signals for home dish viewing," he said. "This bill would accomplish those goals, and have the additional effect of promoting the packaging of signals and increasing competition, which would mean lower prices for home dish owners."

The bill's other co-sponsors: Rick Boucher (D-Va.) and Carlos Moorhead (R-Calif.).

Prospects for the bill are uncertain. The home satellite industry and the various companies wishing to deliver broadcast signals to TVRO homes via satellite are all for it. Kastenmeier said last year's bill was drafted with the help of the home satellite and motion picture industries and some of the common carriers that currently distribute broadcast signals—so-called superstations—to cable systems: Tempo Enterprises (WTBS-TV Atlanta); United Video (WGN-TV Chicago and others), and Eastern Microwave (WWOR-TV New York).

Broadcasters, who see the legislation as a further loss of control over their product, will line up against it, although the broadcast networks may withdraw their opposition if distribution of their affiliates is at some point excluded from the bill. The cable industry's generally supportive of the legislation and won't oppose the bill.

The bill creates a statutory license for which the satellite distributors would have to pay royalties amounting to 12 cents per month per signal per subscriber. After four years, however, the rate would be set by negotiation or, that failing, binding arbitration. The license would be terminated after eight years.

**The way to go?** NBC and Tele-Communications Inc., the number-one-rated broadcast network and the largest cable MSO, respectively, feel their deal allowing the TCI-controlled Netlink USA to distribute NBC's KCNC-TV Denver to some TVRO owners is a panacea of sorts (BROADCASTING, June 29). It creates a means for getting NBC programming to TVRO owners who don't already get it, without threatening cable operators or broadcast stations. What's more, if other broadcasters follow NBC's lead, they feel the need for legislation like the Satellite Home Viewers Copyright Act of 1987 (see above) is lessened.

Under their scheme, NBC would grant Netlink USA the right to scramble the signal of KCNC-TV and sell it to dish owners unable to receive NBC programming off the air or off a cable system. Netlink, in turn, would authorize cable operators (and possibly other third parties) to act as its local agents, accepting orders for service from dish owners who certify in writing that they can't receive NBC any other way. The cable operators would also relay the addresses of dish owners applying for service to the nearest NBC affiliates which would have the final say on whether they are eligible or not.

According to Thomas Rogers, vice president for policy planning and business development, NBC, using cable operators as local agents makes sense. "They'll be a good mechanism for the initial screening of who is eligible and who is not," he said. He noted, however, the dish owners don't have to deal with cable operators. Network USA will set up a toll-free number, allowing dish owners to order service directly from it, he said.

The deal is not yet set in concrete. Final contracts haven't been

signed and NBC has acknowledged it doesn't have the right to authorize Netlink USA to distribute all the programming that appears on KCNC-TV. Rogers downplays the problem, however. NBC has most of the necessary rights and is confident it can acquire what it doesn't have, he said. "So far, we haven't heard any flak from the rights holders," he said.

By restricting the delivery of KCNC-TV to those homes without NBC today, NBC affiliates and cable systems would not be affected negatively by the service. Indeed, NBC makes clear that protecting its affiliates was a prime consideration in its negotiations. In announcing the deal, Rogers said, the challenge facing NBC was to make NBC programming to the estimated 800,000 homes that can't receive it today "without harming the network/affiliate system which has served the American public so well by providing a service that offers a combination of national and local television programming through community based broadcast stations."

NBC and TCI see their deal as landmark in interindustry cooperation and a "marketplace" solution to getting broadcast signals to dish owners. But most elements of the home satellite industry would prefer the legislative solution embodied in the Kastenmeier bill that would allow carriers to offer any signal to any dish owner without restrictions.

Christine Gliozzo, a spokeswoman for the Satellite Broadcasting and Communications Association, said the NBC-TCI deal is "a step in the right direction," but one that doesn't go nearly far enough. Dish owners who can't get NBC off the air, but are passed by cable, would be forced to sign up for basic cable service which may contain services they don't want, she said.

Satellite Broadcast Networks, which offers the signals of three network affiliates to dish owners over the objections of the networks, criticized the agreement. "The leading broadcaster and the biggest cable operator have cut a deal that serves their interests, but leaves the rural dish owner out in the cold," said SBN President Kazie Metzger, expressing the same concerns as Gliozzo. "Under terms of the agreement, dish owners will be forced to buy network programming from cable operators, even if the cable operator provides poor service at exorbitant rates," she said. "In addition, the cable operators are being enlisted to police this network prohibition against rural dish owners."

SBN believes it has the right to sell scrambled signals to dish owners under the cable copyright law. The networks and their affiliates don't. They are suing SBN in federal courts for, among other things, violations of the copyright laws.

**Another font of news in the sky.** To make life easier for its more than 170 broadcast station news affiliates, Turner Broadcasting System's CNN plans to introduce in the fall seven daily satellite feeds of raw news footage and "packaged" reports. According to Bob Schuessler, vice president, Turner Program Services, Newssource, as the new service is called, is designed to give the stations convenient access to the best of CNN's material without voice-overs or logos that identify it as CNN's.

Under their contract with CNN, the stations are free to tap CNN's 24-hour-a-day services for clips or reports for use on their daily newscasts. But some affiliates have complained "that it's almost too much information," Schuessler said. They have trouble using the service because it requires them to monitor CNN around the clock to find out what's available and when it's available, he said. Once they find what they want, he said, they often have to edit out the CNN identification.

For the right to excerpt material from CNN, most affiliates pay cash and give TBS national-advertising spots in their local newscasts. Newssource is designed to complement the excerpting service, Schuessler said. For it, he said, affiliates will have to pay extra. How much extra has yet to be determined, he said. If all goes well, he said, the service, with seven feeds of 15 to 30 minutes on weekdays and a still-undetermined number on weekends, will make its debut on Oct. 1.

**Done deal.** Washington International Teleport, a teleport in the Washington suburb of Springfield, Va., has closed on its purchase of an adjacent teleport from Amway's Multicom Telecommunications Corp. for \$2.9 million.



sion 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. 2-7**—Television Bureau of Advertising/All-Harvard Faculty Taught General Sales Management Program, sponsored by *TVB*. Stouffer's Bedford Glen (Boston), Bedford Glen, Mass. Information: (212) 486-1111.

**Aug. 3**—Deadline for reply comments on *FCC* proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). *FCC*, Washington.

**Aug. 3**—Deadline for reply comments on *FCC* inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). *FCC*, Washington.

**Aug. 3**—Deadline for reply comments on *FCC* proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). *FCC*, Washington.

**Aug. 4-6**—*CBS* press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

■ **Aug. 5-7**—*Michigan Association of Broadcasters* summer meeting, Shanty Creek, Mich.

**Aug. 6**—Reply comments due in *FCC* proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

**Aug. 6**—Comments due in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

**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. University of Notre Dame. Notre Dame, Ind. Information: (202) 429-5366.

■ **Aug. 12**—Fall program preview for ABC, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Host: Stephen Nenko, director, program administration, ABC Entertainment. Magno screening room, 1600 Broadway, New York. Information: (212) 765-2450.

■ **Aug. 13**—Deadline for reply comments in *FCC* proceeding (MM 87-9) requiring noncommercial FM stations to provide radio reading services use of subcarrier capacity.

**Aug. 13-14**—*Alaska Broadcasters Association* annual convention, engineering conference and awards banquet. Hotel Captain Cook, Anchorage. Information: (907) 258-2424.

**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. 15**—Deadline for nominations for Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

■ **Aug. 18**—*CBS* fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. *CBS*, New York. Information: (212) 765-2450.

**Aug. 18-23**—*National Association of Black Journalists* 12th annual convention. Theme: "Words, Pictures and Sound: Paving the Road to Parity." Intercontinental hotel, Miami. Information: (703) 648-1270.

■ **Aug. 19**—*Ohio Association of Broadcasters* news directors workshop. Holiday Inn, Columbus, Ohio.

**Aug. 20-22**—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **Aug. 26**—*NBC* fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. *NBC*, New York. Information: (212)

765-2450.

**Aug. 26**—*Ohio Association of Broadcasters* news directors workshop. Embassy Suites hotel, Columbus, Ohio.

**Aug. 30-Sept. 1**—Eastern Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

**Aug. 31**—Reply comments due on *FCC* proposal (MM Docket 87-154) to eliminate cross-interest policy.

## September

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

■ **Sept. 2**—*PBS* fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. *PBS*, New York. Information: (212) 765-2450.

**Sept. 4**—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, MRTW director, KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

■ **Sept. 4**—*Ohio Association of Broadcasters* small market radio exchange. Westbrook, Mansfield, Ohio.

**Sept. 7-9**—*Satellite Broadcasting and Communication Association-Satellite Television Technology International* trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

**Sept. 9**—*Virginia Public Radio Association* meeting. Holiday Inn-South, Charlottesville, Va.

**Sept. 9-12**—Radio '87 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center. Anaheim, Calif.

■ **Sept. 10-11**—Third annual *Rocky Mountain Film & Video Expo*. Regency hotel, Denver. Information: (303) 691-4600.

**Sept. 11-13**—*Maine Association of Broadcasters* annual convention and election of officers. Sugarloaf

USA, Kingfield, Maine.

**Sept. 11-13**—*Radio Advertising Bureau's* Radio Sales University. Portland, Ore. Information: 1-800-232-3131.

■ **Sept. 12**—39th annual prime time Emmy Awards (nontelevised), primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif.

■ **Sept. 13-15**—*Nebraska Association of Broadcasters* annual convention. Kearney, Neb.

■ **Sept. 14**—*Ohio Association of Broadcasters* small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

**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. 17-18**—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*. Washington hotel. Washington. Information: (202) 659-3055.

**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. 18-19**—*North Dakota Association of Broadcasters* annual convention. Minot, N.D.

**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**—Telecast of *Academy of Television Arts & Sciences'* 39th Annual Prime Time Emmy Awards over Fox Broadcasting Co. live from Pasadena (Calif.) Civic Auditorium.

**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.

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**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 Cownie, 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 Meridian hotel, Hong Kong. Information, in Australia: (03) 509-1711.

**Sept. 22**—Symposium on reporting health risk information, sponsored by *Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education*. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

**Sept. 22-24**—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

**Sept. 22-24**—Wisconsin Broadcasters Association annual sales seminar. Eau Claire-Appleton-Madison, Wis.

**Sept. 23-25**—Oregon Association of Broadcasters annual meeting. Shilo Inn, Lincoln City, Ore.

**Sept. 24-25**—National Religious Broadcasters South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

**Sept. 24-26**—International Symposium on Broadcasting Technology, sponsored by *Radio and Television Broadcasting Society of Chinese Institute of Electronics and China Institute of Radio and Television*. Beijing, China.

**Sept. 25**—Society of Broadcast Engineers Chapter 22, Central New York 15th regional convention. Liverpool, N.Y.

■ **Sept. 25-27**—Massachusetts Association of Broadcasters annual convention. Brewster, Mass.

**Sept. 27-29**—Microwave Communications Association annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

**Sept. 27-29**—Kentucky Cable Television Association annual convention. Radisson hotel, Lexington, Ky.

■ **Sept. 27-29**—New Jersey Association of Broadcasters annual convention. Buck Hill Falls, Pa.

**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.

■ **Sept. 29-Oct. 3**—Fifth Canada-Japan TV executives meeting, coordinated by *Canadian Broadcasting Corp.* Toronto. Information: (613) 738-6862.

**Sept. 30**—International Radio and Television Society newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

## October

**Oct. 1-2**—"Urban Markets: Cable's Newest Challenge," seminar sponsored by *National Cable Television Association and National Association of Minorities in Cable*. Waldorf-Astoria. New York. Information: Barbara York or Ann Dorman. (202) 775-3622.

**Oct. 4-6**—Washington State Association of Broadcasters annual conference. Cavnaugh's Inn at the Park, Spokane, Wash.

**Oct. 4-7**—American Association of Advertising Agencies Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

**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. 6-8**—World Teleport Association general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McSiene. (212) 466-4758.

**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. 8-10**—North Carolina Association of Broadcasters annual convention. Raleigh, N.C.

**Oct. 9-11**—Illinois Broadcasters Association fall convention. Knickerbocker hotel, Chicago.

**Oct. 9-11**—Radio Advertising Bureau's Radio Sales University. Chicago. Information: 1-800-232-3131.

**Oct. 13-16**—Intelevent '87 conference, sponsored by *International Televent*. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Geneva. Information: (202) 857-4612.

**Oct. 14-16**—"Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington.

**Oct. 14-16**—National Religious Broadcasters Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Rosz-

hart (402) 845-6595.

**Oct. 14-17**—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frankfurt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292.

**Oct. 14-17**—Seventh annual Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*. Columbus, Ohio. Information: (614) 252-0921.

**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. 16-18**—Minnesota Broadcasters Association annual 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. 18-20**—Nevada Association of Broadcasters annual convention. Las Vegas.

■ **Oct. 18-20**—Pennsylvania Association of Broadcasters fall convention. Philadelphia.

**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**—International Radio and Television Society "Goods and Services Auction." St. Regis hotel, New York. Information: (212) 867-6650.

**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. 21-23**—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

**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. 22-24**—35th annual Arizona Broadcasters Association fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

**Oct. 22-25**—National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

**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

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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. 27—International Radio and Television Society** newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC, Waldorf-Astoria, New York.

**Oct. 31-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. 13-14—New Hampshire Association of Broadcasters** annual conference. Bedford, N.H.

**Nov. 13-15—Radio Advertising Bureau's Radio Sales University,** Little Rock, Ark. Information: 1-800-232-3131

**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.

# For the Record

As compiled by BROADCASTING, June 25 through June 30, and based on filings, authorizations and other FCC actions.

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

## Ownership Changes

### Applications

■ **WMBV(FM)** Dixons Mills, Ala. (91.9 mhz; 50 kw; HAAT: 591 ft.)—Seeks assignment of license from Southwest Alabama Educational Radio Inc. to The Moody Bible Institute of Chicago Inc. for no consideration. Seller has no other broadcast interests. Buyer is Chicago-based group of four AM and seven FM noncommercial stations. Filed June 16.

■ **KSTS-TV** San Jose, Calif. (ch. 48; ERP vis. 4,550 kw; 455 kw aur.; HAAT: 2,070 ft.)—Seeks transfer of control from National Group Inc. to Telemundo Group Inc. for \$9,500,000 and noncompete agreement. Seller is principally owned by N.J. Douglas and his wife, Hazel, who have no other broadcast interests. Buyer is group of four TV's owned by Reliance Group Holdings, publicly traded, New York-based investment firm principally owned by financier, Saul Steinberg. Telemundo is headed by Henry R. Silverman. Filed June 25.

■ **WMIH(AM)** Coleman, Fla. (1320 khz; 500 w-D)—Seeks assignment of license from WHOF Inc. to Michael A. Rutberg for \$70,500. Seller is owned by Eugene Smith and Larry Lammers. Lammers has interest in application for New TV in Panama City, Fla. Buyer has no other broadcast interests. Filed June 26.

■ **WDVH(AM)-WYKS(FM)** Gainesville, Fla. (AM: 1390 khz; 5 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Sunshine Wireless Co. Inc. to Albert J. Gillen Assoc. Inc. for \$1,900,000. Seller is owned by Dan Cohen, Jeffrey D. Greenhawt and Don Verlanti. It also owns **WQAM(AM)-WKQS(FM)** Miami. Buyer is principally owned by Albert Gillen, retired vice president of Knight-Ridder Broadcasting Inc. It has no other broadcast interests. Filed June 26.

■ **WGLU(FM)** Johnstown, Pa. (92.1 mhz; 166 w; HAAT: 1,042 ft.)—Seeks assignment of license from Conemaugh

Communications Corp. to P.A.C. Media Inc. for \$451,000. Seller is owned by Fred Glossner, who has no other broadcast interests. Buyer is owned by Warren Diggins and David Banks, who also own **WFXX-AM-FM** Williamsport, Pa. Filed June 25.

■ **WMXQ(FM)** Moncks Corner, S.C. (105.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from Atlantic Broadcasting Co. to Marvin F. Ceder Ltd. Prt. for \$900,000. Seller is owned by Fred Avent and Harold J. Miller. It also owns **WJYW(FM)** Southport, N.C., and **WJMX-AM-FM** Florence, S.C. Buyer is owned by Marvin Ceder, Miami-based investor with interest in **KLTW(AM)-KSLY-FM** San Luis Obispo, Calif., and **WGVT(AM)-WLMX(FM)** Ross-

ville, Ga. Filed June 25.

■ **KIT(AM)-KATS(FM)** Yakima, Wash. (AM: 1280 khz; 5 kw-D; 1 kw-N; FM: 94.5 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Goetz Enterprises Inc. to Ingstad Washington Broadcasting Inc. for \$1,550,000. Seller is owned by Jack H. and Margaret A. Goetz, who have no other broadcast interests. Buyer is subsidiary of Tom Ingstad Broadcasting Group, Grand Forks, N.D.-based group of three AM's and four FM's owned by Thomas E. Ingstad. Filed June 26.

### Actions

■ **WDNG(AM)** Anniston, Ala. (1450 khz; 1 kw-U)—

## Lakoduk Broadcasting Corporation Larry Lakoduk, President

has purchased\*

**KICT(FM) Wichita, KS**  
**KSSS(AM) Colorado Springs, CO**  
**KVUU(FM) Pueblo, CO**

from

**Compass Communications, Inc.**

for

**\$9,611,500**

Chapman Associates initiated the transaction  
and assisted in negotiations.



\*subject to FCC approval.

Granted assignment of license from Potts Broadcasting Co. to Francis DiPietro, William J. Davis and Benjamin F. Von-dracek for \$50,000. Seller is owned by Thomas Potts, who has no other broadcast interests. Buyers have no other broadcast interests. Action June 24.

■ **KRIJ(FM) Paradise, Calif.** (92.7 mhz; 850 w; HAAT: 620 ft.)—Granted assignment of license from JIBO Broadcasting Corp. to One Ten Broadcast Group Inc. for \$700,000. Seller is owned by James T. Flood, who has no other broadcast interests. Buyer is owned by Tom Howard; his wife, Eileen, and two others. It also owns KSLE(FM) Seminole, Okla. Action June 23.

■ **KSKE(FM) Kremmling, Colo.** (106.3 mhz; 152 w; HAAT: 1,096 ft.)—Granted assignment of license from Middle Park Communications Inc. to Grand Lake Broadcasting Inc. for \$177,500. Seller is owned by David L. Sheppard. It has no other broadcast interests. Buyer is owned by William J. Kitchen and Shirley C. Kearns. Kitchen also owns KBQN(AM) Pago Pago, American Samoa. Action June 19.

