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on indecency



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IDENTITY**

Produced by Sunrise Films Ltd. in association with Scholastic Productions Inc. and the CTV Television Network Ltd.

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ELSE LIKE IT!**

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Broadcasting Jan 18

Following Campaign '88...page 43.

FCC inquires into TV broadcast of R-rated film...page 46.

Sorting out year's worth of peplemeter...page 47.

THE MAKING OF A PRESIDENT □ It is not only proliferation of news operations focusing on Campaign '88 that is setting it apart from previous presidential election years. BROADCASTING's coverage of Fifth Estate's election coverage begins with overview by chief correspondent, Leonard Zeidenberg on **PAGE 43.**

REINSCH REMEMBERS □ From FDR to LBJ, J. Leonard Reinsch has culled memories of Democratic national conventions and presidential campaigns since 1944. His experience as radio and then TV director of those events—as well as advice to planners of future conventions—are highlighted in excerpts from his new book. **PAGE 44.**

QUESTION OF INDECENCY □ FCC informs KZKC-TV Kansas City, Mo., that station's broadcast of R-rated film may have violated federal statute barring indecency. **PAGE 46.**

NAB IN HAWAII □ Association's board meets in Hawaii this week to plan Washington lobbying strategy and set priorities for new year. **PAGE 48.**

MORE FROM UPI RADIO □ UPI Radio Network's format changes include more news offerings and new

schedule for religious programming. **PAGE 79.**

BETWEEN NOW AND NATPE □ Business of syndicated television programming heats up during this critical sales season—between INTV and NATPE International conventions. **PAGE 84.**

THINK CABLE □ Headed by actress-producer, Shelley Duvall, Think Entertainment is formed to develop, produce and distribute first-run exclusive programming for cable. TCI, UA Communications, United Cable and Newhouse have ownership interests. **PAGE 86.**

'DUMB' DECISION □ At Los Angeles press tour, PBS President Bruce Christensen says noncommercial TV network will join fight to overturn must-carry decision, accusing FCC of "asinine decision" for not lobbying for exemption for PBS stations. **PAGE 88.**

MORE PRIME TIME NEWS □ CBS News begins its third hour of prime time programming with debut of *48 Hours* on Jan. 19 at 8 p.m. (NYT), hosted by *CBS Evening News* anchor, Dan Rather. **PAGE 98.**

MARKET MAN □ Broadcast securities analyst, Rich MacDonald, has seen his fortunes rise with those of Fifth Estate. **PAGE 119.**

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Where Things Stand

A weekly status report on major issues in the Fifth Estate

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■ *Solid box denotes items that have changed since last issue.*

AM-FM allocations. FCC amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime or service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug.

31, 1987, not to permit FM stations to use directional antennas, claiming it would lead to AM-ization of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

□

■ **AM Stereo.** FCC last Thursday, (Jan. 14) rejected recommendation of report released last August by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference (see story, "Top of the Week"). Action from commission came after pilot tone issue had been taken off agenda of two previous meetings.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system

in international marketplace.

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multi-system radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

Motorola dismissed Kahn's charges and asserts that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

Antitrafficking. Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□

Cable regulation. National Cable Television Association survey that shows cable rates rose 6.7% in first six months of 1987. Results from 598 cable systems found that basic rates rose, on average, 10.6%, while pay rates declined 2.5%.

On Capitol Hill, survey may crop up when House Telecommunications Subcommittee convenes oversight hearings this year (expected to begin in February) on status of cable industry three years after deregulation—passage of Cable Communications Policy Act of 1984. Subcommittee postponed hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter.

As for cable's standing in courts, two federal judges in northern district of California in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-the-art cable systems are unconstitutional violation of First Amendment rights of cable operators.

FCC has received comments in rulemaking to define more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available, but it said that definition of "available" was too

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Birmingham—KFDM
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Champaign—WAND
Denver—KUSA
Detroit—WDIV
Evansville—WTVW
Flint—WNEM
Fresno—KFSN
Miami—WPLG
Norfolk—WAVY
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Palm Springs—KESQ

San Antonio—KSAT
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Tulsa—KTUL
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Bakersfield—KERO
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Chicago—WGN
Chico/Redding—KHSL
Colorado Springs—KRDO
Columbus, OH—WSYX
 Fargo—WDAY
 Ft. Smith—KHBS

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Indianapolis—WTTV
Jacksonville—WTLV
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el on Nov. 17, 1987. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier comprises three subcommittees that are divided into working parties. ATV committee will produce its first set of recommendations for commission, involving spectrum allocations, on May 17, 1988. Committee was formed as part of July 16 FCC order that also included notice of inquiry into HDTV systems. First round of comments received revealed that opinion of broadcast and cable industries is that some form of advanced TV standard should be adopted and that system compatible with NTSC receivers is preferable.

Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary.

■ **Indecency.** FCC gave notice last week that its get-tough indecency standard applies to television as well as radio, telling KZKC-TV Kansas City, Mo., that it may have violated standard in airing of "Private Lessons" last May. It gave UHF station 30 days to respond. After evaluating response, FCC could impose sanction, ranging from warning to launching of license revocation proceeding.

FCC decided last April to apply broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision, giving it far greater latitude in determining what is indecent. At same time, FCC sent out warning letters to three radio stations.

At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-to-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. FCC is examining several other indecency complaints substantiated by either tapes or transcripts and may issue more letters of inquiry.

FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy. Unappealed, one or more of petitioners is expected to challenge policy in federal appeals court on First Amendment grounds.

■ **International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, 1987, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced

to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

■ **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 proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Ariane space rocket.

However, it is complaining that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. Rene Anselmo, PAS chairman, has written to President Reagan to ask him to seek cooperation of British Prime Minister Margaret Thatcher in opening Great Britain to PAS.

■ **Land-mobile.** In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see High-definition television, above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

■ **Low-power television.** Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting some 800 applications. It is currently working on first list of grants—some 483—of which it has granted about 100 for new stations.

■ **Mergers.** Kohlberg Kravis Roberts & Co.'s SCI Holdings, which began to explore divestiture of its 1.45 million-subscriber cable systems last summer, will sell its assets to cable consortium of ATC, Comcast and Taft Cable (Telecommunications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (see BROADCASTING, Jan. 4). KKR's Storer Television has also closed on \$1.3 billion transfer of six TV stations to company managed and 55% held by George Gillett Jr. □ Cablevision Systems closed on \$473.5 million purchase of Adams-Russell. General Electric Credit Corp. will finance deal, Cablevision will invest \$40 million in buy and Kidder, Peabody & Co. will provide \$125 million in senior subordinated notes. □ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, has set \$225 million as price for 135,000-subscriber cable systems of Essex Communications Corp. Amount was down \$8 million from initial offer and is subject to further change at closing in 1988. □ Early 1988 close expected for following deals: Continental Cablevision acquisition of American Cablesystems for \$481.7 million; radio group Summit Communications \$200 million purchase of DKM Broadcasting in second largest radio-only sale, and Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp.