■ **WDAN(AM)-WDNL(FM) Danville, Ill.** (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 102.1 mhz; 11 kw; HAAT: 380

ft.)—Granted assignment of license from Sangamon Broadcasting-Danville Inc. to Majac Inc. for \$1,450,000. Seller is owned by Shelby Harbinson, who also has interest in KVSU-AM-FM Beloit, Kan., and WCSJ-AM-FM Morris, Ill. Buyer is owned by Marc D. Steenbarger and his father, Jack. Younger Steenbarger is sales manager at KCKY(FM) Crookston, Minn. Action June 19.

■ **WHBU(AM) Anderson, Ind.** (1240 khz; 1 kw-U)—Granted assignment of license from Anderson Broadcasting Corp. to Anderson Communications for \$425,000. Seller is owned by Robert B. McConnell, who is also VP of WFYI(TV) Indianapolis. Buyer is owned by Marc S. Triplett, James A. Mougeotte and James C. McConville. Triplett owns WAXT(FM) Alexandria, Ind., and has interest in WWAT(TV) Chillicothe, Ohio. Mougeotte is general manager and McConville is sales manager of WAXT(FM). Action June 19.

■ **KBUZ(FM) Arkansas City, Kan.** (106.5 mhz; 100 kw; HAAT: 465 ft.)—Seeks assignment of license from Violet Broadcasting Co. to KBUZ Inc. for \$980,348. Seller is owned by Gary Violet. It has no other broadcast interests. Buyer is principally owned by John Peterson, who also owns

WWGS(AM)-WSGY(FM) Tifton, Ga. Action June 24.

■ **WAPT(TV) Jackson, Miss.;** WWAY(TV) Wilmington, N.C., and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas. (WAPT: ch. 16; ERP vis. 1,047 kw, aur. 276 kw; HAAT: 1,170 ft.; WWAY: ch. 3; ERP vis. 64.57 kw, aur. 6.46 kw; HAAT: 1,953 ft.; KJAC: ch. 4; ERP vis. 100 kw; aur. 20 kw; HAAT: 1,184 ft.; KFDX-TV: ch. 3; ERP vis. 100 kw, aur. 20 kw; HAAT: 1,000 ft.)—Granted assignment of license from Clay Communications Inc. to Price Communications Corp. for \$60 million. Seller is Charleston, W.Va.-based newspaper publisher and group of four TV's. It recently sold its group of four newspapers to Thomson Newspapers Inc. (see "In Brief," April 20). It is headed by Lyell Clay and family. Buyer is New York-based group of eight AM's, eight FM's and four TV's headed by Robert Price, president. Action June 23.

■ **KRZY(AM)-KRST(FM) Albuquerque, N.M.** (AM: 1450 khz; 1 kw-U; FM: 93.5 mhz; 22.5 kw; HAAT: 4,110 ft.)—Granted assignment of license from Borroughs Broadcasting Co. to Wagontrain Broadcasting Corp. for \$5.2 million. Seller is owned by estate of John Borroughs, former governor of New Mexico. It has no other broadcast interests. Buyer is subsidiary of Wagontrain Communications Inc., owner of KPER(FM) Hobbs, N.M. It is headed by Bill Sanders, chairman, who also has interest in KIEZ(FM) Santa Paula, Calif., and KHEI(AM)-KVIB(FM) Maui, Hawaii. Wagontrain also owns broadcast consulting firms: Drake-Chenault Enterprises Inc. and The Programming Consultants Inc. Action June 24.

■ **KSSR(FM) Bastrop, Tex.** (107.1 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from Colorado River Broadcasters Inc. to Beasley Broadcasting of Illinois Inc. for \$3 million. Seller is principally owned by Robert Walker and Tolbert Foster. Foster has interest in KDET(AM)-KLCR(FM) Center, Tex. Buyer is Goldsboro, N.C.-based group of seven AM's and 12 FM's owned by George Beasley. Action June 23.

■ **KBLQ-AM-FM Logan, Utah** (AM: 1390 khz; 5 kw-D; 500 w-N; FM: 92.9 mhz; 50 kw; HAAT: 716 ft.)—Granted assignment of license from Peoples Broadcasting Inc. to Logan Broadcasting for \$1,130,000. Seller is headed by Kent Frandsen, president. It also owns KBLI(AM)-KLCE(FM) Idaho Falls, and KSKI-AM-FM Halley, both Idaho. Buyer is owned by Dr. Brent W. Lambert and Dr. Eric J. Johnson, who also own WIKE(AM) Newport and WSTJ(AM)-WNVK(FM) Johnsbury, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. Action June 19.

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## New Stations

### Applications

#### FM's

■ **Pago Pago, American Samoa**—Samoa Technologies Inc. seeks 92.1 mhz; 3.0 kw; minus 134.5 ft. Address: P.O. Box 793, Pago Pago, American Samoa 96799. Principal has no other broadcast interests. Filed June 26.

■ **Easton, Conn.**—Bantam Broadcasting Co. seeks 96.1 mhz; 2.4 kw; HAAT: 1,500 ft. Address: #4 Estate Bellevue, Charlotte Amalie, St. Thomas, V.I. 00801. Principal is owned by Marianne English-King who has no other broadcast interests. Filed June 26.

■ **East Lansing, Mich.**—Thomas M. McNamara seeks 98.7 mhz; 47 kw; HAAT: 505.1 ft. Address: P.O. Box 1483, East Lansing 48823. Principal is interest in WWWS(FM) Saginaw, Mich. Filed June 26.

■ **Knoxville, Tenn.**—Seymour Communications seeks 96.3 mhz; 1.19 kw; HAAT: 477.2 ft. Address: 9505 Carry Back Lane, Knoxville 37923. Principal is owned by J. Bazzel Mull and his wife, Elizabeth, who have interest in WDEH-AM-FM Sweetwater, Tenn. Filed June 26.

■ **Lomira, Wis.**—Lomira Broadcasting Co. seeks 106.7 mhz; 3.0 kw; HAAT: 328 ft. Address: P.O. Box 135, Lomira, Wis. 53048. Principal is owned by Michael Dean who has no other broadcast interests. Filed June 26.



■ **Lomira, Wis.**—Donald G. Jones seeks 106.7 mhz; 3.0 kw; HAAT: 328 ft. Address: 254 Winnebago Dr., Fond du Lac, Wis. 54935. Principal owns KFIZ(AM) Fond Du Lac, and WLIP(AM)-WJZQ(FM), Kenosha, both Wisconsin, and has interest in 19 cable systems in three states. Filed June 26.

■ **Oshkosh, Wis.**—Value Radio Corp. seeks 106.7 mhz; 1.26 kw; HAAT: 519.4 ft. Address: 2333 Bowen, Oshkosh 59403. Principal is licensee of WOSH(AM)-WGMV(FM) Oshkosh. It is headed by Philip J. Robbins, president. Filed June 26.

■ **Annandale, Va.**—Southwest Educational Media Foun-



# Professional Cards

<p><b>A.D. RING &amp; ASSOCIATES, P.C.</b>  <b>CONSULTING RADIO ENGINEERS</b>            Suite 500            1140 Nineteenth St., N.W.            Washington, D.C. 20036            (202) 223-6700  <i>Member AFCCE</i></p>	<p><b>SAIC</b> <small>Carl T. Jones Corporation</small>  <small>A Subsidiary of Science Applications International Corporation</small>  <b>CONSULTING ENGINEERS</b>            7801 YARNWOOD COURT            SPRINGFIELD, VA. 22153            (703) 589-7704  <i>MEMBER AFCCE</i></p>	<p><b>LOHNES &amp; CULVER</b>            Consulting Engineers            1156 15th St., N.W., Suite 606            Washington, D.C. 20005            (202) 296-2722  <i>Member AFCCE</i></p>	<p><b>COHEN and DIPPELL, P.C.</b>  <b>CONSULTING ENGINEERS</b>            1015 15th St., N.W., Suite 703            (202) 783-0111            Washington, D.C. 20005  <i>Member AFCCE</i></p>
<p><b>SILLIMAN AND SILLIMAN</b>            8121 Georgia Ave. #700            Silver Spring, MD 20910  <b>ROBERT M. SILLIMAN, P.E.</b>            (301) 589-8288  <b>THOMAS B. SILLIMAN, P.E.</b>            (812) 853-9754  <i>Member AFCCE</i></p>	<p><b>Moffet, Larson &amp; Johnson, Inc.</b>  <b>Consulting Telecommunications Engineers</b>            1925 North Lynn Street            Arlington, VA 22209            (703) 841-0500  <i>Member AFCCE</i></p>	<p><b>ANDRUS AND ASSOCIATES, INC.</b>  <b>ALVIN H. ANDRUS, P.E.</b>            351 SCOTT DRIVE            SILVER SPRING, MD. 20904              301 384-5374  <i>Member AFCCE</i></p>	<p><b>HAMMETT &amp; EDISON, INC.</b>  <b>CONSULTING ENGINEERS</b>            Box 68, International Airport            San Francisco, California, 94128            (415) 342-5200  <i>Member AFCCE</i></p>
<p><b>JOHN B. HEFFELFINGER</b>            9233 Ward Parkway, Suite 285            816-444-7010            Kansas City, Missouri 64114  <i>Member AFCCE</i></p>	<p><b>JULES COHEN &amp; ASSOCIATES, P.C.</b>            Suite 400            1730 M St. N.W.            Washington DC 20036            (202) 659-3707  <i>Member AFCCE</i></p>	<p><b>CARL E. SMITH</b>  <b>CONSULTING ENGINEERS</b>            AM-FM-TV Engineering Consultants            Complete Tower and Rigging Services  <i>"Serving the Broadcast Industry for over 30 Years"</i>            Box 2727 Bath, Ohio 44210            (216) 659-4440</p>	<p><b>VIR JAMES</b>  <b>CONSULTING ENGINEERS</b>            Applications and Field Engineering            Computerized Frequency Surveys            3137 W. Kentucky Ave. - 80219            (303) 937-1900  <b>DENVER, COLORADO</b>  <i>Member AFCCE &amp; NAB</i></p>
<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b>            Broadcast Engineering Consultants            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57 Street            New York, N.Y. 10107            (212) 246-2850</p>	<p><b>Mullaney Engineering, Inc.</b>            Consulting Telecommunications Engineers            9049 Shady Grove Court            Gaithersburg, MD 20877            301-921-0115  <i>Member AFCCE</i></p>	<p><b>HATFIELD &amp; DAWSON</b>            Consulting Engineers            Broadcast and Communications            4226 6th Ave., N.W.,            Seattle, Washington, 98107            (206) 783-9151  <i>Member AFCCE</i></p>
<p><b>ENTERPRISE ENGINEERING P.C.</b>  <i>Consulting Engineers</i>            FW. HANNEL PE            PO Box 9001 Peoria, IL 61614            (309) 691-4155  <i>Member AFCCE</i></p>	<p><b>STRUCTURAL SYSTEMS TECHNOLOGY, INC.</b>  <b>MATTHEW J. VLISSIDES, P.E.</b>            PRESIDENT            TOWERS, ANTENNAS, STRUCTURES            New Tall Towers, Existing Towers            Studies, Analysis, Design Modifications,            Inspections, Erection, Etc.            6867 Elm St., McLean, VA 22101 (703) 456-9765  <i>Member AFCCE</i></p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b>  <i>Consulting Engineers</i>            P.O. Box 18312            Dallas, Texas 75218            (214) 669-0294  <i>Member AFCCE</i></p>	<p><b>JOHN F.X. BROWNE &amp; ASSOCIATES, P.C.</b>            525 Woodward Ave.            Bloomfield Hills, MI 48013            (313) 642-6226            Washington Office            (202) 293-2020  <i>Member AFCCE</i></p>
<p><b>D.C. WILLIAMS &amp; ASSOCIATES, INC.</b>            Consulting Engineers            AM-FM-TV-LPTV-CATV            POST OFFICE BOX 770            FOLSOM, CALIFORNIA 95630            (916) 933-5000</p>	<p><b>R.L. HOOVER</b>            Consulting Telecommunications Engineer            11704 Seven Locks Road            Potomac, Maryland 20854            301-983-0054  <i>Member AFCCE</i></p>	<p><b>J. S. SHERMAN &amp; ASSOC., INC.</b>            APPLICATIONS,            CONSULTING &amp;            FIELD SERVICES            2048 CROSS KEYS RD            BERLIN, NEW JERSEY            (609) 767-7070 08009</p>	<p>CLARENCE M. BEVERAGE  <b>COMMUNICATIONS TECHNOLOGIES INC</b>            BROADCAST ENGINEERING CONSULTANTS            SUITE 15 123 CREEK ROAD            MOUNT HOLLY N.J. 08060            6081 722 0007</p>
<p> <b>LAWRENCE L. MORTON ASSOCIATES</b>            71071 SUPERIOR LANE            LAKE FOREST, CALIFORNIA 92630  <b>LAWRENCE L. MORTON, P.E.</b>            AM • FM • TV            APPLICATIONS • FIELD ENGINEERING            (714) 859-6015</p>	<p><b>SELLMEYER &amp; KRAMER, INC.</b>  <b>CONSULTING ENGINEERS</b>  <b>J.S. Sellmeyer, P.E., S.M. Kramer, P.E.</b>            APPLICATIONS • FIELD ENGINEERING            P.O. Box 841 McKinney, TX 75069            214-542-2056 214-548-8244  <i>Member AFCCE</i></p>	<p><b>PAUL DEAN FORD, P.E.</b>            BROADCAST ENGINEERING CONSULTANT            R.R. 12, Box 351            WEST TERRE HAUTE, INDIANA 47885            812-535-3831  <i>Member AFCCE</i></p>	<p><b>D.B. COMMUNICATIONS, INC.</b>            Broadcast/RCC/cellular/satellite            Telecommunications Consultants            4401 East West Highway, Suite 308            Bethesda, Maryland 20814            (Located in Washington, D.C. Area)            (301) 654-0777            contact: Darrell E. Bauguess</p>
<p><b>EDM &amp; ASSOCIATES, INC.</b>            B/cast-AM-FM-TV-LPTV-ITFS-Translator            Frequency Searches &amp; Rule Makings            C/Carrier-Cellular, Satellites            MMDS, P/P Microwave            1234 Mass. Ave., N.W., Suite 1006            Washington, D.C. 20005 Phone (202) 639-8880  <i>Member AFCCE</i></p>	<p><b>George Jacobs &amp; Associates, Inc.</b>  <b>Consulting Broadcast Engineers</b>  <b>Domestic &amp; International</b>  <i>Member AFCCE</i>            Suite 410 8701 Georgia Ave.            (301) 587-8800 Silver Spring, MD 20910</p>	<p><i>contact</i>  <b>BROADCASTING MAGAZINE</b>            1705 DeSales St., N.W.            Washington, D.C. 20036            for availabilities            Phone: (202) 659-2340</p>	<p><b>LECHMAN &amp; JOHNSON</b>            Telecommunications Consultants            Applications • Field Engineering            2033 M Street NW Suite 702            Washington DC 20036            (202) 775-0057</p>

ation seeks 94.5 mhz; 3.0 kw; HAAT: 328 ft. Principal is non-profit corporation with no other broadcasting interests. Filed June 26.

## TV

■ St. George, Utah—Red Mountain Broadcasting Co. seeks ch. 68; 100.0 kw; HAAT: 1,188.4 ft. Address: 301 Clark Ave. Ste. 886. Las Vegas 89101. Principal is principally owned by James E. Rogers and his wife, Janet. It also has interest in KVBC-TV Las Vegas. Filed June 24.

## Actions

### AM's

■ Palm Bay, Fla.—Returned app. of Linda Adams for 1430 khz; 2.5 kw-D. Action June 19.

■ Macedonia, Iowa—Returned app. of Voice of Carson Broadcasting for 1020 khz; 2 kw-D. Action June 19.

### FM's

■ Corcoran, Calif.—Granted app. of Mary S. Volken for 102.3 mhz; 3 kw; HAAT: 328 ft. Action June 24.

■ Corcoran, Calif.—Dismissed app. of Toni Burns for 102.3 mhz; 3 kw; HAAT: 300 ft. Action June 24.

■ Ponte Vedra Beach, Fla.—Returned app. of Cheyenne Corp. for 106.5 mhz; 3 kw; HAAT: 298.5 ft. Action June 19.

■ Des Moines, Iowa—Returned app. of Langston Communications Ltd. for 107.5 mhz; 50 kw; HAAT: 492 ft. Action June 24.

■ Baltimore—Returned app. of PCA Communications Corp. for 96.7 mhz; 110 w; HAAT: 188 ft. Action June 19, 1986.

■ Ely, Minn.—Granted app. of Tamara Klindworth for 92.1 mhz; 3 kw; HAAT: 295 ft. Action June 19.

■ Bridgeport, Neb.—Granted app. of J.A. Filler for 101.3 mhz; 100 kw; HAAT: 1,098.8 ft. Action Feb. 26.

■ Las Cruces, N.M.—Returned app. of Omega Broadcasting Corp. for 99.5 mhz; 44.91 kw; HAAT: 2,739.5 ft. Action June 6.

■ Bay Shore, N.Y.—Dismissed app. of PN Radio Co. for 103.1 mhz; 3 kw; HAAT: 289 ft. Action June 9.

■ Galveston, Tex.—Granted app. of Irvin Davis for 104.9 mhz; 3 kw; HAAT: 328 ft. Action June 23.

## TV's

■ Manhattan, Kan.—Dismissed app. of Kansas State University of Agriculture and Applied Science for ch. 21; ERP 5.8 kw; HAAT: minus 19.68 khz. Action June 25.

■ Havre, Mont.—Dismissed app. of Northern Montana College for ch. 18; ERP vis. 1,204 kw; HAAT: 54 ft. Action June 25.

## Facilities Changes

## Applications

### AM's

#### Tendered

■ WAEC (860 khz) Atlanta—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; change TL and make changes in ant. sys. Filed June 26.

■ KKEY (1150 khz) Portland, Ore.—Seeks mod. of lic. to operate trans. by remote control. Filed June 30.

■ KBBM (850 khz) Waldport, Ore.—Seeks MP to change TL. Filed June 30.

■ WTEL (860 khz) Philadelphia—Seeks CP to increase night power to 500 w; change TL and make changes in ant. sys. Filed June 26.

#### Accepted

■ WKXY (930 khz) Sarasota, Fla.—Seeks mod. of lic. to operate trans. by remote control. Filed June 29.

■ WINS (1010 khz) New York—Seeks MP to change TL and make changes in ant. sys. Filed June 26.

### FM's

#### Tendered

■ KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 24 kw and change HAAT to 3,016 ft. Filed June 29.

■ KEWB (94.3 mhz) Anderson, Calif.—Seeks CP to change freq. to 94.7 mhz; change TL; change ERP to 3.31 kw and change HAAT to 1,682.6 ft. Filed June 24.

■ WAJI (95.1 mhz) Fort Wayne, Ind.—Seeks CP to change TL. Filed June 24.

■ KQXL (106.3 mhz) New Roads, La.—Seeks CP to change freq. to 106.5 mhz; change TL; change ERP to 50 kw; change HAAT to 485.4 ft. Filed June 30.

■ WTVG (97.7 mhz) Sandusky, Mich.—Seeks CP to change HAAT to 325 ft. Filed June 30.

■ KVRO (105.5 mhz) Stillwater, Okla.—Seeks mod. of CP to change TL and change HAAT to 170.6 ft.

■ WTOI (105.5 mhz) Hilton Head Island, S.C.—Seeks mod. of CP to change TL; change ERP to 2.52 kw and change HAAT to 357.5 ft. Filed June 30.

■ WRFK-FM (106.5 mhz) Richmond, Va.—Seeks CP to change TL; change ERP to 7.6 kw; change HAAT to 1,233.3 ft. and make changes in ant. sys. Filed June 26.

#### Accepted

■ WMBV (91.9 mhz) Dixons Mills, Ala.—Seeks mod. of CP to change TL; change ERP to 62 kw and change HAAT to 613.4 ft. Filed June 29.

■ KHIP (93.5 mhz) Hollister, Calif.—Seeks CP to change TL; change ERP to 58 w and change HAAT to 2,256.6 ft. Filed June 25.

■ WVJP-FM (103.3 mhz) Caguas, P.R.—Seeks CP to change TL; change ERP to 28 kw and change HAAT to 1,905.7 ft. Filed June 25.

■ WHLB-FM (107.1 mhz) Virginia, Minn.—Seeks CP to change freq. to 99.9 mhz; change TL and change ERP to 100 kw. Filed June 25.

## TV's

#### Accepted

■ KSMS-TV (ch. 67) Monterey, Calif.—Seeks mod. of CP to change ERP vis. to 1,257 kw; change HAAT to 2,300 ft. and make changes in ant. sys. Filed June 30.

■ WMGF (ch. 41) Macon, Ga.—Seeks CP to change ERP vis. to 1,000 kw and change HAAT to 237 ft. Filed June 30.

## Actions

### AM's

■ WATG (1140 khz) Atmore, Ala.—Granted app. to change freq. to 550 khz and reduce power to 700 w. Action June 3.

■ KMTA (1050 khz) Kinsey, Mont.—Granted app. to increase power to 10 kw. Action June 25.

■ WELM (1410 khz) Elmira, N.Y.—Granted app. to increase day power to 5 kw. Action June 23.

■ WCED (1420 khz) Dubois, Pa.—Granted app. to operate trans. by remote control. Action June 4.

■ KXAM (1440 khz) Helotes, Tex.—Granted app. to change SL and operate trans. by remote control. Action June 18.

■ WSPC (1140 khz) St. Paul, Va.—Granted app. to increase day power to 2.5 kw. Action June 23.

■ KAPS (1470 khz) Mount Vernon, Wash.—Granted app. to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 10 kw; change freq. to 660 khz and make changes in ant. sys. Action June 24.

### FM's

■ KHLT (94.1 mhz) Little Rock, Ark.—Granted app. to change TL and change HAAT to 1,275 ft. Action June 24.

■ WPXE-FM (106.3 mhz) Dickerson, Fla.—Granted app. to change ERP to 1.35 kw and change HAAT to 494.3 ft. Action June 25.

■ KMAI (93.9 mhz) Honolulu—Granted app. to change TL and change HAAT to minus 143 ft. Action June 24.

■ WRAJ-FM (92.7 mhz) Anna, Ill.—Returned app. to change TL; change ERP to 800 w and change HAAT to 626.5 ft. Action June 10.

■ WZLY (91.5 mhz) Wellesley, Mass.—Dismissed app. to change freq. to 91.7 mhz. Action June 17.

■ WICN (90.5 mhz) Worcester, Mass.—Dismissed app. to change TL; change ERP to 12.6 kw and change HAAT to 290.9 ft. Action Jan. 15, 1986.

■ WAIR (92.5 mhz) Atlanta, Mich.—Granted app. to change TL and change HAAT to 869.2 ft. Action June 23.

■ KIRK (103.7 mhz) Lebanon, Mo.—Granted app. to change HAAT to 984 ft. Action June 19.

■ KRWN (92.9 mhz) Farmington, N.M.—Granted app. to change ERP to 61 kw and change HAAT to 393.6 ft. Action June 25.

■ KREC (98.1 mhz) Brian Head, Utah—Dismissed app. to change TL; change ERP to 25 kw and change HAAT to 2,627.3 ft. Action June 18.

■ KBYU-FM (88.9 mhz) Provo, Utah—Granted app. to

change freq. to 89.1 mhz. Action June 23.

## TV's

■ KTCI-TV (ch. 17) St. Paul, Minn.—Granted app. to change ERP vis. 141 kw. Action June 19.

■ WBNP-TV (ch. 12) Binghamton, N.Y.—Granted app. to change ERP to 168 kw; change HAAT to 1,210 ft. and change TL. Action June 24.

■ KUTF (ch. 32) Salem, Ore.—Granted app. to change ERP vis. to 3,577 kw, aur. 358 kw; change HAAT to 1,786 ft. and change TL. Action June 18.

■ WPTY-TV (ch. 24) Memphis, Tenn.—Granted app. to change ERP to 3,003 kw, aur. 632.4 kw and change HAAT to 1,011 ft. Action June 2.

■ WETK (ch. 33) Burlington, Vt.—Granted app. to change ERP to 1,000 kw and change HAAT to 2,674 ft. Action June 24.

## Call Letters

## Applications

Call	Sought by
<b>New FM</b>	
WPCF-FM	Winstanley Broadcasting Inc., Panama City Beach, Fla.
<b>Existing AM</b>	
KMYQ	KVOB George Warner Grubbs, Bastrop, La.
<b>Existing FM's</b>	
KMYQ-FM	KJBS George Warner Grubbs, Bastrop, La.
WBHH	WGCO Musicradio of South Carolina Inc., Parris Island, S.C.

## Grants

Call	Sought by
<b>New FM's</b>	
KZFR	Golden Valley Community Broadcasters Inc., Chico, Calif.
WAPY	B F.J. Timm, Apalachicola, Fla.
<b>New TV</b>	
WHSF	Christian Channel/Po-Mar Communications Inc., High Springs, Fla.
<b>Existing AM's</b>	
KVOY	KDOL HPW Communications Inc., Mojave, Calif.
WNNQ	WMES Dawn Lott, Ashburn Ga.
KJHY	KKIC Northwest Broadcasting Inc., Boise, Idaho
KDLN	KDBI Southwestern Broadcasting Inc., Dillon, Mont.
KWOW	KQAK Constant Communications Co. of Oregon Inc., Eugene, Ore.
KYYK	KNET Hawthorne Broadcasting Inc., Palestine, Tex.
<b>Existing FM's</b>	
KQFX	KGTN-FM Capitol Broadcasting Corp., Mobile, Ala.
KPKE	KKMG Whale Communications of Colo. Inc., Pueblo, Colo.
KXPW	KULA H&G Communications of Hawaii Inc., Honolulu
KLRZ	KOAK-FM Montgomery County Broadcasting Co., Red Oak, Iowa
KAPB-FM	KWLB-FM Kenneth W Sasso, Marksville, La.
KDLN-FM	KDLN Southwestern Broadcasting Inc., Dillon, Mont.
WRSF	WWOK Jones, Eastern of the Outer Banks Inc., Columbia, N.C.
WEIR-FM	WHOH Blair Broadcasting Inc., Cadiz, Ohio
KNET	KYYK Hawthorne Broadcasting Inc., Palestine, Tex.
WVIQ	WIVI-FM Caribbean Media Services Inc., Christiansted, St. Croix, VI.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** Coastal South Florida power FM in one of America's most desirable markets. Successful candidate will be currently employed GM with proven sales successes ready to move up with expanding group. Box U-112.

**General manager:** KFJM AM/FM, NPR affiliate stations. Management experience in public radio required. M.A. degree preferred. Salary based on background, experience. Deadline July 27. Contact Dr. Vernon Keel, Director, School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Equal opportunity employer.

**Excellent sales/management opportunity** at one of the Midwest's best! Big ten college town, well established list. Top dollar for the right person who can make it go. Resume to General Manager, WKIO-FM, 505 S. Locust, Champaign, IL 61820. A Tak Communications station. EOE.

**Opportunity in Sunbelt.** Small market seeks aggressive, selling general manager to take advantage of above average growth. 24k salary plus generous override/profit sharing plan. Send resume and sales history to Box U-103. EOE.

**Pacific Northwest AM/FM** start-up needs GM with GSM experience. Programing knowledge. Good people skills. Successful track record. Resume and salary requirements to Box W-1. EEO, M/F.

**VP-controller.** Privately-held communications company (primarily radio) seeks hands-on financial executive who is a computer-literate CPA with experience in broadcasting, acquisitions and treasury. Must be a worker (small staff). Public corporation experience a plus. Reports to CEO. Greater NYC area. Box W-5.

**Progressive family-owned AM** stereo in Southwest seeks manager. 60th year of operation in outstanding community. Excellent opportunity for sales-minded people person. Resume to: WBBZ, Box 588, Ponca City, OK 74602.

**General manager:** For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary + incentive plan. State present salary. Send resume. Box W-4.

**Wanted: person for street selling.** General manager position for small to medium market 50KW with giant signal and AM combo in Northern New England. Box W-9.

### HELP WANTED SALES

**Don't delay on this one.** Strong, very competitive FM signal expands into prime market area. Amazing growth area. Need sales execs now! Someone's going to make a ton of money, and join a great growing broadcast organization. Resumes to: Bob Defelice, Sales Manager, WCZX, 319 Mill Street, Poughkeepsie, NY 12601. 914-454-7400. EOE. M/F.

**General sales manager:** Pennsylvania fulltime FM contemporary Christian music station. Aggressive, experienced individual with good track record. Salary, commissions, vehicle. Resume, PO Box 434, Russell, PA 16345. 814-757-8751.

**Bright, energetic, self-starter** needed for broadcasting's fastest growing company. Silver King Broadcasting, headquartered in NJ needs a sales rep for its NY flagship station. Other markets also available. Radio, TV or cable sales experience required. No calls. Send resume to: Director of Personnel, Silver King Broadcasting of NJ, 390 W. Market St., Newark, NJ 07107 EEO.

**General sales manager** for new Pacific Northwest AM/FM. Energetic self-starter to build winning sales team. Successful account executives with leadership skills should also apply for this ground-floor position with growing national company. Box W-2. EEO, M/F.

**Sales manager:** For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary + incentive plan. State present salary. Send resume. Box W-3.

**Huntsville, Alabama.** Radio marketing consultant. Aggressive radio station in growth market. If you can sell on a winning team, call Mark Goodwin, GSM, WDRM-FM, 205-353-1750.

**Sales person.** Northwest NC station strong in bluegrass and authentic country music. Great opportunity for the right person. Ralph Epperson, P.O. Box 907, Mt. Airy, NC 27030. EOE.

**Attention NE/NY** small and medium market sales managers! WINNERADIO 1220 AM stereo seeks sales manager experienced in consultant oriented retail sales techniques with track record of billing success and growth. Move into highly competitive marketplace. WNNR, Greater New Haven's exclusive oldies outlet offers growth opportunity in professional turnaround situation, no cap on income. Rush resume detailing credentials and track record plus letter outlining why you want this job to Pete Salant, President/General Manager, WINNERADIO, 473 Denslow Hill, Hamden, CT 06514. EOE. No calls accepted.

### HELP WANTED ANNOUNCERS

**Radio spot producer & air talent.** One of America's finest small market operations seeks the right talent to join team of creative producers and personalities. Do you want to earn what you're worth and see your earnings grow as your skills grow? Do you want to help advertisers get results from radio's creative power? Are you good at creating new ideas for campaigns and skillful in a studio? Would you enjoy life in a family community, 40 minutes from a metro but without the hassles? Do you enjoy air work and can present an entertaining shift every day? Do you find community involvement a meaningful part of your radio life? Are you seeking career stability? If yes, you may feel right at home with us. Good pay, excellent incentives and benefits, and a great place to work and live. Three time winner of Billboard's "Station of Year." Send air work and production samples tape and resume to: Ray Reynolds, WDIF Radio, Box 10,000, Marion, OH 43302.

**Mature experienced** creative morning air person to set pace for top rated Midwest small market CHR FM. Resume to Box W-16.

### HELP WANTED TECHNICAL

**Established consulting engineering organization** has a career opportunity for a bright, curious, capable, resourceful engineer to develop expertise in design, construction and adjustment of AM directional broadcast antenna systems. Please send resume to Box U-108.

**Maintenance engineer** for Seattle AM/FM. Call 408-735-7094.

**SE AM/FM combo** looking for young hot-shot who is ready to be a chief engineer. \$15K base with \$23K plus potential. Young aggressive company needs a whiz now. EOE. Box W-14.

### HELP WANTED NEWS

**News director.** WFPL-FM/WFPK-FM, Public Radio in Louisville, Kentucky. Responsibilities: Organize and supervise news department. Write and broadcast news. Produce news magazine program. Produce documentaries. Submit pieces to NPR. Qualifications: BA degree in communications/journalism. One year experience with radio news, preferably public radio. Familiarity with NPR style and formats. Send resume and demo tape to: City of Louisville, Department of Employee Relations, 609 West Jefferson Street, Louisville, KY 40202. Attn: Recruitment Division.

**News director/hard worker** for popular Central Virginia AM/FM combo. Great opportunity. T & R: Joe Beal, WJLT/WKZN, Box 8011, Charlottesville, VA 22906 AA/EOE.

**AM drive news anchor:** Experienced newscaster needed to join our top rated morning team. Personality presenter, talker, interviewer, creative mind to round out "info/zoo" format. Good pay, benefits, incentives. Small market, quality-of-life community. Send tape & resume to: Bob Kemper, WDIF, Box 10,000, Marion, OH 43302. EEO.

**Associate producer** for "Common Ground," documentary series on international affairs. Requirements: Minimum 3 years radio experience; public radio background helpful. Strong production and interview skills. Salary: \$16,000 - \$20,000; attractive benefits; some travel. Send resume and tape to: Jeffrey Martin, The Stanley Foundation, 420 E. Third Street, Muscatine, IA 52761, by July 31, 1987. Equal opportunity employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**PD/Ops manager.** Top rated, AC format seeks experienced team player who understands business side of broadcasting to lead our air staff. Good air work, production skills, and management ability a must. We offer excellent pay and benefits, stable position. AC format, Midwest. For more information, send resume to Box U-114.

**Radio operations director:** Jazz/news public radio station seeks a dedicated professional to oversee daily station operations. Must be familiar with FCC regulations, possess strong on-air skills, and reliable knowledge of computers, self-motivated, organized and willing to work with volunteers. Competitive salary and excellent benefits. Deadline 7/22. Send resume and audition cassette to: WAER FM, Office of Human Resources, Skytop Office Building, Syracuse, NY 13244. Syracuse University is an AA/EO employer.

### SITUATIONS WANTED MANAGEMENT

**General manager** seeks a future, not just a job, with a growth company. Excellent sales, management, motivational and administrative skills. Medium and large market experience. 919-544-4278.

**Experienced employed general manager.** Carefully and confidentially seeking relocation. Taken present station located in top 50 market from "nowhere" to no. 1. Background in sales, promotion, and sales management. Skills in building sales, profit, and people motivation. Box U-119.

**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, hard working, excellent communicator. Proven track record, solid references. Flexible about relocation. Call Ed 609-729-6211.

**Business professional** unsuccessful in obtaining own FM frequency. Looking for general manager position with growing organization that needs aggressive, dedicated, but cautious leader. 10 years medium market experience. Box W-12.

**GM-GSM** - Spanish or English. Major or medium market. Fla. - Tex. - Calif. 16 years successful track record - result oriented. Aggressive, available now. Box W-6.

### SITUATIONS WANTED SALES

**Attention small market owners** and managers! Right-hand man, broadcast pro available! Sales, announcing, full service background! Affordable! Box W-7.

### SITUATIONS WANTED ANNOUNCERS

**Experienced announcer,** available now, college graduate. Call Kevin 703-629-2509 (work phone) after 12pm.

**Four years experience,** creative and community oriented. Good voice with smooth delivery. All markets considered. Mike Ryan 716-546-3893.

**Entry level DJ** position. Strong production. Prefer Northeast. Contact Chris Wittenberg, Brockport, NY 14420. 1-716-637-5491.

**Seeking entry-level announcer** position. Broadcasting school and college graduate with B.A. in Communications. Solid on-air, and written background. News-casting and voice-over ability also. Smooth, sophisticated sound. Looking for full-time position on Long Island, upstate New York, or New England. Contact Jim Masters, 254 Olm St., Brentwood, NY 11717. 516-273-6492, 516-231-1990 ext. 212.

**Professional attitude** and sound with three years experience...anytime, call Bill, 308-534-1211.

**Columbia School of Broadcasting graduate.** Entry level position - will even mop floors!! Good production and news. Prefer Midwest, but will consider elsewhere. John Dickson, 316-852-3347.

**Warm, friendly announcer!** Sales, programing operations background! Seek combo position with adult oriented operation! Box W-8.

#### SITUATIONS WANTED TECHNICAL

**Seasoned pro.** 30 years exp. All areas FM & AM, incl. satellite, computer automation systems, digital, construction & maintenance, supervisory & business experience, studio & XMTR. Seeks position as director of engineering for group or chief of medium/major market station with good progressive broadcaster or group. Prefer New England, NY, PA, Dick Kane, P.O. Box 35, New London, CT 06320. 203-447-8751.

**I'm seeking a permanent position** as station engineer. Experienced in AM/FM broadcast, STL, microwave, and land mobile radio. FCC licensed and NARTE certified. Maintenance oriented. Excellent technical skills. Reply to: Engineer, P.O. Box 11076, Eugene, OR 97440.