■ **Public Broadcasting.** With death last month of legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund, beginning in 1990 (BROADCASTING, Dec. 14, 1987), Corporation for Public Broadcasting was left with 1990 appropriations worked out shortly before Christmas by House-Senate conferees. Compromise between higher Senate figure and lower House figure: \$232.65 million, up from \$228 million for 1989. Same conferees settled on 1988 figure of \$19.59 million (down from current \$20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants.

Many public broadcasters feel they suffered another serious blow last year when U.S. Court of Appeals in Washington threw out FCC's must-carry rules, which require cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. Although National Cable Television Association President Jim Mooney said most cable systems are unlikely to drop any local broadcast signals they are now carrying, some members of noncommercial broadcasters community fear rise in number of stations dropped.

National Public Radio board last month adopted unbundling Option II resolution presented in written ballot to member stations for advisory vote. Ballots are due at NPR Jan. 12. Final decision rests with board, which plans adoption of policy in February. Option II would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began \$32-million Fiscal Year 1989 budget proposal deliberations.

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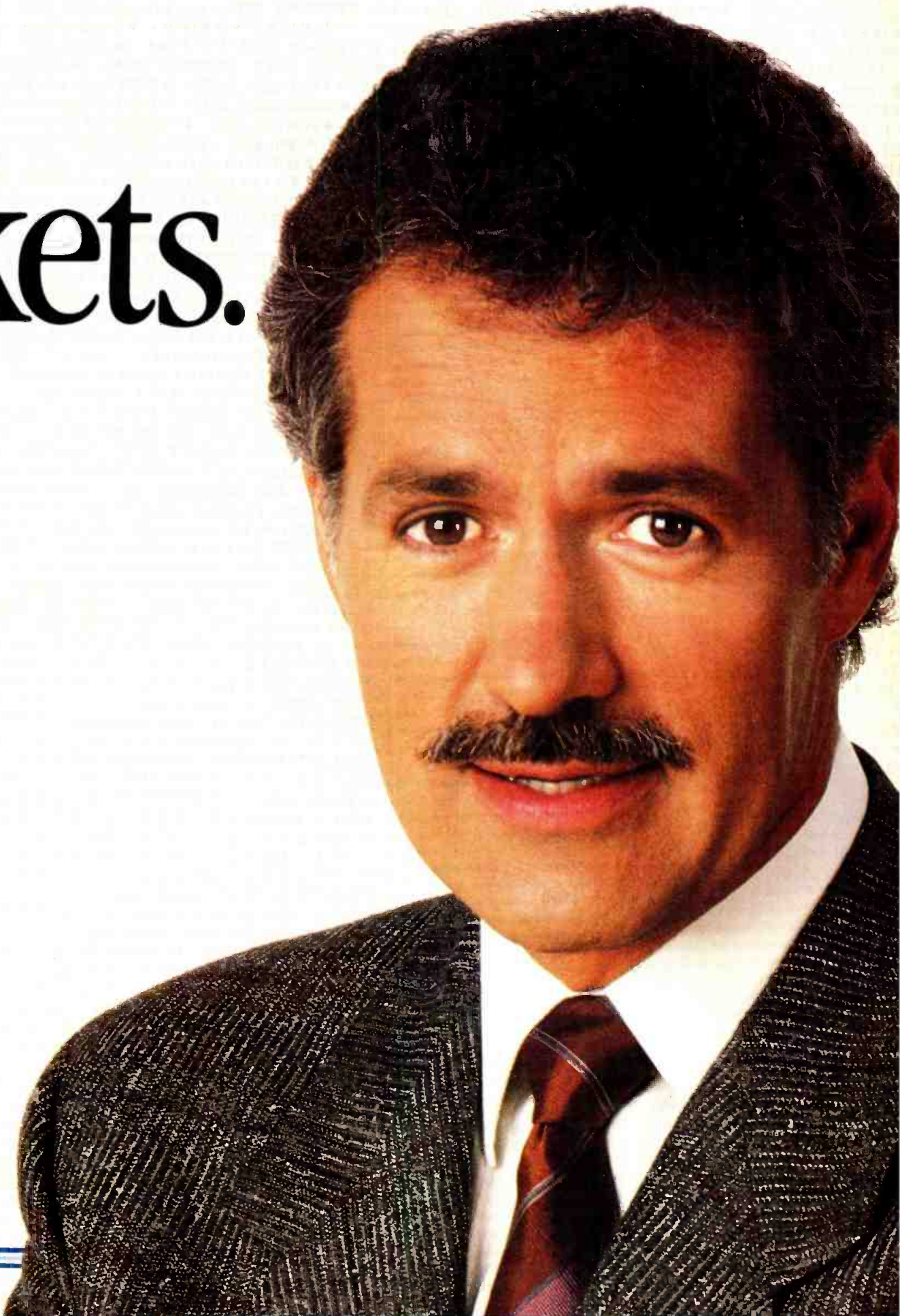
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In 1946. Television* acquired in 1961. Cablecasting*

introduced in 1972 □ * Reg U.S. Patent Office. □

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launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991. Requests for proposals and are due Jan. 25.

□

Syndex. In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

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Duluth/WDIO
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Harrisburg/WHTM
Honolulu/KITV
Houston/KRIV
Jacksonville/WJKS
Las Vegas/KLAS
Los Angeles/KTTV
Milwaukee/WISN
Minneapolis/KSTP
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San Francisco/KGO
St. Louis/KTVI
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■ indicates new listing

This week

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel. Kohala Coast, Hawaii.

Jan. 18—*Home Box Office* press tour during Television Critics Association press tour. Sheraton at Redondo Beach, Redondo Beach, Calif. Information: (212) 512-1000.

Jan. 18-19—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel. Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—*New York Television Academy* drop-in luncheon. Speaker: Robert MacNeil, *MacNeil/Lehrer NewsHour*. Copacabana. New York. Information: (212) 765-2450.

Jan. 20—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr. U.S. Court of Appeals for D.C. Circuit, Marriott. Washington.

Jan. 20—*Pennsylvania Cable Television Association* fifth annual winter workshop, "Improving Customer Service." Marriott Inn, Harrisburg, Pa. Information: Bill Cologie, (717) 234-2190.

Jan. 20—*Women in Cable, Chicago chapter*, annual WIC awards. Clubland. Chicago. Information: John Hartinger, (312) 577-1818.

Jan. 20—Deadline for entries in Vanguard award, sponsored by *Women in Communications*, for "positive portrayal of women and for raising general awareness of factors that enhance the image and status of

women." Information: (512) 346-9875.

Jan. 20-March 1—"The New York World Television Festival," sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

Jan. 21—*New York Television Academy* drop-in breakfast, "Casting Procedures at *Guiding Light*." Speaker: Betty Rae, casting director, *Guiding Light*. 524 West 57th Street, New York. Information: (212) 765-2450.

Jan. 21—*Illinois Broadcasters Association* "Radio Great Idea Exchange." Peoria, Ill. Information: (217) 753-2636.

■ **Jan. 21**—*Women in Cable, Atlanta chapter*, annual awards banquet. Atlanta City Club. Atlanta. Information: Anna Weaver, (404) 239-6622.

Jan. 22—Nontelevised ACE Awards (Awards for Cable Excellence) ceremony, sponsored by *National Academy of Cable Programming*. Century Plaza hotel, Los Angeles. Information: (202) 775-3611.

Jan. 22—Deadline for entries in *Broadcast Designers' Association* 10th annual international design competition. Information: Russell Smith, (415) 788-2324.

Jan. 22-23—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center. Denver.

Jan. 23-25—*Radio Advertising Bureau's* eighth annual Managing Sales Conference. Hyatt Regency. Atlanta.

Also in January

Jan. 24—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programming*, on HBO.

Jan. 24-25—*California Broadcasters Association* radio and television management conference. Palm

Springs Plaza hotel, Palm Springs. Calif.

Jan. 25—*New York Television Academy* drop-in dinner, "Lifestyles of the Rich and Famous—Al Masini and Robin Leach." Copacabana. New York. Information: (212) 765-2450.

Jan. 26—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Jim Mooney, president, National Cable Television Association. on "The Cable-Hollywood War: Is There Any End to It?" Sheraton-Universal hotel, Los Angeles. Information: (818) 953-7575.

Jan. 26—"Campaign '88 and the Media," national conference sponsored by *Gannett Center for Media Studies, Columbia University*. Gannett Center, New York. Information: (212) 280-8392.

Jan. 26-27—High-definition television conference, to "consider policy implications of the new technology on satellite television," sponsored by *Satellite Broadcasting and Communications Association*. Pan American hotel, Miami. Information: (703) 549-6990.

Jan. 26-28—*South Carolina Broadcasters Association* winter convention. Columbia Radisson. Columbia, S.C.

Jan. 27—*New York Television Academy* drop-in luncheon. Speaker: Fred Cohen, executive vice president, Sunbow Productions, on "Changing Patterns in Production and Distribution." Copacabana. New York. Information: (212) 765-2450.

Jan. 27—"Chicago's Hispanic Media: Influence and Opportunity," sponsored by *Media Institute*. Chicago Hilton and Towers, Chicago. Information: (202) 298-7512.

Jan. 27—*Illinois Broadcasters Association* winter board meeting. Chicago.

Jan. 28—Presentation of 46th annual Alfred I. duPont-Columbia University Awards in Broadcast Journal-

Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

Sept. 7-9—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart. Atlanta.

Sept. 14-17—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center. Grand hotel and Brighton Center. Brighton, England.

■ **Oct. 4-6**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 14-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 17-19—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

■ **Oct. 23-25**—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria. New York.

Nov. 30-Dec. 3—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

■ **Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

■ **Jan. 4-8, 1989**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Major Meetings

Va.

April 17-20—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

May 18-22—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 8-11—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

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

■ **June 12-15**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 16-18**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui.

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

June 18-21—*American Advertising Federation* annual convention. Century Plaza, Los

Jan. 23-25—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel. Atlanta.

Jan. 29-30—*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—*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. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

Feb. 25-29—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12—*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—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington,

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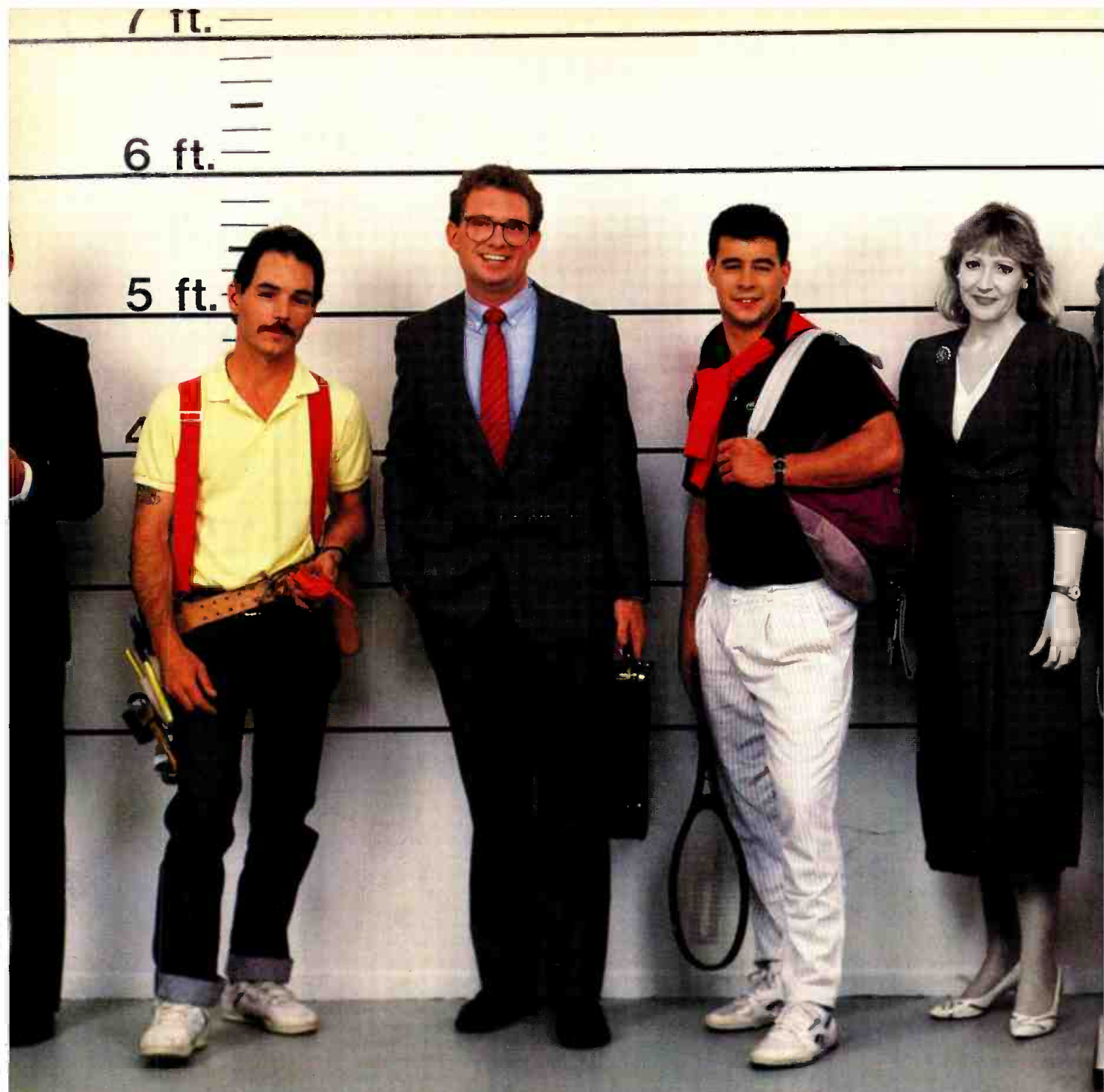
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ism, televised by WNET(TV) New York. Master of ceremonies: NBC anchor Tom Brokaw. Columbia University's Low Memorial Library, New York. Information: (212) 280-5573.