#### SITUATIONS WANTED NEWS

**Veteran PBP man w/Sports** broadcasting versatility looking to relocate immediately. Wants collegiate or major market job. Call Mike 813-758-7813.

**Award winning sportscaster.** 12 year pro seeks college/pro football/basketball PBP. 303-241-6452.

**Young aggressive sportscaster** with three years sports director experience in college seeks small to medium market position. Willing to relocate. Versatility in anchoring, reporting and play by play. Box U-84.

**First class,** ten year pro seeks division one college football/basketball p-b-p. Call Doug 319-583-0573.

**Sports talk radio** is booming. I can help you reach prime demographic audience with this programming, plus can do other announcing. PBP. Will relocate. Call Chuck, 914-428-6111.

**Honor student,** telecommunications graduate, with background in reporting, major league baseball, plus collegiate on-air experience, seeks a chance to prove himself. Self motivated and willing to learn from the ground floor. Rick: 312-668-5263.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Management-general sales manager.** Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable.

**Local sales manager:** Established group owned independent TV station seeks local sales manager for Salinas-Monterey, CA, market. The successful candidate will be an aggressive motivator with a proven track record as manager. Indy experience a plus. Send resume to KCBA-TV, Search Committee, P.O. Box 3560, Salinas, CA 93912. EOE.

**Marketing manager.** Catholic Telecommunications Network of America seeks executive for expanding network. Establishes goals and strategies; strengthens affiliate satisfaction; engages new affiliates; develops commercial clients; directs PR. Immediate opening. resume to President, CTNA, Teleport One, The Teleport, Staten Island, NY 10311-1003. Deadline: July 15, 1987.

**Local sales manager:** Top 50 NBC affiliate. Minimum four years local TV station sales experience; previous TV station sales management and/or regional TV station sales experience preferred. Fastest growing city in Mid-west. Send resume to Box U-124. EOE, M/F.

**Promotion manager:** Tell us why you are the right person for this outstanding opportunity in major market. Include resume and salary requirements. Box U-125.

**Creative services manager:** Midwest ABC affiliate seeking the "right person" to head an expanding department and handle an increased budget for station's creative services. Must have 2 years experience as promotion/creative services manager at commercial TV station and program and special events producer/director and promotion writer. Experience in print, radio and outdoor advertising a must. Minimum salary \$23,000. Send current, complete resume to Box W-11.

**Station manager.** Growing small market, group-owned ABC affiliate near Atlanta seeks a people manager with experience and ability to motivate personnel. Strong sales background. Come help us grow. Box W-10.

**Program director:** Independent station experience required. Replies will be treated in confidence. Send resume to: Hugh Robinson, WFTX-TV, 621 Pine Island Road, Cape Coral, FL 33909. No phone calls. EOE.

#### HELP WANTED SALES

**Vibrant Southeast market** CBS affiliate has an opening for experienced account executive. If you are motivated to succeed send your confidential resume to Box U-122.

**Account executive:** WBAY-TV, Green Bay. Currently looking to hire an experienced salesperson. Outstanding opportunity with a growing broadcast group. We need an assertive salesperson not a passive order-taker. Send resume to Gary Andrich, G.S.M. WBAY-TV2, 115 S. Jefferson, Green Bay, WI 54301. An equal opportunity employer.

**Bright, energetic, self-starter** needed for broadcasting's fastest growing company. Silver King Broadcasting, headquartered in NJ needs a sales rep for its NY flagship station. Other markets also available. Radio, TV or cable sales experience required. No calls. Send resume to: Director of Personnel, Silver King Broadcasting of NJ, 390 W. Market St., Newark, NJ 07107. EEO.

#### HELP WANTED TECHNICAL

**Qualified broadcast maintenance engineer:** Strong digital - for So. Cal. TV station. Send resumes to George Murray, P.O. Box A, Santa Ana, CA 92711. EOE.

**Air operator:** Person with heavy background in air switching on a commercial or educational TV station. Minimum 1 year experience. Contact: TBN, P.O. Box A, Santa Ana, CA 92711. EOE.

**Two maintenance engineers** with basic electronic training and/or qualifying experience for South Texas VHF. EOE. Box U-91.

**Assistant chief engineer** with growth potential and good technical experience for South Texas. EOE. Box U-93.

**Supervisor:** Engineering field maintenance and operations. Duties: maintenance of all news and field production equipment including live units and microwave facilities. Technical supervision of remote telecasts and special events. Qualifications: experience in ENG maintenance, FCC general class. Contact Albert Scheer, Vice President-Engineering, WLEX-TV Inc., P.O. Box 1457, Lexington, KY 40591. 606-255-4404. WLEX-TV is an affirmative action/equal opportunity employer.

**Maintenance engineer:** Major market SE sunbelt. Solid organization, NBC affiliate. Extensive experience required in maintenance of all studio equipment, ENG, SNG, and VHF transmitters. Strong digital for state-of-the-art facility. Box U-104.

**Maintenance technician:** Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electronic technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Chief engineer:** Excellent opportunity for hands-on chief. New RCA full power UHF transmitter and state-of-the-art studio and production facilities. Growing independent with aggressive production schedule. Send resume and salary requirements to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

**Assistant chief engineer:** 3-5 yrs. experience in engineering hands-on maintenance. UHF experience beneficial. Stereo NBC affiliate. Growing company. Send resume and earnings history to Joe Spears, WMGT-TV, P.O. Box 4328, Macon, GA 31213.

**TV maintenance engineer,** group-owned CBS affiliate. Studio maintenance background, troubleshooting skills and valid FCC license a must. SBE certification preferred. Resume to Roger Topping, C.E., WIFR-TV, P.O. Box 123, Rockford, IL 61105. No phone calls, please. EOE.

**Assistant chief engineer** needed for medium market sunbelt CBS affiliate. Good organizational and communicative skills a must. Applicants should have prior hands on maintenance experience with VHF transmitters, live ENG and general studio equipment. Knowledge of on-air operational procedures helpful. Send resume and salary requirements to Lee Davis, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**Maintenance technician.** Minimum eight years experience in all phases broadcast equipment, including operating experience. Must have current FCC first or general class license; college or technical school graduate required. Resume to Box W-17. EOE.

**MTCE. ENG.** Will repair—LDK6 Cams, VPRs 2, 3 & 80, ACR-25, VR2000, Harris 9100 of AM-FM-TV. 20 Ikegami cameras 77-83's. Over 90 Sony 3/4 VTRs. 3 frequency agile ENG trucks. 3 rotatable ENG pickup systems. RS 422 machine control RS 232 routing SWR system. FM stereo with digital SCA. AM stereo Motorola. Will be using spectrum analyzers 7L5, 7L13, 7L18 digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. EOE. Send resume to J.D. Weigand, KFMB TVAM & FM, P.O. Box 80888, San Diego, CA 92138.

**Assistant chief engineer.** Must have UHF transmitter experience and be familiar with studio equipment and maintenance. FCC license required. Salary commensurate with experience. Resumes to D. Beauchamp, KPDX-TV49, 910 N.E. Union, Portland, OR 97232. Equal opportunity employer.

#### HELP WANTED NEWS

**Producer:** Expanding staff. Industry leader in top 30 market. Need hard news expert to produce fast-paced, well-written cast. We have all the tools - live trucks, uplink, graphics systems. No beginners. Box U-113. EOE, M/F.

**Producer:** Need news junkie who can deal with the pressure of being the best. We have the toys and the people to do the job right. If you think, manage people, write and produce fast-paced, dynamic newscasts, call us. KWTW, Billye Gavitt, 405-843-6641, Oklahoma City, OK. EOE, M/F.

**Experienced reporter:** Needed at New York Times owned station. No phone calls. Send resume & non-returnable tape to Frank Verdel, News Director, WHNT, P.O. Box 19, Huntsville, AL 35804. EOE.

**Producer** for noon and 6pm at #1 station. If you have 2-3 years experience, send tape with letter to Jon Janes, News Director, KWQC-TV, 805 Brady St., Davenport, IA 52808.

**TV sports.** Report weekdays, anchor weekends. Small-market station with major university to cover adding second sportscaster. Must know how to shoot and edit videotape. No phone calls. Resume, letter and videotape to ND, WVIR-TV, PO Box 769, Charlottesville, VA 22902. EOE.



**Immediate opening** for anchor/producer to work with experienced male co-anchor on 6 and 10 newscasts. Three years reporting/anchor experience required. Minimum two-year commitment. Willingness to report, devote time to community projects. Send non-returnable tape and resume to: News Director, KFDA-TV, PO Box 1400, Amarillo, TX 79189.

**Anchor: 6 & 10pm newscasts**—on #1 rated Gulf Coast affiliate. Minimum 3 years anchoring experience. Send resume and tape to: Jon Mangum, ND, WKRG-TV, 555 Broadcasting Dr., Mobile, AL 36601. No phone calls. EOE.

**Hard news reporter:** Needs to be overly aggressive, tough, and highly motivated. Willing to take lead stories and run with them "live". No feature reporters and no beginners. Radio background considered. 116 market. Send non-returnable tapes and resumes to Richard Howard, News Director, WWAY-TV, P.O. Box 2068, Wilmington, NC 28402. EOE.

**Sports anchor/reporter:** Southeastern market. Someone that is not interested in reading scores, but telling great stories! We want to know the people behind the scores! Establish yourself in our market and move up to the top job! We want you to dare to be different! Box U-121. EOE.

**Producer:** Expanding news program in 43rd market, serving Pennsylvania's capital, seeks experienced producer with excellent journalistic credentials, knowledge of graphics, live shots, and newsroom organization. If you enjoy producing an outstanding newscast we want to hear from you. Send resume to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

**Reporter**—general assignment. Good sense of news, production, and story-telling. Experience with live reporting. Absolutely a minimum of four years full-time reporting experience. Send non-returnable tape, resume and reference to Ken Middleton, News Director, WTSP-TV (Tampa/St. Petersburg), Box 10000, St. Petersburg, FL 33733. EOE.

**Weatherperson:** For a growing, sunny Southeast market. Meteorologist a plus but not a necessity. Send photo and resume. Box W-15.

**Satellite news gathering (SNG) manager:** Responsible for conceiving and mapping out live satellite shots for all newscasts and checking locations on-the-road. Must have strong managerial, logistical, production and creative skills, with 3-5 years experience as assignment editor/producer. Submit resume/salary requirement to: Jim Drennan, Managing Editor, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794, no later than July 17, 1987. No calls, please. EOE, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Commercial director position available** with strong, award winning, independent. Good production facilities. If you can write, shoot, edit, direct, and have at least two years commercial TV experience, send resume to Production Manager, WVAH-TV23, 23 Broadcast Plaza, Hurricane, WV 25526. EOE, M/F.

**Graphic designer:** South Florida net affiliate seeks graphic designer with television experience to design for on-air and print, and prepare comps and mechanicals. Knowledge of electronic graphic equipment preferred. Resume to Box U-111. EOE.

**Production manager** for San Francisco-based TV production and syndication company. Job includes managing current TV projects and marketing new post-production facility. Send resume to: GGP, 400 Tamal Plaza, Corte Madera, CA 94925.

**Operations director and news director** (2 positions) needed for regional PBS station. Base: \$16,580 operations; \$17,570 news. Good equipment/excellent fringe benefits. Essential part of both jobs includes training students. Send application letter, resume, transcripts, three reference letters postmarked by 7/16/87. Duane Ryan, KENW-TV, Eastern NM University, Portales, NM 88130. EEO/AA employer.

**Post production director.** State-of-the-art commercial production facility in major SE market seeks creative post director with 3-5 years hands-on experience. Good client communication skills a must. Box U-18.

**Post production editor.** State-of-the-art commercial production facility in major SE market seeks experienced CMX editor. Box U-19.

**Production manager,** 3 to 5 years experience, strong management skills, news direction, commercial production, local program, and sports experience essential. Resumes only: Russ Read, WTVN-TV, P.O. Box 718, Columbus, OH 43216. EEO, affirmative action employer.

**Videographer,** PM Magazine, Columbus, OH: we will soon lose a multiple local Emmy and national award winning senior videographer/editor. Interested candidates must have highly polished skills demonstrating a thorough understanding of their craft. Send resume, demo tape and salary expectations to: WCMH-TV, Operations Manager, 3165 Olentangy River Rd., Columbus, OH 43202. EOE, M/F.

**Co-host and story producer** for PM Magazine in Columbus, OH: Our PM co-host for the past six years has an exciting opportunity in a top 12 market. Her good fortune makes available an opening for a sparkling and sincere on-air communicator and producer of entertaining stories. Previous experience greatly preferred. Send resume, demo tape and salary expectations to: WCMH-TV, Operations Manager, 3165 Olentangy River Rd., Columbus, OH 43202. EOE, M/F.

**Program research analyst**—newly-created position. Our dynamic cable programming service is seeking a research analyst. Reporting to the director of research, you will be responsible for tracking and analyzing program/daypart ratings and competitive ratings/schedules. Specific research assignments to support acquisitions and scheduling strategy will be assigned. Requires 2-3 years' experience analyzing Nielsen ratings data; familiarity with Nielsen syndicated reports. Knowledge of Nielsen special analysis capabilities is a plus. You must have strong mathematical/analytical skills, working knowledge of IBM PC, Lotus 1-2-3 and word processing. We offer a competitive salary and benefits package. Send resume including salary history and requirement to: Director of Personnel, Arts & Entertainment Cable Network, 555 Fifth Avenue, New York, 10017. An equal opportunity employer.

**Production manager**—CBS affiliate in 34th Southeast market is seeking a TV production manager, min 2 years supervisory experience. Responsibilities include managing 20 member production department involved in newscasting, sports, and special production. Please send resume to: Director of Personnel, WSPA-TV, P.O. Box 1717, Spartanburg, SC 29304.

**Graphics and design director** needed to build top-notch department at #1 affiliate. Creative, aggressive individual with proven ability in layout and design (including airbrush). Computer experience a plus. Send resume and non-returnable examples of work to WCYB-TV5, Box 2069, Bristol, VA 24203. Attn: Rick McVey, EOE.

**Traffic manager:** Bachelor's degree required. Familiarity with personal computers and broadcast operations helpful. Salary \$14,120 minimum. Send cover letter, resume and the names of three professional references to: Rita Schulte, Operations Manager, WILL-TV, 1110 W. Main Street, Urbana, IL 61801. An affirmative action/equal opportunity employer.

**Program producer**—Are you a program producer looking for a rare opportunity? Are you organized? Do you have good story production know-how? America's highest rated PM Magazine needs a show producer with solid experience and the energy to push our ratings even higher. Send resume and explanation of how your qualifications fit this position to: Ms. Diane Bagwell, WIS-TV, P.O. Box 367, Columbia, SC 29202. (No phone calls, please.) Equal opportunity employer.

#### SITUATIONS WANTED TECHNICAL

**Operations engineer.** Over 3 years' network affiliate experience, plus pay cable experience as production coordinator. Not afraid of hard work. Will relocate. Available immediately. Dawn, 305—947-6301.

#### SITUATIONS WANTED NEWS

**Beginning photographer** seeking opportunity. B.A. in B.J., trained by photographers at top 15 affiliate. Can write, edit. Mature, responsible, will relocate. Dedicated to photojournalism career. Call Harry, 206—746-2102, for resume, tape.

**Ex-congressional counsel,** FBI oversight experience (ABSCAM, Missing Children's Bill), professor, successful trial lawyer, seeks opportunity for on-air position, news/commentary; TV/radio 415—439-8381.

**Sportscaster:** Talented, hardworking, can anchor, report and edit. Willing to relocate anywhere. Call Ron 412—221-4338.

**Enterprising Columbia Journalism School** graduate seeks to break in on-air. 22-year-old black female. Can shoot, edit. Parttime. Internship experience. Tape. Lisa Robinson, 301—542-5109.

**News helicopter pilot.** 8 yrs. experience in top 15 market. Former police officer. Great investigator and public speaker. Excellent pilot and TV credentials. With or without ENG Bell Jet Ranger. Gary Gross 412—439-4077 412—439-0444.

**Meteorologist!** Currently employed. Eight years experience; award winning. NWA certified, AMS eligible. Excellent references. Desire fulltime weather position. Will relocate for right position. 213—431-5846.

**Award winning, news, magazine,** and documentary photographer. 12 years shooting and editing experience, looking for a top notch station. 804—467-1203.

**#3, #7 market** television and radio black talk host seeking anchor, reporter or talk position. 313—471-5462.

**Weatherman** with a warm personality and professional approach seeks full time position in small-medium market. 3 yrs experience. Call Peter 318—323-7936.

**Sportscaster:** Very versatile anchor/play-by-play man seeking station or production company with a serious commitment to sports. 40th market anchoring experience, play-by-play all sports including pro basketball and pro soccer. A good addition to your sports team. Not a rookie. Call Bob: 616—345-4018.

**Experienced female TV news anchor/producer** from a major independent station seeking a news position. Single, wants to relocate. 713—952-7195.

**Hey, small markets!** News director or ND/anchor challenge sought by highly experienced medium market reporter/anchor ready for management. Non-stop competitor. Upbeat personality. Community involved. 315—387-5428.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**8 years at big independent** in major market. I.U., graphics, even some CMX. I am a workaholic who needs a new challenge. Call Ken Mertz at 602—242-1728; nights, Fridays and weekends.

**Expert in health and fitness** with extensive programming experience is seeking position with commercial TV station to create, develop and manage public health programs, news segments, and other related television projects. Contact Jonathan Doctor 203—255-4514.

**Knock, knock. (Who's there?)** Nita. (Nita who?) Nita job in television. I have 3 years' experience as a copywriter, promotions/production assistant along with a creative mind and a great sense of humor. Call James Bernhardt 912—436-0737.

#### MISCELLANEOUS

**Entry-level opportunities nationwide!** News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476—PD. Palm Harbor, FL 34682-1476. 813—786-3603.

**Primo People** is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

**Constructive criticism** for television journalists. Stations, individuals. Former Denver news director critiques newscasts, reporting, writing, performance. John Haralson, Feedback Unlimited, 1313 Williams, #901, Denver, CO 80218. 303—320-6816.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Georgetown University Law Center.** Faculty position: associate director, institute for public representation Citizens Communications Center Project. Georgetown University Law Center is seeking to fill a full time clinical professor position on a long term contract track beginning no later than January 1, 1988. The person hired will work in the area of broadcast and common carrier communications law and will be responsible for supervising the work of law students and graduate fellows on litigation and administrative and legislative advocacy. Send resume with list of references by July 15, 1987 to Professor Wallace Mlyniec, Coordinator of Clinical Education, 600 New Jersey Avenue, N.W., Washington, D.C. 20001. Georgetown University is an affirmative action - equal opportunity employer.

**The Newhouse School at Syracuse University** seeks a faculty member in its department of broadcast journalism. The successful candidate must have significant practical experience in broadcast journalism and must have a graduate degree. This is a tenure-track position. The person hired will be expected to meet research and service as well as teaching obligations. The successful candidate must be able to teach writing and should have additional areas of interest and expertise related to broadcast journalism. Rank and salary commensurate with qualifications and experience. Send vita and names of three references to: Chairman, Broadcast Journalism Search Committee, S.I. Newhouse School of Public Communications, Syracuse University Syracuse, NY 13244-2100. Applications will be accepted until appointment is made. Syracuse University is an affirmative action/equal opportunity employer.

**Director:** Missouri J-School's multicultural management program. Broadcast or print journalist to direct training program to help media managers facilitate multicultural diversity in news staff and coverage. Organize, promote and coordinate campus seminars, in-house workshops and other programs; produce educational materials; assist in fund-raising; participate on other programs of the school. Faculty status appropriate to credentials. Salary competitive. Position to open in fall. Substantial newsroom experience and demonstrated awareness of minority viewpoints required. Master's degree preferred. Send resume and names/addresses of three references to: Vernon A. Stone, Chair, MMP Director Search, School of Journalism, University of Missouri-Columbia, Box 838, Columbia, MO 65205. Deadline for receiving applications: August 5 or until position is filled. UMC is an equal opportunity and affirmative action institution.

### HELP WANTED MANAGEMENT

**Executive director, BPME:** Principal administrator for international Broadcast Promotion and Marketing Executives association. Under direction of Board, exercises general control over association's business affairs and day-to-day operations. Must have outstanding administrative ability, excellent public relations and interpersonal skills, knowledge of association finance and operations. Experience in broadcasting and/or association management a plus. Salary range: \$55,000 - \$70,000, depending on experience. Headquartered in Los Angeles. Send resume and letter of application to: BPME Executive Director, c/o Joseph Logsdon, WFTS-TV, 4501 E. Columbus Drive, Tampa, FL 33605. EOE/MF.

### HELP WANTED TECHNICAL

**Maintenance and supervision:** Video duplication facility in Detroit seeks an experienced individual for the repair and maintenance of video duplication equipment and systems including 1" machines, time base correctors, monitors, VHS, Beta and 3/4" recorders/players and terminal equipment. Supervisory experience, design and installation background, ability to maintain quality control, and strong organizational skills are required. Submit resume including salary requirements to: Personnel, P.O. Box 451, Lathrup Village, MI 48076.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**CMX editor:** Competitive full service production facility in a fast growing market, is seeking a talented 1" editor. CMX-3400A and ADO experience required. Lots of commercial work including regional/national. Client relationship and attitude very important. Salary commensurate with experience. Send resume and demo to: Bill Lewis, Desert Video & Film, 1616 E. Osborn, Phoenix, AZ 85016.

**Full service video production** and post production facility has an immediate opening for a producer/director with a proven track record in single and multiple camera productions for corporate clients. Broad knowledge of the entire production process from scripting thru post production a must. Resume and salary history to: Box U-123.

### 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.

### 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).

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - Call 806-372-4518.

### 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) AEL 25KG (1977) \*\*20KW FM-Harris 20H3 (1970). Transcom Corp 215-884-0888, Telex 910-240-3856

**10KW/5KW FM \*\*Harris FM 10H3 (1974) W/MS-15,** RCA BTF 10D (1969) 5KW-RCA FM5B (1963)\*\* 2.5KW FM-Sparta 602A (1977). Gates FM-1C (1966) Transcom Corp. 215-884-0888, Telex 910-240-3856.

**Continental 814R-1,** 1KW AM also Harris 1KW AM\*\*SX-1 (1983)-MW1 (1983) all in mint condition. Bauer 701A (1983), Harris BC500 Transcom Corp. 215-884-0888, Telex 910-240-3856.

**50KW AM \*\*Gates BC-50C (1966)\*\*10KW\*\*Harris BC10H (1979) RCA 10H (1960)\*\*5KW\*\*Gates BC5P (1960) Transcom Corp. 215-884-0999, 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.

**Keith Monks** record cleaning machines and parts. 317-962-1471.

**KU earth station-** New 5.5 meter SA antenna, used Hughes uplink/downlink equipment - \$87,500. Call Mike Starnes 919-266-3567.

**Over 100 AM-FM trans. in stock.** All powers, all complete, all manufacturers, all spares, all inst. books. AM - 1kw thru 50kw FM - 1kw thru 40kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. New # 214-276-9725.

**28' video van,** 3 camera/tri-ax, 2 - 1" VTRs, C.G. switcher, audio, 12KW power, many extras. 215-489-1070.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$ 6.49. 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.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, ground screen. 317-962-8596. Ask for copper sales.

**100W LPTV UHF14 TTC transmitter** excellent shape, spare parts, available soon. \$12K plus shipping. TV14 POB 24816, GMF, Guam 96921. Tel: 671-646-4873.

**1 Andrew C35V02.DA antenna.** 120 6 1/8" transmission line hangers. 60 6 1/8" transmission line sections. RCA MI27792 - 1A, excellent working condition, available July 1987. Bill VanScyoc, WRLH-TV, 1925 Westmoreland Street, Richmond, VA 23230. 804-358-3535.

**1985 32' video mobile unit:** Ford F-600 with only 17,000 miles. 22' control room, Grass Valley switcher, Ikegami cameras, Chyron character generator, Sony video recorders, isolated audio booth. \$260,000.00. Call 512-458-4343.

**Complete stereo equipment** for FM/AM production studio/on-air studio. Everything necessary in one package; all modular; like new; barely used; all wired and harnessed. Set in place and operate immediately. Only thing missing is floor space. Also, 200 ten inch reels of new 1.5 mil Ampex tape below cost. 615-662-1100.

**Two stereo Ampex AG440C** 7.5/15 in. consoles with remote controls. Manuals, hubs, etc. Also, ITC-3D with recorder. All like new; barely used. 615-662-1100.

**Marketron traffic and accounting CPU** computer, four terminals and two printer ports. Will sell for ten cents on dollar. Mike Downs, KZBS, Oklahoma City, 405-478-4499.

**RCA TP-7 proj.** reconditioned "like new" w/cable and SS box. \$1900. Simber Broadcast Services 609-435-1091.

**Hitachi HR-200 UTR** with TC-200 TBC. 975 head hours. Has slo-mo & freeze. Real workhorse! \$20,000. 318-687-9960.

**Slo-mo sports controller** for Sony and Ampex 1" VTRs. 5800/5850/440 editors. Ikegami HL-79Ds. One Ikegami HL-79A. Digital DPS-1 TBCs. Adda ESP-2 frame store. Beta cameras and VCRs. Grass 1600-7K switcher. If you're not receiving our complete listing each month, you can! We're Media Concepts, 919-977-3600.

### 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

**GENERAL  
MANAGER**

ON-THE-MOVE top 75 Sunbelt market needs a people motivator with a track record of successes in mid-size markets. We seek an aggressive, innovative, concerned and involved individual.

In return for your talent and proven ability, we offer an excellent salary and fringe benefits package. For immediate consideration, send your resume to:

Director Of Personnel  
**MEDIA  
GENERAL  
BROADCAST  
GROUP**

817 E. Washington St.  
Tampa, FL 33602

an equal opportunity employer m/f

**TOP 20  
PROMOTION MANAGER**

Qualified, experienced person with hands-on skills and leadership ability. Will be responsible for handling promotion planning and execution. Competitive salary and benefits package. Please send your resume and salary requirements in confidence to Box U-126.

**PRESIDENT - TELEVISION BUREAU OF ADVERTISING**

The television industry's marketing and sales organization seeks applicants for this leadership position. Recommended background for this position includes: group head or general manager of a major TV station with bottom line responsibility for profit-making organization, goal oriented, broad knowledge of the commercial TV industry, particularly at the station level; proven creative sales ability, good understanding of station GM's and SM's thinking and concerns. Applicants submit one-page resumes and accompanying letter to TvB Selection Committee c/o Roger Rice, 477 Madison Avenue, New York 10022, in envelope marked personal and confidential.

Help Wanted Technical

**PRODUCTION**

**OPERATIONS**

**MAINTENANCE**

Dynamic Midwest VHF Indy has immediate openings for qualified personnel in Production, Operations and Maintenance. Consideration given to all levels of experience. Please send letter and resume to:

CHIEF ENGINEER  
KPLR-TV  
4935 Lindell Boulevard  
St. Louis, MO 63108

EOE



Help Wanted Programing,  
Production, Others



**LYRIC WRITER**

Media General Broadcast Services, Inc., subsidiary of a Fortune 500 Company needs a lyric writer to create musical images for its clients. Learn advertising the right way, hands on experience. The successful applicant will have a solid music foundation and education. Must have exceptional listening and communication skills in order to understand a clients needs and to produce the music and lyrics package that will sell the product. Demo tape helpful.

**RETAIL JINGLE SALES POSITION**

Markets available now for a super self-starter seeking 6-figure income. Must be willing to travel extensively. Auto furnished. high commissions, all expenses paid. Experience in syndication sales, radio and/or TV sales or sales management. Must have outstanding sales track record.

To apply in confidence, send resume or call 901-320-4301

Jack Adkins, Vice President Human Resources  
Media General Broadcast Services, Inc.  
2714 Union Avenue Extended, Memphis, TN 38112  
EOE M/F

Blind Box Responses

**BOX ???**  
c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

**ART DIRECTOR**

Top 25 ABC affiliate in the sunny southwest seeking Art Director. Must have excellent design skills, with emphasis on print, outdoor and computer graphics. Management experience and good organizational skills very important. Looking for someone who is ambitious, creative and a little bit crazy. 3-5 years experience required. Send reel, resume and print samples to Creative Services Manager, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. EOE

**Help Wanted Programing,  
Production, Others Continued**

**PRODUCER/DIRECTOR**

Voluntary Hospitals of America, Inc., a progressive national health care service organization with 750 member hospitals seeks a producer/director for its corporate satellite network division located in Irving, Texas. Position will be responsible for producing and directing live business television programs for corporate and member organizations, as well as develop and monitor budgets.

Qualified candidates will have a B.S. or B.A. degree in liberal arts, television production or communications, as well as three to five years of live television experience, including experience in directing, editing, lighting, scripting, and field production. Must possess a demonstrated ability to produce high quality, creative programming

We offer a competitive salary and a comprehensive benefits package in a challenging, high growth environment. Please forward resume and salary history in confidence to: Ellie Sullivan, Manager of Staffing, VHA, Inc., P.O. Box 160909, Irving, Texas 75016.

We Are An Equal Opportunity Employer M/F/H/V



**Situations Wanted Management**

**Former CEO, GM, UHF-TV and radio stations, presently employed TV GM in south. Finest professional & financial credentials. Looking for a change. Excellent teacher and motivator, budget trained and disciplined. Resume and references on request.**

**Write Box U-116.**

**TOP 10 GM**

Aggressive GM with 19 yrs. local station experience seeks equity position with warm climate indy or affil. If you require strong hands on leadership contact W-18.

**Situations Wanted News**

**NEWS DIRECTOR/ANCHOR MAN**

Company player. I make it work. Mature, handsome, solid journalist. No ego problems. Networks veteran. Box U-117.

**RADIO**

**Help Wanted News**

**THE BEST**

Sports radio station in America is looking for a new member of our sports department. WJR is home to Detroit Tigers, Lions, Red Wings and University of Michigan football and basketball. If you have at least 3-5 years in major or medium markets, along with a wide range of experience in anchoring, sportstalk, general reporting, as well as play-by-play (especially basketball) this could be for you! You'll need an authoritative delivery, solid references and are someone who's not a "know it all" but has the curiosity to become one, rush a cassette, cover letter and resume today to:

Gary Berkowitz  
Program/Operations Manager  
WJR Radio  
2100 Fisher Building  
Detroit, MI 48202

No calls please! WJR is a Capital Cities/ABC Owned Station. EEO.



**Help Wanted Management**

**V.P.  
SALES & MARKETING**

Top 5 market (East Coast) group-owned adult-oriented successful FM powerhouse seeks an experienced leader for its sales and marketing department. All of the tools are in place: Arbitron, Scarborough, Taps-can, Qualitap plus a dedicated sales research computer system. Applicant must have strong retail as well as sophisticated agency experience. A superb, success-incentivized compensation package is but part of this unique opportunity. If you're looking for a solid career move rather than just another job, send your resume in strict confidence to Box W-13. EOE/MF.

**GENERAL  
SALES MANAGER**

Network affiliate in desirable coastal market is seeking a dynamic GSM. Excellent growth opportunity for successful TV Sales Manager with major market rep work history. Include references for all prior sales positions.

Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to:

**BOX T-77**

an equal opportunity employer m/f

**Government of the  
District of Columbia  
Office of Cable Television**

is seeking experienced Municipal Access Production Assistants (\$23,000 plus benefits) and a Cable Producer (\$34,000 plus benefits)

- Must have experience producing programming for government channel
- OC residency required
- Positions begin October 1, 1987

Send resumes to: Office of Cable Television, 1090 Vermont Avenue N.W., Suite 1007, Washington, DC 20005. Or phone 202-727-0424 to schedule an interview at the NFLCP Conference in Chicago July 15-18.

An Equal Opportunity Employer

**Help Wanted Sales**

**TvB TERRITORY  
SALES EXECUTIVE**

Sell to local and regional advertisers; work with TvB member station sales management and sales staffs; represent the TV industry on platforms. Must have station and/or rep sales experience and knowledge of competitive media. Dallas office location. Send resume to: Bob Lefko, TvB, 477 Madison Avenue, NY, NY 10022, or Chuck Hanson, TvB, 3625 N. Hall, #690, Dallas, TX 75219. No phone calls. EEO.

**Help Wanted Sales**

**CADENA RADIO CENTRO  
NATIONAL SPANISH NETWORK**

Needs a stable sales professional to fill Sales Manager position in New York City. Candidate must have a successful track record with a minimum of three years experience and an in-depth knowledge of Network Radio Sales. Send your resume in confidence to:

Carlos Delgado  
Sales Vice-President  
Cadena Radio Centro  
60 East 42nd St.-Suite 1431  
New York, New York 10165

**Situations Wanted News**

**SPORTSCASTER**

CURRENTLY MAJOR MARKET SPORTSTALK, MAJOR COLLEGE PLAY-BY-PLAY. 21 YEARS EXPERIENCE WITH 5 MAJOR COLLEGES. TOP TALENT. EXTREMELY HARD WORKING. FORMER PROGRAM DIRECTOR, COULD DOUBLE IN THAT CAPACITY IN SMALLER MARKET. 314-867-3011.



**Consultants**

**NEWS HORIZONS  
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Professional news from news professionals. We can make a difference.

Call Fred Walters 818-506-5793.

**ALLIED FIELDS  
Help Wanted Technical**

**ENGINEERING STAFF  
CONSULTING ENGINEER**

Washington, DC consulting firm is seeking to enlarge its staff with positions from engineer trainee/draftsman through senior staff engineer. All candidates should have a technical education and background, a high degree of initiative and native intelligence and a commitment to learn and advance. Higher level candidates should have a degree, engineer/consulting experience and/or professional engineering registration. Send resume and salary history to: Box W-22.

**Employment Services**

**JOB HUNTING?**

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



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 ...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.  
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\*\*\*\*\*  
 Pick up the Pilot show of  
**THE DOLLY DIMPLES HIT PARADE**  
 a new weekly one hour show for children on Kayla Satellite Broadcasting Network, Satcom F2R Transponder 23.6.2 Audio August 4th (Tuesday) or August 6th (Thursday)  
 If you are interested in having your station become the KSBN affiliate in your market for this show call Al Rubin (516) 781-7826.  
 \*\*\*\*\*

**Business Opportunities**

**FM, LPTV, and TV  
APPLICATIONS**

Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

**Consultants**

**APPLYING FOR A  
NEW STATION?**

Contact

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a service of McCabe & Allen

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(In Virginia, call 703-361-6907)

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**For Sale Stations**

**AUCTION:**

To Be Sold  
 in Bulk Only

Fully Equipped Radio Station  
**KORL-AM Honolulu, Hawaii**

Auction To Take Place

**Sheraton Waikiki Hotel**

2255 Kalakaua Avenue Honolulu, Hawaii

**Wednesday, July 22 at 11:00 A.M.**

FCC Broadcast Specs: Freq. 650 AM  
 Power - 10,000 Watts; Non-Directional. 24-Hour Format  
 Terms: Deposit of 10% of purchase price in certified funds at time and place of sale. Contact Auctioneer for complete terms, brochure, etc

Inspection: At Studio - Pan Am Building, 1600 Kapiolani Boulevard, Suite 222; Tuesday, July 21 from 10:00 a.m. to 3:00 p.m.

**Michael Fox Auctioneers,**

Executive Offices • 3835 Naylor's Lane inc.  
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**SOUTHEAST**

Three station package. AM & AM/FM located in growing area. Priced at less than 2.7 x 1987 projected gross billing - \$1,750,000 with terms.

**ED SHAFFER  
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**Medium Market Combos**

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\$1,500,000 Terms

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5000 watt-D. Night CP  
\$750,000 Terms

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206-641-7063

**NEW ENGLAND**

AM/FM in resort market - no competition. Real estate incl. Asking price is \$795,000 with \$100,000 down.

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**Large Mississippi City  
Fulltime AM & FM**

Applying for C 2 50 KW 49% or 100% ownership available. Xmtr land, bldgs, studio & property included. Business best ever. \$1.1 million & good terms.

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New Orleans, LA 70124  
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Fulltime AM, in the black now, tremendous potential. Beautiful state-of-the-art studio & transmitting set-up. In very nice city of 90,000. Easy terms to qualified buyer, priced for quick sale so owners can move to major market. Write: Box W-21.

**FOR SALE**

IOWA - Class A-FM. Small market - less than twice gross at 210M - terms to qualified - Some real estate - in black. Excellent equipment - must give financial qualifications. Packerland Consultants: 414-235-2625.