Jan. 29—Deadline for entries in "Best of the Best" campaign saluting top radio promotions conducted by *National Association of Broadcasters* member stations. Information: (202) 429-5422.

Jan. 29—Deadline for nominations for Ralph Lowell Award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Jan. 29—Deadline for entries in 20th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Journalism Awards Committee*. Information: (202) 333-1880.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Information: (914) 761-1100.

Jan. 30—Deadline for entries in National Media Awards sponsored by *American Diabetes Association*, for excellence in reporting on diabetes. Information: (703) 549-1500.

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington. Information: (201) 428-5400.

February

Feb. 1—Deadline for entries in sixth annual JCPenney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

Feb. 1—Deadline for entries in National Media Owl

Errata

Due to incorrect press release, WJZ-TV Baltimore anchor **Jerry Turner**, in Jan. 11 "Fates and Fortunes," was reported to have died on Jan. 4. Turner died on Dec. 31, 1987.

Awards, sponsored by *Retirement Research Foundation*, for "accurate, creative media coverage of issues surrounding aging." Information: (312) 664-6100.

Feb. 1—Deadline for entries in *UPI Broadcasters of Florida* awards contest. Information: Doris Frank, UPI, (305) 285-9571.

Feb. 1—Applications deadline for *Gannett Center for Media Studies* fellowship. Information: Gannett Center, (212) 280-8392.

Feb. 1—Deadline for entries in *Radio-Television News Directors Association* regional awards.

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3—*New York Television Academy* drop-in luncheon. Speaker: Nickolas Davatzes, president and chief executive officer, Arts & Entertainment Network, on "The Growth of a Cable Network." Copacabana, New York. Information: (212) 765-2450.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar, "A Message for the Medium: Programing That Fits." Roosevelt hotel, New York. Information: (212) 867-6650.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb 4—*Society of Motion Picture and Television Engineers, New England section*, teleconference "recapping 22d SMPTE winter television conference [Jan. 29-30]. Information: (617) 655-1180.

Feb. 5—Deadline for nominations for Edward R. Murrow award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 5—Deadline for entries in 10th annual system ACE Awards, for "achievement in local cable programming in areas such as news and information, sports, entertainment and children's shows," sponsored by *National Academy of Cable Programing*. Information: (202) 775-3629.

Feb. 5—Deadline for nominations for Vanguard Awards, sponsored by *National Cable Television Association*, for "outstanding achievement and leadership." Information: (202) 775-3622.

Feb. 7-9—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346

Feb. 8—*New York Television Academy* drop-in dinner, "Black Presence in TV: The New Force and the Economic Reality of the Black Marketplace." Copacabana, New York. Information: (212) 765-2450.

Feb. 8-10—*Cable Television Public Affairs Association* third annual membership meeting, Forum '88. Ritz-Carlton Buckhead, Atlanta. Information: (202) 775-3629.

Feb. 9—*Southern California Cable Association* dinner meeting. Pacifica hotel, Los Angeles.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Feb. 10—*New York Television Academy* drop-in luncheon. Speaker: Morton Downey Jr., host of *Morton Downey Jr. Show* on WWOR-TV New York. Copacabana, New York. Information: (212) 765-2450.

Open Mike

Comparatively speaking

EDITOR.: In a recent "Monday Memo" (Dec. 28, 1987) Attorney Vincent J. Curtis Jr. makes the point that the comparative renewal process is, in his opinion, working well and that before overhauling the entire system, perhaps just a few procedural changes should be made. He disagrees with his colleagues who have labeled the process "a sham, a shambles and a farce."

Mr. Curtis's comments were limited to the situation where a frequency is vacant and several applicants are applying for the same franchise. But he totally ignores the point that the comparative process itself, with its costly legal proceedings, acts as a catalyst whereby groups, whose only motivation is a lucrative settlement, use the threat of a long and costly hearing to extract incredible sums of money in settlement of their claim.

Legitimate broadcasters who already occupy the frequencies often have to evaluate which is the cheaper way out: a costly settlement, or a costly and thoroughly debilitating legal fight.

Representatives Tom Tauke and Billy Tauzin recognized the injustice which is imposed by the hearing process when they introduced their bill in Congress last year which called for a two-step hearing process. Their thought was that the FCC, acting in its

regulatory role, must first find that the licensee has violated FCC rules or has not acted in the public interest before a challenger has the right to automatically invoke the hearing process. Further, the Tauke-Tauzin bill sought to limit the amount of a settlement to reimburse challengers for legal fees if they lost. This would act as a powerful deterrent to those who would bring suits solely for the cynical purpose of earning the exorbitant settlement fee, while it preserves the public's legitimate access to broadcast licenses.

The comparative renewal process, as it exists today, puts the burden of proof on the current licensee holder. In other words, if you are a licensee, you are guilty until proved innocent. The rules favor the challenger and create a climate for extortion rather than settlement.