**NORTHWEST FM/AM**

\$50,000 DOWN.  
Fantastic value. \$495,000/terms.  
Box W-19

**FORECLOSURE SALE**

Written bids for the assets of KRQZ AM & FM, Wray, Colorado, are being accepted. Bid opening at 10:00 am on July 18, 1987 at the KRQZ studio. Sellers reserve the right to refuse any or all bids. For information call Robert Zellmer, 303-351-8354.

*R.E. Meador & Assoc.*

MEDIA BROKERS

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AM/FM Combo in growing Ohio small market. FM has CP that will enhance coverage. Price, including real estate, is \$550,000 cash or \$600,000 with one-half cash, balance in note to seller. Reply Box U-115.

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SPREAD TOO THIN TO STAY**

Sml. mkt. Fla. AM owner-operator station at below 2 x past 12 mos. gross. Bldg., prpty, equip. all good. Assume nt. Sml. dnpy. Rea. terms  
Box U-4

**NEW MEXICO CLASS A FM**

In city of 10,000, 75 miles from Albuquerque. Class C application filed for \$350,000. Qualified buyers only.  
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**Broadcasting Classified Rates**

- FM in S.E. KY \$520,000.
- AM/FMs One in W. TN. One in E. TN. \$510,000 and \$800,000.
- FM in S.E. TX. \$240,000.

**Business Broker Associates**  
615-756-7635, 24 hours

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired. Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**



# Fates & Fortunes

## Media



Sosson

**George Sosson**, VP and general manager, CBS's WSUN(AM) St. Petersburg-WYNF(FM) Tampa, Fla., named to newly created position of VP, operations, CBS-owned FM stations. CBS owns 11 FM's.

**Robert M. Kreek**, senior VP, 20th Century Fox Film Corp., Los

Angeles, named executive VP, Fox Inc. He will be responsible for Fox Television Stations Inc. and Fox's first-run TV production.

**Neil Pugh**, station manager, Cox Enterprises Inc.'s WHIO-TV Dayton, Ohio, named VP and general manager. **Richard J. Jacobson**, manager, treasury operations, Cox Enterprises, Atlanta, named assistant treasurer.

**James M. (Mike) Shields**, general manager, WORZ(FM) Daytona Beach, Fla., joins WDAE(AM)-WUSA-FM Tampa, Fla., as VP and general manager.

**Jane Bartsch**, general sales manager, WYNY (FM) New York, joins KOMA(AM)-KIMY(FM) Oklahoma City as VP and general manager.



Bartsch



Pahigian

**Cary Pahigian**, station manager, WBZ(AM) Boston, joins Sconnix Broadcasting Co., Gilford, N.H.-based owner of six AM and seven FM stations, as VP and director, broadcast operations.

**Bill Weller**, general manager, WGAR-AM-FM Cleveland, joins Beasley Broadcast Group, Winston-Salem, owner of six AM and 12 FM stations, and VP, operations.

**Jeffrey M. McGrath**, president, Center City Studios, Chicago, joins WEHS(TV) Aurora, Ill., as general manager. **Sally A. Bittner**, assistant traffic manager, WOIO(TV) Shaker Heights, Ohio, joins WEHS as traffic manager.

**Peter H. Smyth**, general manager, WMEX(AM)-WMJX(FM) Boston, named VP and general manager.

**Kathy Balcom**, former sales manager, KOTY (AM)-KHWK(FM) Richmond, Wash., joins KALE(AM)-KIOK(FM) Richland, Wash., as general manager, succeeding **Ozzie Knudson**, who retires effective Aug. 3.

**Richard R. Wolf**, account executive, WDRM-AM-FM Hartford, Conn., joins WNLC(AM)-WTYD(FM) New London, Conn., as VP and general manager.

**Thomas H. Deal**, sales manager, KNOE-AM-FM Monroe, La., named general manager, succeeding **Richard Wilcox**, retired.

**Don Schlosser**, VP, finance, King Videocable, Seattle, named VP, acquisitions and development, co-owned King Broadcasting Co., owner of three AM, three FM and five TV stations.

**Gary E. Knell**, general counsel, noncommercial WNET(TV) Newark, N.J., named senior VP.

## Marketing

**Eugene H. Kummel**, chairman, executive committee, and former chairman, president and CEO, McCann-Erickson Worldwide, New York, retires effective Dec. 31. He will continue as consultant to company. Appointed VP's, McCann-Erickson: **Kim Corrigan** and **Jeanne Olsen Davidson**, account supervisors; **Sue Puzzuoli**, manager, creative services; **Roger Rowe**, creative supervisor.



Kummel



Reynolds

**Farrell Reynolds**, senior VP, advertising sales, WTBS(TV) Atlanta, named VP, advertising sales, Turner Broadcasting System, and president, Turner Broadcasting Sales Inc., succeeding **Gerald Hogan**, resigned (BROADCASTING, June 8). Hogan will continue with TBS as member of executive committee until end of 1987.

Appointments at DDB Needham Worldwide, Chicago: **Susan Gillette**, senior VP and director, creative services, to executive VP; **John D. (Jack) Hetherington**, senior VP and assistant director, creative services, to senior VP and business manager; **David J. Zola**, VP and director, financial services, to senior VP; **Walter Horsfall**, VP and creative director, to VP and group creative director; **David Lewis** and **Lorra Rudman**, associate creative directors, to creative directors; **Catherine Herrman** and **Doug Rothrock**, account executives, to account supervisors; **Jayshree Vakil**, media planner, to media supervisor.

**Doug McClatchy**, senior VP and group creative director, Ogilvy & Mather, Chicago, joins The Earle Palmer Brown Companies, Washington, as executive VP and executive

creative director.

**Susan S. Wallace**, national director, advertising sales, MetroVision Inc., Atlanta, joins Network Media Communications Associates, Chicago, owner of Chicago Cable Advertising Interconnect, as executive VP and chief operating officer.

**Philip H. Roberts**, senior VP, Masla Radio, New York, joins Roslin Radio Sales Inc. there as executive VP.

**Laurie S. Kahn**, senior VP and executive producer, Young & Rubicam, New York, named senior VP and director, television production.

**Marjorie L. Biener**, associate creative director, named VP.

**Malcolm Bybee**, senior VP and director, corporate planning and development, D'Arcy Masius Benton & Bowles, New York, named to company's management group.

**Richard Gibson** and **Laura Vergano**, associate creative directors, Ted Bates, New York, named VP's.

**Mark Hurst**, from Ally Gargano/MCA, New York, joins Ketchum Advertising, Washington, as VP and management supervisor. **Tom Trent**, recent graduate, University of Tennessee, Knoxville, joins Ketchum as media assistant.

**Marsha Haas**, from Keller-Crescent, Dallas,

**SHERLEE BARISH DISCOVERS THE FUTURE.**



In today's cost-conscious world, Sherlee Barish

can provide station managers and news directors with some of the best up-and-coming news talent in the business.

Because she discovers the comers.

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Call her.

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717/296-5044

joins Gouchenour Advertising Inc., Orlando, Fla., as VP and media director.

**Gary Buckland**, associate director, marketing; **Rick Heller**, market research manager; **Dave Konig**, senior account supervisor, and **Terry Livermore**, account supervisor. W.B. Doner & Co., Detroit, named VP's. **Ted Holmes**, copywriter, Ross Roy, Detroit, joins Doner there in same capacity.

**Bob Bardonaro**, corporate director, sales, Mount Wilson Broadcasters Inc., Los Angeles, joins NBC Radio Networks, Burbank, Calif., as director, West Coast sales.

**Peter Nawrocki**, manager, analysis and development, MTV Networks, New York, named manager, direct marketing.

**Julia Abrantes**, sales coordinator, MTV Networks, New York, joins Movietime, Hollywood, cable TV service, as manager, advertising operations.

Appointments at Cochrane Chase, Livingston & Co., Newport Beach, Calif.: **Digi Blanton**, account supervisor, to management supervisor; **Martie Higgins**, account executive, to account supervisor; **Jan Grazer**, account representative, to account executive.

**Siri Jostad**, media buyer, Asher/Gould, Los Angeles, joins Hillier, Newmark, Wechsler & Howard there as account executive.

**Stu Kauder**, assistant account executive, Harrington, Righter & Parsons Inc., New York, named account executive. **Steven Minn**, from WROC-TV Rochester, N.Y., joins HRP, Minneapolis, as account executive.

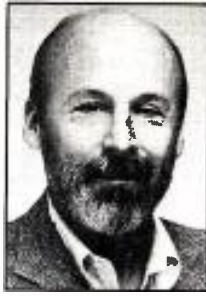
**John L. Fink**, sales manager, KHNL(TV) Honolulu, named general sales manager.

**Richard Herd**, general sales manager, WDSU-TV New Orleans, joins WPCQ-TV Charlotte, N.C., in same capacity.

**Edwin Roach**, acting general manager, WNLC(AM)-WTYD(FM) New London, Conn., named general sales manager.

**John K. Wilson**, former general manager, WTKL(AM) Baton Rouge, joins KNOE-AM-FM Monroe, La., as sales manager.

## Programming



Sealey

**Peter S. Sealey**, president, domestic marketing and distribution group, Coca-Cola's Columbia Pictures, Burbank, Calif., named president and chief operating officer, Coca-Cola Telecommunications. **Paul Coss**, senior VP, programming, Hospital Satellite Network, Los Angeles, joins Coca-Cola Telecommunications as VP, program development.

**Steven R. Hirsch**, VP, sales, King World's Camelot Entertainment, New York, TV program distributor, named president, Camelot Entertainment Sales.

**Diane Rosenstein**, director, creative affairs, Peregrine Producers Group, Los Angeles, joins Agincourt Ventures Ltd., Los Angeles production company, as executive VP, creative affairs and production.

**Michael B. Soper**, VP, development, Public Broadcasting Service, Alexandria, Va., named senior VP, development.

**John Angler**, former VP, business affairs, Reeves Entertainment Group, Los Angeles, joins Orion Television and Orion TV Productions Inc. there as senior VP, business affairs.

**Thomas A. Conway**, senior VP and chief financial officer, ESPN Inc., Bristol, Conn., joins Madison Square Garden Corp., New York, owner of Madison Square Garden Network, cable sports service, as senior VP, finance.

**Edward N. Schor**, counsel, broadcasting, Viacom International Inc., New York, named VP and counsel, communications.

Appointments at domestic television division, Paramount Television Group, Hollywood: **Dick Montgomery**, VP and central regional manager, Chicago, to VP and Western regional manager; **Gerald P. Noonan**, central division manager, to VP and central regional

manager; **Don Salem**, account executive, Dallas, to central division manager, sales, Chicago.

**Michele R. Ruppel**, office manager, International Broadcast Systems Ltd., Dallas, program syndicator, named VP, administration. **Kenneth J. Lamiras**, sales manager, named general sales manager.

**Tom Hunter**, program director, KBPI(FM) Denver, joins MTV Networks, New York, as VP, music programming, MTV: Music Television, cable service. **Dave Sirulnick**, music producer, *Show Biz Today*, Cable News Network, Atlanta, joins MTV as producer, MTV news. **Phil Callaghan**, VP and chief financial officer, Heron Communications Inc., New York, joins MTV Europe, London, as finance director.

**Jill Katz**, director, marketing and sales, Century III Teleproductions, Boston production company, named VP and general manager, digital images division. **Cheryl Pirello Neeson**, account executive, named sales manager, digital images.

**Jack Matthews**, former VP and general manager, Staten Island Cable, New York, joins Playboy Channel, Atlanta, as director, Eastern region, sales and affiliate relations.

**Brian Owens**, VP, programming and development, United Cable Television of Southern California, joins Movietime, Hollywood, cable TV service, as VP, programming.

**Robert Jaffe**, producer, Blair Entertainment's *Fan Club*, syndicated television program, named director, production, Blair Entertainment, Los Angeles.

**Glenn Hayes**, manager, accounting, TDK Electronics Inc., Washington, N.Y., joins Children's Television Workshop, New York, children's television program producer, as assistant corporate controller.

**Craig Sherwood**, mid-Atlantic regional sales manager, CBN Cable Network, Virginia Beach, Va., named acting director, affiliate sales.

**Bobby Hatfield**, program director, WKLX(FM) Rochester, N.Y., joins WDTX(FM) Detroit in same capacity.

**Monica Nettles**, sports producer and director, WCLQ-TV Cleveland, joins WEHS(TV) Aurora, Ill., as program director.

**Clay Daniels**, program director, KXXY-AM-FM Oklahoma City, joins KRMD-AM-FM Shreveport, La., in same capacity.

## News and Public Affairs

**Paula Williams Walker**, news director, KOTV(TV) Tulsa, Okla., joins KHOU-TV Houston as executive news director.

**Stan Orchard**, anchor and reporter, KOMO(AM) Seattle, named news director.

Appointments at United Press International: **Robert K. Kieckhefer**, news projects manager, Chicago, to regional manager and regional editor, Chicago; **David E. Barber**, account supervisor, Sawyer-Ferguson-Walker, Philadelphia, to Philadelphia regional manager; **Paul Walsh**, general desk editor, Washington, to Washington metro editor; **Pam Ramsey**, from



Batusic

**Westwood sales shifts.** In a corporate management realignment at Westwood One, Inc., the Culver City, Calif.-based network radio company that operates the Mutual Broadcasting System, Art Kriemelman, president of Westwood One/Mutual's new combined sales division, has been named vice president of development (new ventures and acquisitions) for the company. Greg Batusic, vice president of sales, Midwest region, Westwood One/Mutual, becomes executive vice president and director of sales, replacing Kriemelman as head of the sales division. (Kriemelman had been co-president of the Mutual Broadcasting System overseeing the sales functions of the network, but when the sales forces for both the Westwood One Radio Networks and Mutual were consolidated in March ["Riding Gain," March 23], he became the sales division

president. Jack Clements, Mutual Broadcasting's other co-president overseeing operations and programming at Mutual's headquarters in Arlington, Va., then assumed the full title of network president.) Batusic, Kriemelman and Clements, report to Bill Battison, president of Westwood One.

Other unrelated appointments at Westwood One: Jerry Sharell, senior vice president, MCA Home Video, Los Angeles, to executive vice president, marketing; Valerie Burchfield, marketing assistant, Westwood One, to manager, marketing services; Eileen O'Connell, director, Westwood One's traffic department, to regional station sales manager. At Mutual Broadcasting, Larry Michael, manager, sports operations, named director, sports.



Savannah (Ga.) Morning News and Evening Press, to West Virginia state editor, Charleston.

**Ron Harig**, executive producer, KTVX(TV) Salt Lake City, joins KMOL-TV San Antonio, Tex., as news director.

**Karen Clauss**, anchor and reporter, KTSI(AM)-KTSM(FM) San Antonio, Tex., joins KBTS(FM) Austin, Tex., as news director.

Appointments at WTNH-TV New Haven, Conn.: **Robert Cohen**, former executive news director, KAKE-TV Wichita, Kan., to assistant news director; **Kevin Hogan**, nighttime assignment editor, to daytime assignment editor; **John Bell**, weekend assignment editor, to nighttime assignment editor; **John Roll**, from WMTW-TV Poland Springs, Me., to photographer.

**Marie L. Dunn**, coordinator, film and videotape services, Showtime/The Movie Channel, New York, joins Worldwide Television News there as executive assistant to William H. Dudar, bureau chief.

**Pamela K. Browne**, news producer, WNEV-TV Boston, joins WCAU-TV Philadelphia as executive producer, new daily information/entertainment program.

**Don Ray**, independent investigative reporter, joins KCBS-TV Los Angeles, as reporter and producer, investigative unit.

**Dan Ryan**, anchor, KUSA-TV Denver, joins KVOA-TV Tucson, Ariz., as sports director.

**Al White**, from WOKR(TV) Rochester, N.Y., joins WWOR-TV Secaucus, N.J., as reporter.

**Mike Caplan**, from WCIA(TV) Champaign, Ill., joins WTVD(TV) Durham, N.C., as weather anchor.

**Sandra Marks**, promotion producer, WEHS(TV) Aurora, Ill., named public affairs producer. **Renee Genova**, promotion editor, named associate public affairs producer.

**Mike Daniels**, announcer and music director, KCCY(FM) Pueblo, Colo., joins KOAA-TV there as weather anchor. **Mark Murray**, director, operations, KVOR(AM) Colorado Springs, joins KOAA-TV as weekend weather anchor.

**Curt Renz**, financial editor, KSTS(TV) San Jose, Calif., joins WCIU-TV Chicago as co-host, *The Stock Market Observer*.

**Mike Ward**, sports director, news reporter and anchor, WRBI(FM) Batesville, Ind., joins WLW(AM) Cincinnati as weekend anchor and reporter. **Ann Alexander**, from noncommercial WVXU-FM Cincinnati, joins WLW as reporter.

**Ron Hyde**, recent graduate, University of Minnesota, Minneapolis, joins WDIO-TV Duluth, Minn., as weekend sports anchor.

**Janet Peckinpugh**, anchor, producer and reporter, WTNH-TV New Haven, Conn., joins WFSB(TV) Hartford, Conn., as anchor.

**Susan Kotch**, morning meteorologist, Weather Network, Morristown, N.J., joins WCBM(AM) Baltimore as weathercaster.

**Dick Stamm**, former police officer, Dayton, Ohio, joins KVUD-FM Kettering, Ohio, as morning traffic reporter.

**Rich Masters**, from KWQC-TV Davenport, Iowa, and **Pamela Jordan**, from WAPT(TV) Jackson, Miss., join KSLA-TV Shreveport.

**Getting out the vote.** Ballots have been sent to general managers of radio and television stations that are members of the Associated Press to elect representatives to the board of directors of Associated Press Broadcasters Inc. Two directors from nine geographical regions serve four-year terms on the board. Directors from four regions will be chosen this year. Candidates include (\* for incumbents): \*John R. Corpron, senior vice president, news, WPix Inc., New York, and John D. Sawhill, vice president and general manager, WJAR(TV) Providence, R.I., for region serving Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont; \*H. Randolph Holder, president, WGAU(AM)-WNGC(FM) Athens, Ga., and Truman Conley, executive vice president, WCHY-AM-FM Savannah, Ga., in region serving Florida, Georgia, North Carolina, and South Carolina; \*Norm Schrader, news director, WDAY-AM-FM-TV Fargo, N.D., and Randy Allen, station manager and news director, WKOW-TV Madison, Wis., in region serving Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota, and Wisconsin; David J. Barrett, general manager, radio, Hearst Broadcasting, and VP and general manager, WBAL(AM)-WYY(FM) Baltimore, and Edward G. Rogoff, president, CRB Broadcasting, New York-based owner of five AM and six FM stations, in region serving Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, and Virginia. Ballots must be returned to AP by July 31.

La., as reporters.

## Technology



Adelman

**Joseph A. Adelman**, senior VP, Color Systems Technology, Marina del Rey, Calif., black-and-white movie colorizing company, adds duties as president, CST Entertainment, distribution and marketing subsidiary.

**J.H. Arnold Jr.**, senior VP, Radiation Systems Inc., Sterling, Va.,

manufacturer of antenna systems for satellite earth stations, adds duties as president and chief operating officer, technical products division. **Richard W. Patton**, consultant, Radiation Systems, named VP, business development. **John Wallace**, VP and general manager, Universal Antennas Inc., Richardson, Tex., subsidiary of Radiation Systems, named president and chief operating officer.

**Andre de Szekely**, executive producer and director, feature film creative post production, ABC-TV, New York, named VP, motion picture post production, ABC Entertainment.

**James A. Tipton**, Northeast general manager.

**Toshiba America**, joins dbx, Newton, Mass., audio electronics firm, as VP, sales.

**Roi Agneta**, director, engineering, Chyron Telesystems, Melville, N.Y., named VP, engineering, telesystems and video products divisions.

**H. Howard Smith**, marketing operations division manager, AT&T, New York, joins Teleport Communications there as VP, sales and marketing.

**Ron Chaffee**, director, client services, Lawrence Behr Associates Inc., Greenville, N.C., named general manager, co-owned LBA Technology Inc., manufacturer of antenna products for broadcast systems.

**Rich Ellis**, sales/marketing executive, Complete Post, Los Angeles, joins Video Transitions Inc., Hollywood, videotape editing facility, as director, sales and marketing.

**Thomas F. McGowan**, international sales manager, Cubicomp Corp., Hayward, Calif., manufacturer of TV graphics systems, named Western regional sales manager.

**Walter E. Werdmuller**, sales and marketing manager, broadcast products division, Barco Industries, Los Gatos, Calif., joins Pinnacle Systems Inc., Santa Clara, Calif., manufacturer of video graphics systems, as international marketing manager.

**John Fitzpatrick**, from Viacom Cable's Pierce county, Wash., cable system, joins Northwest Cable Interconnect, Tacoma, Wash., as chief engineer.

**Noele de Saint Gall**, account executive, Univision, Los Angeles, joins DUBS Inc., Hollywood, videotape duplicating company, as sales representative.

**Dana R. Beifus**, chief engineer, ERD Corp., Cleveland, joins WEHS(TV) Aurora, Ill., in same capacity.

**Scott Miller**, studio engineer, WRUF-AM-FM Gainesville, Fla., joins WKTK(FM) Crystal River, Fla., as chief engineer.

## Promotion and PR

**David Horowitz**, former VP, advertising, publicity and promotion, Warner Brothers Television, Los Angeles, joins Rogers & Cowan Inc., Los Angeles, public relations firm, as executive VP, television division.

**Michael Dunstan**, president, Dunstan & Associates Inc., Minneapolis public relations firm, joins Bozell, Jacobs, Kenyon & Eckhardt Public Relations there as senior VP and managing director.

**Ken Christensen**, director, advertising, Turner Program Services, Atlanta, named VP, advertising and promotion.

**Leslye Schaefer**, VP, special markets and services, MTV Networks, New York, named VP, marketing and promotion, MTV's VH-1 cable service. **Paul La Rocca**, director, national field marketing, Rogers Merchandising, New York, joins MTV Networks as director, marketing and promotion development.

**Joseph A. Maddox**, national marketing director, corporate circulation, *Wall Street Journal*, New York, joins Gouchenour Advertising

Inc., Orlando, Fla., as VP and public relations director.

**Claudia Gryvatz Copquin**, public relations executive. Univision Inc., New York, Spanish-language TV network. named general executive, public relations. New York, of parent, Los Angeles-based Univisa Inc.

**Ellen Dressler Bloch**, executive director. Artquake. annual arts festival. Portland, Ore.. joins Oregon Public Broadcasting there as director. public information.

**Jim Girodo**, director. creative services. WPLG(TV) Miami. joins KUSA-TV Denver as director. advertising and promotion. **Jean Galloway**, from Galloway Vigil & Associates. Denver public relations firm. adds duties as director. community affairs, KUSA-TV.

**John T. Calver**, consultant. creative services. Frank N. Magid Associates. Marion, Iowa. joins KMBC-TV Kansas City, Mo.. as director. promotion.

**Carrie Alonge**, legislative assistant for economic and budgetary affairs. Representative Andy Ireland (R-Fla.). joins WPTR(AM) Albany-WFLY(FM) Troy, N.Y.. as promotion director.

**Eric Thom**, promotion director. WEZN(FM) Bridgeport, Conn.. joins WEBE(FM) there as director. promotion and special projects.

**John Martin**, announcer. WINX(AM) Rockville, Md.. adds duties as promotion coordinator.

## Allied Fields

**Richard V. Ducey**, VP. research and planning. National Association of Broadcasters. Washington. named senior VP.



Ducey



White

**Jeffrey White**, VP. finance. CBS News. New York. joins Broadcast Music Inc. there as VP and chief financial officer.

Appointments at Media General Broadcast Services. New York. media placement firm: **Jeremiah A. Riley**, VP. secretary and chief financial officer. Integrated Barter International Inc.. New York. to senior VP and chief financial officer: **Lourdes Marquez**, associate broadcast director. to VP and director. television operations: **Robert J. Richards**, assistant VP. sales. The Mediators Inc.. New York. to director. corporate development.

Officers elected by Broadcast Promotion and Marketing Executives. Lancaster, Pa.: **Joseph Logsdon**, WFTS(TV) Tampa, Fla.. president: **Alan Batten**, WSOC-TV Charlotte, N.C.. president-elect; **Linda Nix**, WDSU-TV New Orleans. VP and treasurer: **Bert Gould**, Showtime/The Movie Channel. New York. secretary: **Judy Horan**, WOWT(TV) Omaha. immediate past president.

**Richard W. Chapin**, president. Midwest division. DKM Broadcasting. Atlanta. joins R.C. Crisler & Co.. Cincinnati, broker, as VP.

**Bill Monroe**, former executive producer and moderator. NBC News's *Meet the Press*. joins *Washington Journalism Review* as editor.

**Joseph V. Charyk**, board member and former chairman and CEO. Comsat Corp., Washington. awarded National Medal of Technology by President Reagan at White House.

Officers elected by International Radio & Television Society Inc.. New York: **James L. Greenwald**, Katz Communications, president; **Betty Hudson**, VP. NBC Inc.. first VP; **Mark H. Cohen**, Capital Cities/ABC Inc.. **Gerald Levin**, Time Inc.. and **Tony Malara**, CBS/Broadcast Group. VP's: **Jerome Boros**, Fly. Shuebruk, Gaguine. Boros & Braun, secretary: **Gerald Hassell**, The Bank of New York. treasurer.

Officers elected by Maryland/District of Columbia/Delaware Broadcasters' Association Inc.: **Malcolm D. Potter**, WBAL-TV Baltimore. president; **C. Robert Taylor**, WDEL(AM)-WSTW(FM) Wilmington. Del.. VP; **Michael T. Burns**, WCMD(AM) La Plata, Md.. secretary; **James A. Hammond**, WCEI-AM-FM Easton, Md.. treasurer.

**Mendes J. Napoli**, former director. news and program development. Scripps Howard Broadcasting Co.. Cleveland. joins Museum of Broadcasting. New York. as director. curatorial departments.

**Hilary B. Thomas**, VP. Videodial Inc.. New York. named chairman of board of directors. Videotex Industry Association. Arlington, Va.

**John Furia Jr.**, chairman. The Furia Organization Inc.. Los Angeles. appointed to board of directors. National Captioning Institute Inc.. Washington. **Howard N. Nemerovski**, partner. Howard. Rice. Nemerovski. Canady. Robertson & Falk. San Francisco law firm. named to executive committee. NCI.

**Leonard Robert Raish**, partner. Fletcher. Heald & Hildreth. Washington communications law firm. named winner of superior performance award of Armed Forces Communication Electronics Association. Washington. for his work as association's general counsel.

**Elisabeth Swanson**, manager. special projects. Frazier Gross & Kadlec Inc.. Washington communications consultant. named manager. economic studies and valuations. **Achmad Chadran** and **Carlyn Liberman**, junior financial analysts. to financial analysts.

**Dan Halyburton**, VP and general manager. KLIF(AM) Dallas-KPLX(FM) Fort Worth. elected chairman. Arbitron Radio Advisory Council. **Dennis R. Israel**, president. Empire State Radio Partners. owner of WGY(AM)-WGFM(FM) Schenectady. N.Y.. elected member of radio advisory council. **Josh Chasin**, senior research analyst. statistical services department. Arbitron Ratings. New York. named manager. market development. advertiser/agency radio sales. **Joni B. Challenor**, VP and general manager. WFOG(FM) Suffolk. Va.. joins Arbitron. New York. as account executive. Eastern advertiser/agency radio sales. **Jane B. Shapiro**, from John Blair & Co.. New York. joins Arbitron there as client service

representative.

**Roy Rothstein**, account executive. AGB Television Research. New York. named director. network sales. **Barbara Gordon**, director. research and market services. cable and new technologies. CBS Inc.. New York. joins AGB as account executive. agency and advertiser sales. **Debbie Reichig**, cable consultant. AGB. named account executive. cable sales.

**Jane Dulin**, recent graduate. University of Iowa. Iowa City. joins Cable Television Information Center. Alexandria, Va.. as research associate.

**Linda M. Wellstein**, communications attorney. Schnader. Harrison. Segal & Lewis. Washington. joins Comsat there as attorney. world systems division.

**Christopher Beck**, independent consultant. joins Wally Clark Productions. Burbank, Calif.. consultant. as VP. sales training.

**Bill Enders**, former general sales manager. WWWW(AM)-WDOK(FM) Cleveland. joins National Basketball Association's Cleveland Cavaliers as VP. broadcast sales.

## Deaths



White

**Steve White**, 60. director. affiliate services. NBC Radio Networks. New York. died June 27 of cancer at Memorial Sloan Kettering hospital. New York. White joined NBC as page in guest relations department in 1943. He worked as radio announcer. producer and director at stations in Stamford, Conn.. and New York in 1940's and returned to NBC in early 1950's to produce *The Kate Smith Show*. In 1952-63 he was program manager. WNBC(AM) New York. and then joined NBC Radio as manager. special features. Other positions he held at NBC Radio included executive producer. *Monitor* series; manager. advertising and promotion. and regional manager. affiliate relations.

**Duane Ellett**, 64. children's show host for past 30 years at WHO-TV Des Moines. Iowa. died June 22 of heart attack while jogging near his Des Moines home. Ellett joined WHO(AM) in 1948 as announcer. He is survived by son and two daughters.

**Thom Thomas**, 32. reporter. KPHO-TV Phoenix. died of cancer in Phoenix. Before joining KPHO-TV. Thomas served as reporter. Southern Illinois bureau. WPSD-TV Paducah, Ky.. and assistant news director. WCIL-AM-FM Carbondale, Ill.

**Julia Inman**, 57. TV editor. *Indianapolis Star*. died June 19 in Indianapolis. At time of her death. Inman was working with Howard Caldwell. anchor. WKTV(TV) Indianapolis. to establish Museum of Indiana Broadcasting there.



## Keeping them up to date down on the farm

If there were a "ubiquitous farm broadcaster" award, it would go hands down to the vice president and agricultural services director of WGN Radio, Chicago. Like most farm broadcasters, Orion (pronounced Ore'-ee-on) Samuelson is both a reporter and an advocate of the agricultural community, a dual role he has reconciled and appears to relish.

Samuelson shares with his listeners a day that starts before sunup—in Samuelson's case as early as 3 a.m. It takes a long day for him to conduct his multifold business.

Samuelson reports agribusiness news, agriculture-related news stories and features on radio and television—both broadcast and cable. Daily he and his assistant, Max Armstrong, provide 16 separate radio reports for WGN(AM). For the two-year-old Tribune Radio Network, they do 13 agribusiness reports a day. Samuelson has a daily syndicated radio program, *National Farm Report*, that goes out via tape to 300 stations. For Tribune Entertainment, Samuelson does a weekly, 30-minute syndicated television program, *U.S. Farm Report*, on 135 stations and on about 7,000 cable systems via superstation WGN-TV. The show airs at 7 a.m. Saturday, Chicago time, and Samuelson concedes that "when you get to the Rockies and Pacific, that's pretty early for those folks out there." Still, he says, "I get mail from the north slope of Alaska." If past is prologue, he may deliver his response in person.

Samuelson travels extensively—he was in Moscow for the signing of the U.S./USSR grain agreement in 1983, has traveled to China and is currently in Birmingham, England, where he will be doing radio feeds and two TV shows from the Royal Agriculture Show. He logs upwards of 70,000 miles a year, many of them en route to delivering an average of 60 speeches. One such speech could begin: "I was born March 31, 1934, in the front room of an Ontario, Wis., farmhouse with no running water, no electricity and no telephone."

Samuelson's introduction to radio is equally the stuff of cliché. As a teen-ager, he contracted a hip disease that confined him to bed for two years. He listened to a lot of radio—the set was battery powered. "Although my voice hadn't changed, and I'd never stood up in front of anyone in my life, I decided I wanted to be a radio announcer." He got his first radio exposure while still an invalid. He would travel to LaCrosse, Wis., for treatment, and while there he would make his way, via crutches, to the site of a local man-in-the street radio program, on which he became something of a regular.

Samuelson graduated from Ontario High School in 1951, having done some public speaking in 4-H Club and Future Farmers of



ORION CLIFFORD SAMUELSON—Vice president and agricultural services director, WGN Radio, Chicago; b. March 31, 1934, Ontario, Wis.; attended American Institute of the Air, Minneapolis, 1952; announcer, WKLJ(AM) Sparta, Wis., 1952-1954; announcer, WHBY(AM) Appleton, Wis., 1954-56; farm broadcaster, 1956-58, WBAY-AM-TV Green Bay, Wis.; director of farm department, WBAY-AM-TV, 1958-1960; farm director, WGN(AM) Chicago; present position since 1975; m. Judy McNutt, Aug. 31, 1974; Children by previous marriage—David, 25; Kathy 22.

America competitions. Recovered from his illness, but unable to do the heavy work of farming, Samuelson looked to college. He had a one-year scholarship to the University of Wisconsin, but after three weeks, he discovered that "all they were going to do was teach me journalism. They didn't have any broadcast classes." Neither of Samuelson's parents had gone to college, and, considering he would be giving up a scholarship "it took a lot of understanding for them to say 'OK.'" But they did, provided he found somewhere to learn radio announcing. That somewhere was American Institute of the Air (it is now called the Brown Institute) in Minneapolis, where he took a six-month "nuts and bolts" course in radio announcing.

His first job was as a disk jockey for day-timer WKLJ(AM) Sparta, Wis., all of 17 miles from home. "I would get up and milk cows, then go into town and be a radio broadcaster," he says. "I did news and sold time and played polka music"; and learned a lot about the business, he adds.

It was only a matter of time before Samuelson, who had ambitions beyond the rewards of polka and Sparta, moved to a bigger pond. That turned out to be Appleton, Wis., to full-timer WHBY(AM), where he was again an announcer—6 p.m. to midnight.

In 1956, WBAY-AM-TV Green Bay, Wis., co-owned with WHBY, needed a farm broadcaster: "They had a three-man farm department and were doing an hour of live televi-

sion every day from noon to one, and two-and-a-half hours on morning radio." Television was the "big time," says Samuelson, so announcer Samuelson became a farm broadcaster. From Samuelson's description, the big time bore some resemblance to the big top: "There was a live band on the TV show to break up the weather and the markets and the interviews and the live animals and the tractors that we drove into the studio." But he also learned the business. Two years later he was head of the department.

He was, he says, "fat and happy and working hard." But the lure of the larger market again proved strong. The farm director of WGN(AM) Chicago resigned. Samuelson planned to apply "just to see where I stood in the industry," and without any expectation of getting the job, or intention of taking it. Before he had the chance to apply, a friend told him that WGN planned to call him. He waited and it did, offering to pay his way to an interview. "I didn't want to live in the big city," he says. But it was "a free trip to Chicago."

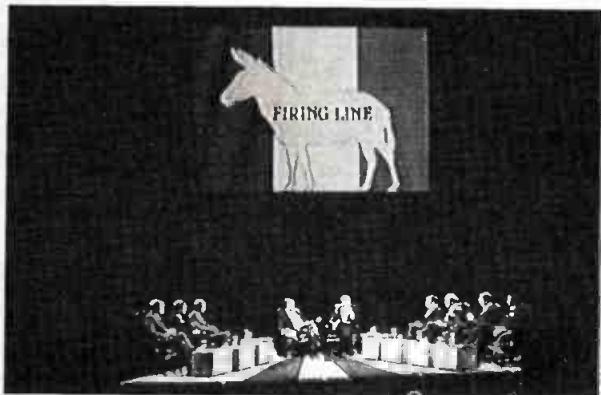
WGN was persuasive; Samuelson faced "the toughest decision I ever made." Looking back, he adds, "it scares you to death that you could have said no." He didn't.

He told himself he would stay five years "get WGN on my resume and get back to the country." That was 27 years ago. One of Samuelson's favorite lines is that he "got tired of getting up at 5:30 in the morning to milk cows, so I left to become a farm broadcaster. Now I get up at three in the morning to do a program for people who get up at 5:30 to milk cows." But he still keeps his hand in, so to speak. He has won the Illinois State Fair cow milking championship for the past three years.

Samuelson says there is a difference between farm broadcasting and other news reporting. "When I started farm broadcasting, I felt I had one basic job: to talk to farmers and give them the information they need to make their daily business decisions. But since the early '70's, when food prices started to go up dramatically and consumers started to get angry with farmers, I feel a responsibility to talk for farmers." Part of that responsibility comes from his position: "With my being able to broadcast on a 50,000 watt clear from downtown Chicago with a tremendous city audience, farmers regard my role as explainer of what they are as almost as important as letting them know what the markets and weather are doing."

There is, says Samuelson, an advocacy that is sometimes a fine line to tread. "I am a reporter, but I'm trying to inform the farmer" while at the same time "educating the non-farmer so that they have a little better appreciation of what it takes to put food on the table." In that process, he says, he gets close to the farmer, and vice versa. "You can't do an agricultural show from an office in Chicago."