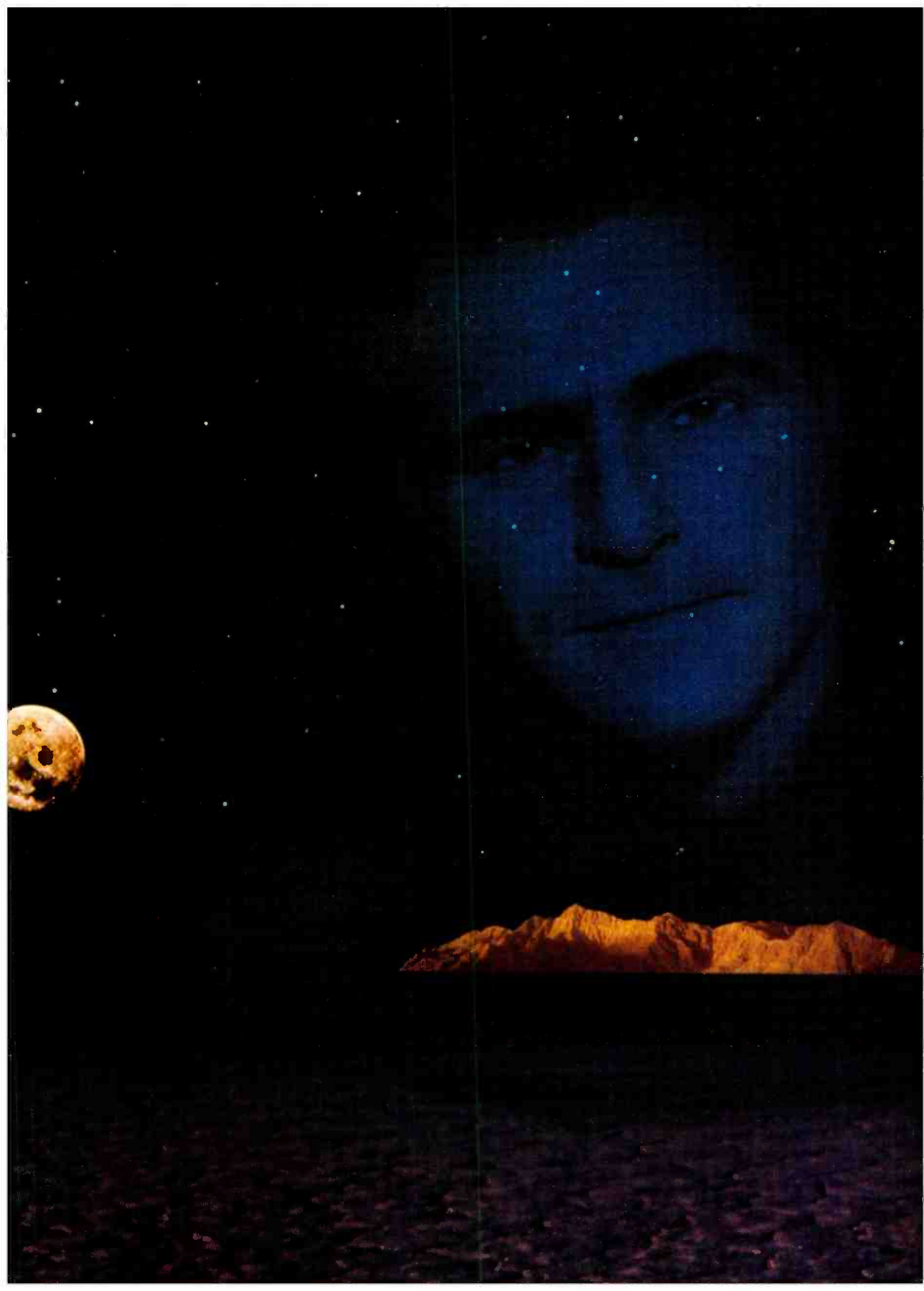
Just which constituency is served by the rules as now constituted? Surely the public doesn't benefit; the taxpayers foot the bill for the costly FCC hearing process and the licensee is distracted from the operation of his business because of the extraordinary amount of executive time and legal expense involved in defending the challenge. Yes, the comparative process, is a "sham, a shambles and a farce" for existing licensees.—*Norman Wain, president, Metroplex Communications, Cleveland.*

Court update

EDITOR: Although you are to be commended for the comprehensive review offered in "Cable's Catch-22: Whether to be or not to be a full First Amendment player", I must point out that you incorrectly reported the United States Supreme Court's action on the one "indecent" case taken to the court for review. In *Wilkinson v. Jones, et al.*, the Supreme Court affirmed (without oral argument) the judgment entered by the United States Court of Appeals for the 10th Circuit which struck down as unconstitutional a Utah law restricting the distribution of "indecent" (but not obscene) material on cable television. See *Wilkinson v. Jones*, 107 S. Ct. 1559 (1987).

Your article is correct, however, in noting that in the Florida "indecent" case—*Cruz v. Ferre*, 755 F.2d. 1415 (11th Cir. 1985) (holding a similar statute to be unconstitutional)—the defendant City of Miami did not seek review of the Court of Appeals' decision by the Supreme Court.—*Harold E. Akselrad, vice president, chief counsel, litigation, Home Box Office, New York.*

Editor's note: BROADCASTING reported the Supreme Court denied review of the lower court's decision in *Wilkinson v. Jones et al.*, thus letting the lower court's decision stand.



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A radio unification commentary from William Clark, NAB joint board executive committee

Keeping the spirit of radio unification alive

Building a consensus in an industry as diverse as radio is a difficult process at best. With some 10,000 stations on the air, each with its own technical, programming, sales and regulatory concerns, problems and agendas, it is tough to rally the troops around a single cause. Even when you can identify common needs, reaching agreement on the best means of meeting those needs is another, equally difficult task. Make no mistake about it, however, consensus-building is essential to the well-being of the radio industry. Our future will be determined in large part by how successful we are in transcending individual differences to tap the enormous strength that radio represents when we come together.

A major step in the process of consensus-building occurred when the National Radio Broadcasters Association-National Association of Broadcasters unification took place in mid-1986. The idea was to merge the best resources of the two organizations into a single entity that could identify radio's most critical needs and set up a course of action to satisfy them. I believe that a dispassionate look at what has developed over the course of the past year or so will clearly indicate that the foundation for success has been built and that radio is definitely better off as a result. Moreover, we will really accrue the benefits of the unification in the months and years ahead provided we are willing to pursue them with diligence and don't get too impatient with the frustrations inherent in the process. Here is a brief re-cap of key developments:

- All of the specific points of the unification agreement have been implemented. Most, including those as critical as amending NAB by-laws to provide for the ability of the radio board to act with absolute autonomy, establishing 12 board seats for NRBA representatives and the creation of the radio executive committee, have been fully satisfied. Others, such as the utilization of the radio board chairman as a primary radio spokesperson, are still evolving.