**Turner Broadcasting System**, whose First Amendment suit against FCC was one of two that led U.S. Court of Appeals in Washington to declare old **must-carry rules** unconstitutional, has **decided not to challenge new rules** that went into effect last month and expire after five years. "In light of the limited scope and duration of the new rules, and after examining carefully the current impact of the new rules, TBS determined that it was unnecessary to pursue a further judicial challenge," said Arthur Sando, VP-corporate communications, TBS. Meanwhile, **group of cable operators** represented by Washington attorney Jack Cole **filed initial brief** in support of its contention that **new rules, although less burdensome to cable operators, are no less violation of their First Amendment rights.** "Must-carry constitutes a 'prior restraint' since it directs, in advance, cable distribution of designated 'qualified' speech sources as well as mandating the format of distribution . . .," brief said. "As with the prior, unconstitutional rule, certain favored stations are 'guaranteed' the right to convey their messages over the cable system while . . . cable programmers [and now 'unqualified' local stations] must vie for a proportionately diminished number of channels," brief said. It also argued that rules "constitute a taking" of cable operators' property without compensation—violation of Fifth Amendment. Richard Leghorn, former cable operator with interest in protecting First Amendment rights of cable operators, also asked court to throw out rules on First Amendment grounds. According to Leghorn's brief, rules' ancillary requirement that cable operators offer subscribers A/B switches that allow them to switch between cable and off-air reception "serves the governmental interests involved without intruding on cable operators' editorial discretion or ranking speakers based on the government's assessment of their worth."



**Democratic hopefuls face off.** Public broadcasting last week stole march on other organizations hoping to present presidential debates. In two-hour special edition of William Buckley's Firing Line, on Wednesday night, seven candidates for Democratic presidential nomination—Representative Richard Gephardt, of St. Louis, former Arizona Governor Bruce Babbitt, Massachusetts Governor Michael Dukakis, Senator Paul Simon of Illinois, Senator Joseph Biden of Delaware, Senator Albert Gore Jr. of Tennessee, and the Rev. Jesse Jackson—answered questions from co-hosts Buckley and Robert Strauss, former Democratic National Committee chairman. PBS show was seven months in advance of first contest—Iowa caucuses—and ahead of presidential debates being planned by commercial networks, several newspapers and Iowa Farm Unity Coalition, among others. League of Women Voters, which has established itself as primary sponsor of presidential debates, plans to sponsor debates among Democratic candidates in Manchester, N.H., on Feb. 13 and Republican, next night, and in Nashville, among Republican candidates on March 5, and Democratic, March 6. Debate in Houston was earliest nationally televised debate among presidential candidates ever. Firing Line host Buckley will have opportunity to question Republican presidential candidates in special program scheduled for Sept. 2.

**CBS** is expected this week to **inform Nielsen it will cancel service** when current contract expires in September when people meter service takes effect. CBS source cited general problems in Nielsen's people meter service, such as low rate of useable data being generated by people meter sample base, and tendency of persons in metered homes to stop pushing buttons regularly over time. Also, CBS has taken position that sample base itself contains some geographic and "psychographic" biases not favorable to network.

**Nielsen** turned on its **15th metered market** last Thursday (July 2)—24th-ranked **Hartford/New Haven, Conn.** As of Jan. 1, Nielsen reported 813,230 homes there.

**CBS, Fox Broadcasting Co. and National Football League** confirmed last week **receipt of subpoenas** from Federal Trade Commission relating to commission's inquiry into how new NFL television pacts were awarded. Subpoenas request all documents relating to contract talks, in addition to documents concerning other sports rights negotiations going back to 1980. Recipient of one of subpoenas said thrust of investigation was to determine if networks had colluded to pressure NFL to keep basic rights structure in place (basic structure, with exception of addition of cable package award to ESPN, 80% owned by ABC) or to otherwise block FBC, HBO and other cable entities from getting piece of action. FBC executives insist their bid for Monday night package was more than annual \$116 million paid by ABC.

**Cablevision Industries Corp., Liberty, N.Y., completed purchase** of 60-channel system serving **65,000 subscribers in West San Fernando Valley** area of Los Angeles for **\$103.5 million.** Seller was Hollinger Inc., Toronto. Cablevision spokesman said 30% penetration is "typical" of cable system in Los Angeles. Through cooperation with other area cable operators, he said, "we are hoping to do much better than that."

After two months with only tentative commitment from network, CBS said last week that news magazine show **West 57th** has been given **"firm renewal" for fall.** CBS/Broadcast Group President Gene Jankowski had been saying show would have to average about 16 share to get fall go ahead for Saturday 10-11 p.m. slot. So far this summer, in three Saturday outings, program has averaged 13 share, but improved from 11 to 16 share. "This will now enable our producers to work with assurance preparing new stories for September and beyond," he said.

**FCC has extended comment period on AM broadcasters' use of synchronous transmitters from July 7 to Nov. 9,** with replies now due Dec. 9. National Association of Broadcasters requested delay, second in proceeding, citing lack of technical data from experimental synchronous transmitter operations authorized earlier by commission.

President Reagan's announced **decision to nominate Judge Robert H. Bork** to Supreme Court has **cheered lawyers who defend media clients in libel cases.** Bruce Sanford, leading First Amendment lawyer, with newspapers and broadcasters among his clients, cited Bork's concurring opinion siding with majority in *Ollman v. Evans*, in 1984. U.S. Court of Appeals in Washington, on 6-5 vote, had ruled in favor of columnists Rowland Evans and Robert Novak in case in which former member of University of Maryland faculty had sued them for libel. "The breathtaking sweep of [Bork's] opinion reveals a sensitivity to the First Amendment in libel cases," Sanford said. "It made him a First Amendment lion." Sanford also saw opinion of judge known as staunch conservative as signalling "to new wave of conservative judges" that kind of libel law enunciated by Supreme Court under Earl Warren—specifically including landmark *New York Times v. Sullivan*—was sound and should be given "force and effect." Bork's principal opponent in *Ollman*—who wrote separate dissenting opinion—was Judge Antonin Scalia, who was appointed to Supreme Court last year (BROADCASTING, June 23, 1986).



**Flexible talk.** Comments poured into Senate Commerce Committee last week concerning U.S. international communications policy and role of Comsat, with one particular viewpoint suggesting Intelsat "may shrink in size" over the next several decades because of competition and calling for flexible pricing to offset that end. Those comments came from Leland L. Johnson, of the RAND Corp., a well-known authority on international communications. He said Intelsat will continue to play a pivotal role, since it would be unthinkable to build a terrestrial network that would duplicate the hundreds of Intelsat pathways. So for point-to-point service, satellites "will remain the medium of choice," he said. "But Intelsat may shrink in size," in terms of both revenues and investment base, "at least through 1995," Johnson said. And that, he noted, would be "a dramatic change."

Intelsat's total revenue increased from \$216 million in 1980 to \$488 million in 1986, while net investment in satellites and other equipment more than doubled, from \$673 million to \$1.5 billion. Johnson projects a drop in revenues to a level of \$438 million by 1995. If member countries were to insist on Intelsat continuing to pay the target 14% return on investment, Johnson said, the investment base would also decline.

Johnson sees competition—which has been little problem for Intelsat in its 23-year history—as causing the shrinkage in revenues and investment. Like most analysts of the international communications market, including those at Intelsat, Johnson sees the primary threat as being posed by fiber optic undersea cables, and separate satellite systems as only a secondary problem. Johnson suggested pricing flexibility would sharpen Intelsat's competitive edge. He also suggested government consider permitting systems authorized by the FCC to compete with Intelsat in carrying switched traffic, saying a ban would be "increasingly unsustainable" in the face of continuing technological advances and market opportunities.

**Six Hollywood studios** last week won claims-court argument as to whether they or television networks were entitled to investment tax credit on all filmed television programs. ABC, acquired last year by Capital Cities, filed suit in U.S. Claims Court in 1982 asking for ruling that network was entitled to credit on programs broadcast from 1962 to 1972. NBC filed similar suit, but dropped it last year. CBS never filed claim. Argument centered on which side assumes risk in producing programs and is therefore entitled to credit. ABC sought credit in view of rising costs of programming. Production companies—Columbia, MGM/UA, Paramount, 20th Century Fox, Warner and Universal—which have been taking credit, feared loss on issue would jeopardize claims to credits on programs produced for all three networks, estimated at \$100 million annually. Claims court ruled that producers were entitled to investment tax credit under Internal Revenue Code and Treasury Department regulations. Motion Picture Association of America said amount at stake in dispute was about \$500 million. Capcities/ABC spokesman said, "We're reviewing the decision and our options."

In first trial stemming from investigations into awarding of cable franchises in New York City, New York State Supreme Court Justice and Queens Administrative Judge Francis X. Smith was found guilty in Queens State Supreme Court on five counts of perjury and three counts of contempt for giving what jury felt was evasive testimony before grand jury last fall. Grand jury had asked Smith about conversations and meetings with representatives of Cablevision Systems Corp. (who was seeking Queens franchise in 1981), Donald Manes (then Queens Borough president who killed himself last year amid other corruption charges), and John Zaccaro, husband of former Democratic vice presidential candidate, Geraldine Ferraro. Smith's chief attorney, Jacob D. Fuchsberg said last week that he will appeal, and called verdict "a very bad miscarriage of justice."

Negotiators for **Screen Actors Guild** have expressed hope that they may be close to reaching settlement with at least two of four major Hollywood animation studios and end three-week-old strike by cartoon voice-over actors. Optimism comes after tentative agreement was reached last week with Hanna-Barbera Studios, which broke away from Walt Disney Studios, DIC Enterprises, Marvel Productions and Fimation and made separate deal with union. SAG had to make some concessions, but received much of what it sought: four-hour workday (beginning March 1988); 10% increase in minimums for actors who provide third cartoon voice on same program; 5% pay raise retroactive to July 1, 1986, plus additional 5% raise next January, and no residual concessions. In return, Hanna-Barbera will get some work free of charge if lines have to be redubbed. Other studios oppose four-hour workday proposal. Nonetheless, SAG officials said they believe guild may settle with at least two of remaining studios by end of this week. Guild spokesman declined to name which studios they were, but union sources say it could be DIC and Fimation.

**Mutual Broadcasting System** has agreed to new three-year contract for 40 correspondents and editors represented by **American Federation of Television and Radio Artists**, with 3% annual salary increase for on-air talent and 4% for news editors.

**Comsat** has signed five-year, \$15-million-plus contract with **European Broadcasting Union** to supply full-time international TV transmission service. EBU will use one-way, 24-hour link on Intelsat V to feed news material from its New York and Washington bureaus to its 38-member broadcasters in Europe. Service is expected to start next December out of Comsat's 13-meter video earth station at Staten Island Teleport in New York.



**Bright 'Light'.** CBS-TV's daytime serial drama, *Guiding Light*, is celebrating its 50th anniversary and 35th on television in 1987. The show, which began on radio in January 1937 as a 15-minute, daily show, and moved to television in June 1952, is the only remaining daytime drama that was originally on radio and is broadcasting's longest-running drama. A formal dinner and dance were held to honor *Guiding Light* last Monday (June 29) at the New York State Theater at Lincoln Center. The gathering was attended by 700 guests, including former and current cast members, production crew members and officials from CBS and Procter & Gamble, the series' producer. Guest of honor was Arthur Peterson, an original cast member on the radio version who played Dr. John Rutledge from 1937 through 1946. Above, Kim Zimmer (l), cast member of the current TV series, poses at the dinner with Gene Jankowski, president, CBS/Broadcast Group. The day after the dinner (June 30), Zimmer won her second daytime Emmy award as outstanding actress for her role as Reva Shayne on the show. During the week of June 29-July 3, *Guiding Light* presented encore scenes from past shows chosen on the basis of suggestions from viewers. Two other events marking the anniversary are scheduled for January 1988. Ballantine Books will publish "*Guiding Light: A 50th Anniversary Celebration*" by Christopher Schemering and the Museum of Broadcasting, New York, will present a seminar with a panel of past and present producers, writers and actors.

## Editorials

**Let it grow**

Legislators who think the government can push a button and make satellite-delivered television programming fall from the sky on every backyard earth station are back in the limelight. There was another hearing last week before the House Telecommunications Subcommittee on H.R. 1885, the bill to regulate satellite program delivery.

It heard the usual cries, orchestrated by dealers in home satellite dishes, that scrambled programming is unavailable or overpriced and kept from dish owners by greedy cable operators. The facts, as calmly related by FCC Chairman Dennis Patrick and Alfred Sikes, administrator of the National Telecommunications and Information Administration, are that the market in satellite-to-home programming is still in its early development with disparate forces contending for position. What else to expect of an enterprise in its first stage of painful growth?

The FCC, NTIA and, most important, the Department of Justice have been studying the market—Justice for two years—without finding evidence of connivance or restrictions of trade. Indeed all the evidence points to a market about to sort itself out and start selling. The backlog in decoder orders and rush to expand production facilities are by themselves good enough signs of a market doing what comes naturally.

**Let's hear it for the uncommon carriers**

One never knows when—or where—he's going to run into the First Amendment these days. It surfaced last week in an uncustomary forum, the U. S. District Court in Washington, before Judge Harold Greene. The invoker: U. S. West, one of the Bell operating companies, in behalf of its ambitions to provide information services to the home.

The broader, and eventual, question, of course, is whether telephone companies will be permitted to provide video services in competition with existing cable operators. The issue is too complicated to be dealt with definitively now—and perhaps even too young—but it may not be too soon to begin wondering about the implications.

To begin with, and as the world knows by now, this page is favorably attuned to First Amendment speakers—would-be or actual. The more the merrier is our usual position. And yet we have initial if not grave reservations about telco entry into the Fifth Estate.

The reason is that telcos are common carriers. By our definition, that takes them out of the free speech category. They are denied by law the right to editorial discretion, compelled as they are to admit all comers. Indeed, it is that same all-comers principle, as enunciated through the so-called fairness doctrine, that raises hob with the First Amendment rights of broadcasters. As we see it, speech is not free if it is mandated upon the medium that carries it.

That is why, among other reasons, we resist those who would subject cable television to common carrier regulation. The importance of that medium, ultimately, is not in its wire but its programming, which the operator has the obligation to maximize. Tying the industry's hands with a first-come-first-served status defeats the purpose of a free press.

It's the reason, too, that we discourage those in cable who might hanker after common carrier status—say, in the year 2000, when the medium might be in the 90th percentile in TV homes penetration. It may be tempting to contemplate the profits that might then be made by the typical common carrier's regulated

rates and guaranteed returns. But it would be ruinous to the medium's performance as a First Amendment speaker, which is why the nation should be interested in cable to begin with.

Under the modified final judgment, Judge Greene gets the opportunity to rethink the telco admission question every three years. We hope he gets another chance in 1990.

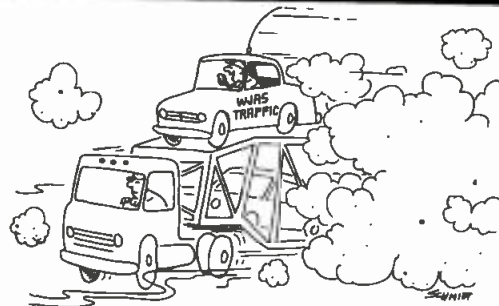
**Tell em' what you told 'em**

The appellate court's rejection of the FCC's rationale for lifting commercial restrictions on children's television programming was hailed as a reregulatory message by Action for Children's Television, which, it is well to remember, had initiated the appeal. The meaning of the decision is not quite the same when read in this corner. Peggy Charren's conclusion that a reimposition of restrictions is the inevitable result of the court's decision is more wishful thought than legal analysis.

The court, to be sure, criticized the lack of evidentiary reasoning for the change in FCC policy, but it has given the FCC a chance to try again. If the FCC has the will and the means to write a new rationale that will meet the court's satisfaction, the matter will presumably be settled. Politically, however, the odds on that "if" are lengthened by the presence of children in the equation. The well-being of children is not at issue. How to do it no harm is. If nine minutes of commercials an hour are acceptable in children's programs, are 10 minutes an hour wrong?

The court did not say that the marketplace does not work, or that a return to regulation—including that of children's programming—is either required or desired. In fact, on the second allegation in the Act suit, that the FCC failed to justify its revision of program logging requirements, the court found that the commission had "substantially supported" that deregulatory move. What the court said was this: "The commission grounded its general deregulation of television commercialization on the determination that market forces alone could adequately police the commercial content of television...[W]e can discern no reason to question [that determination's] validity. It is only" the court said, "when the commission applied that broad general policy judgment to the special realm of children's television that complications arise."

The principal complication, the court indicated, is that the commission, having historically singled out children for special treatment, needs to explain how their special needs may be protected by the marketplace. Is there evidence that those needs have been ignored or disserved by the children's programming that has been deregulated?



Drawn for BROADCASTING by Jack Schmidt  
*"This is Sky One. I'm breaking through the fog now and have a clear view of the traffic pattern below."*



# Some people think this photograph is more explosive than this bomb.

No pictures allowed. Not of civil unrest. Not of the police. Not in South Africa after the government's harsh press restrictions were announced in June 1986. The only way photographer David Turnley of Knight-Ridder's Detroit Free Press could do his job was to risk getting arrested. Turnley was detained, searched, interrogated and released. Despite the ban, Turnley, based in Johannesburg, has continued to document the struggle. The imbalance

of power between South Africa's 24 million blacks and 4.8 million whites. Living under apartheid. In a land borrowing time. In a place perpetually in mourning as thousands die in Soweto, Swaziland and Mamelodi. A 16-page collection of David Turnley's photographs was published in the Detroit Free Press last December. It won the Overseas Press Club Award for photographic reporting abroad. He feels that if restrictions get tighter, those photos might

be the last portrait of South Africa for years to come. In South Africa, David Turnley is one of 18 staff members working at 15 Knight-Ridder foreign bureaus around the globe. He has traveled for more than a year throughout South Africa, photographing a land of astonishing contrasts, in its worst time of strife. Few newspapers would put this kind of effort into a story. But the Detroit Free Press is a Knight-Ridder newspaper.



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TO REPRESENT  
ITS STATIONS.**

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**KOSA-TV**

*Odessa-Midland, TX*

**WHOI-TV**

*Peoria, IL*

**WSAW-TV**

*Wausau, WI*

**WTRF-TV**

*Wheeling, WV-Steubenville, OH*

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