- The Unification and Radio Marketing Task Forces were formed and eventually led to a liaison with the Radio Advertising Bureau that produced the Radio Futures Committee. Its specific responsibility is creating a strategy for enhancing awareness and perception of radio, a vital step toward increasing radio's share of advertising revenues, helping our cause in the political arena and raising the level of industry pride.

- Aided by other committees and staff, the radio executive committee has proved to be a vital force in meeting radio's special needs and responding to the demands of the



William Clark, a member of the National Association of Broadcasters joint board executive committee and the radio executive committee, is president of Shamrock Broadcasting Inc.'s radio division. He is also a board member of the Radio Advertising Bureau. His broadcasting career began in 1957 as news director at WERI(AM) Westerly, R.I. Since then he has held programming, sales and general manager positions at a number of stations. He joined Shamrock in 1981.

radio board to expand member services in such areas as programming, promotion management, marketing, research and technology. Activities in the last field have produced major efforts to improve the lot of AM broadcasters and protect the integrity of the FM band.

- The fall radio convention that began as a joint effort of the NRBA and NAB prior to the unification has grown in size and stature. The 1987 meeting in Anaheim, Calif., was the best radio convention ever held. It proved that the particular interests of programmers could be satisfied under the umbrella of a general purpose conference.

- NAB radio membership has risen to record levels with over 5,000 stations. Since NRBA membership of around 1,000 was largely composed of stations that also belonged to NAB, the unification has done away with the duplication of services that required funding of two separate organizations.

- The expanded radio board meetings have been the scene of vigorous debate over the wide range of issues confronting the industry. Hopes that the so-called "entrepreneurial spirit" provided by the new members from NRBA would embellish board discussions certainly were realized although other elected and appointed members are equally outspoken. As a result, decisions are made only after full consideration of all sides of every issue.

- Dedicated and effective leaders, no matter through what door they entered the association, are giving radio the vision and

direction it needs to grow and prosper. They are found at all levels—board, officers, committees and staff.

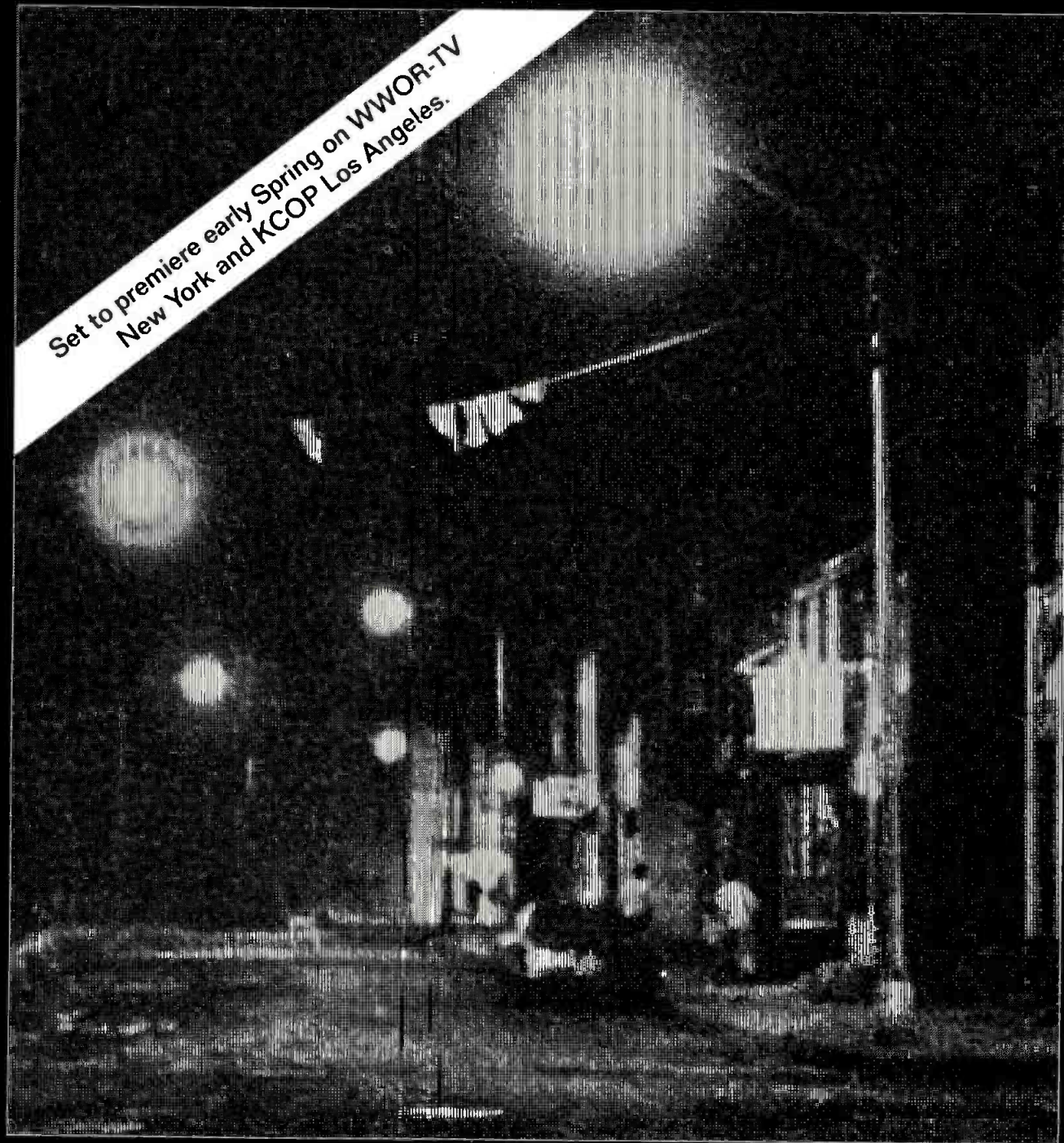
Representing broadcasters before Congress, the commission and the courts remains one of the basic missions of the NAB although many, perhaps most, radio members assign higher priorities to other services. The association has racked up a lot of achievements on the lobbying front but it has also been the frequent target of strong criticism. Some have expressed concern that radio's fortunes in particular suffer because of the lack of a separate lobby that might rid radio of the baggage of congressional fear of television. Actually, NAB is now more than ever before committed to pursue radio's specific interests and in fact is presently involved in developing strategy for a radio-only comparative renewal bill.

The strategy will have to contend with the reality that some very powerful congressional leaders are dead set against separate radio legislation and there is no assurance that even the best lobbying effort will change that. Admittedly, the best effort has not yet been forthcoming but much of the blame for this must be accepted by broadcasters themselves, too many of whom have been unwilling to participate in the process. Former FCC Chairman Mark Fowler recently said: "To the extent that NAB members are becoming more politically aware and are starting to awaken from their long slumber, I think that NAB is becoming more effective. I don't think you can say that NAB is where it could or should be yet and there is room for improvement. I think that Eddie Fritts has over all done a very good job but membership has got to wake up and start to work on topics that it cares about." The success of our efforts to defeat the proposed transfer tax last month dramatically illustrates Fowler's point. Broadcasters everywhere responded to NAB's call to action and got involved in a fight that, for a change, enjoyed industrywide support.

The NRBA executive committee met last June to satisfy fiduciary responsibilities concerning residual funds. After evaluating the first year of the unification, the committee released a statement commending the NAB on its progress to that point and urged it to do even more, particularly in the legislative arena. I concur that radio has been well served by the unification and the outlook is even brighter for the future. As NRBA founding father and devoted radio champion Abe Voron said in an article published just before his death: "By a great majority, even those American broadcasters who harbor some reluctance have put aside their misgivings and are cooperating toward eventual and inevitable success." If we continue our efforts with resolve, vigor and good faith, that success will be assured. ■

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Care Bears and Friends at the Movies

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LBS Spectrum

Feature-length films

BONANZA: THE NEXT GENERATION, a world premiere, heads the list of six outstanding motion pictures—the only major movie package with no prior network or theatrical exposure.

The Story of Rock 'n' Roll

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Personal profiles of the legends and their music from the '50s to the '80s. Available summer '88.

Long Hot Summer

Miniseries

Don Johnson and Cybill Shepherd, hotter than hot in this steamy 4-hour blockbuster. Available June '88.

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That something is LBS.

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It's a colorful galaxy of quality television you won't want to miss. So take a look at LBS. Take a look at us *now*.

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Broadcasting Jan 18

Vol. 114 No. 3

SPECIAL REPORT



Election '88!



The media and their quarry were in Iowa last week. At top: Massachusetts Governor Michael Dukakis surrounded by reporters in Des Moines. Bottom: GOP hopefuls in Des Moines on Jan. 8 for a debate that was televised by PBS. The process was repeated with Democrats on Jan. 15.

Following the leaders: Road to public office is lined with cameras and microphones as Fifth Estate media pull out stops to cover candidates

"He can run, but he can't hide."

Joe Louis's prescient comment in advance of his first fight with Billy Conn, on June 18, 1941, is an oddly appropriate description of what confronts all of those candidates—13 major ones, at last count—seeking the presidency. The coverage to which they are exposed is, in a word, ubiquitous. Cameras are ever-present, shooting anything that moves. For a politician, that may not be as great a boon as it seems. Ask Senator Joseph Biden (D-Del.), who became a former candidate

after reporters reviewed a videotape that a C-SPAN crew had made of his appearance at a Claremont, N.H., coffee—a *coffee*, mind you—at which he had hyped his academic record beyond recognition. Somehow, C-SPAN, which has made itself the Boswell of the campaign, missed Gary Hart coming out of his Washington townhouse with Donna Rice in tow. But it and the rest of the army in the field seem to miss precious little.

And the army is growing. With the start of the new year, and the dates for the Iowa caucuses (Feb. 8) and New Hampshire primaries (Feb. 16) drawing near, the major networks have opened bureaus in those states. CNN opened its Des Moines, Iowa, bureau in October. Stations in Iowa and

Boston, as well as New Hampshire's aggressive WMUR-TV Manchester, have been on the campaign trail as long as the candidates—and that means a year or more.

What's more, stations from the home states of many of the candidates are contributing to the coverage. So are some stations that are simply out to make a name for themselves and their correspondents on the national scene. WSB-TV Atlanta has had its Bill Nigut on the campaign story since last March; he and cameraman Dan Johnson had logged more than 80,000 miles by December. C-SPAN has been taping and editing its pursuit of the candidates and packaging the result every weekend in its 90-minute *Road to the White House* series, which began in

January 1987.

Nor is that all. News services like Conus Communications and Group W's Newsfeed are making it easy for member stations from around the country to cover the campaigns in Iowa and New Hampshire. They are providing work and editing space for crews, arranging for uplinks and coordinating satellite time for relaying material, live or taped, back to stations. Even correspondents arriving without crews are taken care of; the services

provide the crews for the stand-ups. Conus, with 68 affiliates, is also offering full coverage—either generic or custom made—for stations not prepared to send even a correspondent to tramp through the snows of Iowa and New Hampshire. To augment Conus service, the members of the cooperative exchange material. So do the members of Newsfeed; about a dozen of its 80 affiliates are expected to send crews or at least correspondents to Iowa and New Hampshire. Everyone, it

seems, is buying into the story.

Public Broadcasting, too. The *MacNeil-Lehrer NewsHour*, which regularly features newsmakers of the first rank, will focus on campaign news throughout the year. It will feature lengthy interviews with the candidates, and air reports, principally by Judy Woodruff, on the candidates' records as seen through the eyes of friends and critics. Executive producer Lester Crystal is prepared to devote entire programs to reviews of

A 'radio man' remembers

It began, as the author says, in the summer of 1944. President Franklin Roosevelt, who was preparing to run for his fourth term, telephoned James M. Cox, the former governor of Ohio who in 1920 had run for President with Roosevelt as his running mate and who now owned three radio stations. "I want to borrow your radio man," Roosevelt said. The "radio man"—J. Leonard Reinsch, who ultimately rose to the position of chairman of Cox Communications—was more than willing.

So began the accumulation of an institutional memory of broadcasting's association with Democratic national conventions and presidential campaigns that is probably unmatched. From Roosevelt to Johnson, Reinsch served as radio and then television director of those conventions and campaigns. Since 1969, when he resigned from those political associations, Reinsch has maintained a lively interest in broadcasting's relationship to national politics.

Now he has written about it all in "Getting Elected: From Radio and Roosevelt to Television and Reagan" (328 pp., \$18.95), which is to be published in March by Hippocrene Books Inc. of New York. It is a book of nostalgia—harking back to FDR and his masterful use of radio—as well as of practical advice for politicians on the use not only of radio and broadcast television—the media to which Reinsch devoted a long career—but of cable television, as well.

For instance, Reinsch recalls what he believes was the genesis of the five-minute program-length commercial. He developed the concept during the 1944 campaign out of his belief, as a radio executive familiar with the need to offer programming that would keep audiences tuned in from one program to the next, that the traditional 30-minute political speech would turn off listeners. With five-minute political spots positioned between the popular radio programs of the day—*Your Hit Parade* and *Dr. I.Q.*, among others—he felt audiences would stay tuned. With entertainment programs broadcast live in those days, he noted, slotting the five-minute spots was no problem.

And he recalls, too, the bitterness that he, as a radio man, encountered when he served for a time as President Truman's press secretary. "From the start," he writes, "I encountered hostility among the press corps. Barely after I finished my first briefing, all three wire services—Associated Press, United Press and International News Service—endeavored to have me replaced on the spot...." After one particularly difficult day, he bumped into an old friend, a print reporter, who told him, "Leonard, they're really going after you. Nothing personal—but a radio man cannot be a press secretary, even on a temporary basis. Watch yourself."

Then there was the emergence of television as a factor in national politics, and the role it played in shaping national conventions. "Television," Reinsch writes, "made an unceremonious entry into politics at the Democratic convention" of 1948. "Only a handful of bulky, cumbersome cameras were allowed into the convention hall at Philadelphia. They provided limited coverage for the relative handful of viewers who owned TV sets and happened to live between Boston and Washington." Although it would be four years before television coverage of

political conventions would be a national event, the parties were aware of the impact it would have on the public. Like the Republican and Progressive parties, Reinsch writes, "the Democrats settled on Philadelphia because of television—and television alone."

As an indication of television's effect on the political process, Reinsch recalls that in 1948 "charisma" became a part of the political reporter's vocabulary.

Reinsch was also a major player in making presidential debates a part of the nation's political vocabulary, in 1960. Since 1952 he had been eager to match the Democratic candidate against the Republican. His reason: to assure Democrats "for the first time" front-page coverage across the country. "We would receive the kind of exposure that is absolutely essential to winning modern elections." So when the Democratic nominee in 1960, Senator John F. Kennedy, tossed him a telegram that NBC President Robert Sarnoff had sent inviting him and his



Reinsch with Lyndon Johnson and John Kennedy

Republican opponent, Vice President Richard Nixon, to make a joint appearance on the NBC radio and television networks, and asked his advice, Reinsch says he "almost shouted: 'Accept at once without any qualifications....We'll work out the details later.'"

Among the "details" to be worked out was the temporary suspension of the equal-opportunities law. The Senate had passed a resolution, first proposed by Frank Stanton, then CBS president, suspending the equal-time law for joint broadcast appearances of major-party presidential and vice-presidential candidates. Once Kennedy accepted the Sarnoff bid, the Democratic-controlled House quickly followed suit. In time, Reinsch helped negotiate agreements for four debates (a word he cannot use without apology; whatever they were, he says, the joint appearances in which the candidates were quizzed by panels of reporters were not "debates" in the classic sense).

In the process, Reinsch charges that NBC, in sponsoring the second debate, held in Washington at its WRC-TV, sought to help Nixon. First, Reinsch says, he found the temperature in the

major primaries. David Gergen, editor of *U.S. News and World Report*, and Mark Shields, a *Washington Post* columnist, are already serving as a *NewsHour* analyst team. Roger Mudd, the former CBS and NBC correspondent, will do essays on the campaign. And Norman Ornstein, a resident scholar in American politics at the American Enterprise Institute, will be called on to offer analyses and explanations (for instance: What, actually, is a caucus?). "The

central theme of the planning," says Crystal, "is to explain to voters the position and records of the candidates."

One might think that, with all of that, candidates would not feel deprived of coverage. But in this day of cheap satellite time—an hour can be purchased for about \$600—some candidates feel as Oliver did about porridge: they want "more." Last spring, Pierre (Pete) duPont, former Republican governor of Delaware, and Bruce Babbitt,

former Democratic governor of Arizona, hired Conus Satellite Services (which is operated separately from Conus Communications) to tape a debate between them in Iowa and transmit it by Satcom K-2 satellite to whatever stations wanted to carry it. A couple of months later, Representatives Richard Gephardt (D-Mo.) and Jack Kemp (R-N.Y.) hired the same service to tape two

Continues on page 54

from Roosevelt to Reagan

studio a frigid 60 degrees. He assumed the aim was to avoid pictures of Nixon mopping perspiration from his brow, as were seen in the first debate. Reinsch says he managed after some difficulty to have the thermostat turned up. But even with the heat of the studio lights, the temperature was still only 69 degrees by the time the one-hour program ended at 8:30 p.m.

Then, during the debate, Reinsch says, the director, Frank Slingland, who had produced *Meet the Press*, was not calling for the reaction shots Reinsch claims to have been promised. As Reinsch recalls the incident, Slingland, when confronted, contended that there was no need for reaction shots. At that point, Reinsch writes, he threatened to tell the reporters covering the debate that "the Democrats have been framed"—and reaction shots began appearing on the television screen. "I finally got the one I wanted," Reinsch says—"Nixon mopping his brow."

The NBC News executive responsible for the program re-



With Adlai Stevenson

members the incident differently. Julian Goodman, who retired in 1979 as chairman of the executive committee of NBC but who was vice president for news at the time, said the studio had not been "refrigerated" to help Nixon. "We wanted to get an optimum temperature of 70 degrees when we went on the air."

Reinsch coordinated radio and television arrangements for the Kennedy inaugural. He was also on hand when Kennedy set the pattern of holding live television news conferences. And, he had the responsibility, as well, of coordinating arrangements for radio and television and still cameras over the three-and-a-half days following the assassination of President Kennedy in Dallas. Reinsch calls that time "commercial television's finest hour." He says television coverage was "beamed to 23 countries with a combined population of more than 600 million...The networks' coverage ranged from 55 to 71 hours. More than 2,100 network personnel participated, in one way or another, in the coverage of what may well still stand as the largest shared experience in the history of the world."

The Democrats' 1968 convention in Chicago presented

Reinsch with his most difficult challenge. There were the anti-Vietnam war protesters battling the police in the streets in the presence of network cameras on hand for convention coverage. There was also a telephone strike that prevented the installation of relay dishes the networks needed to transmit signals between the convention hall and the convention hotels. Nor was that all. The police, as a security measure, barred helicopters from flying over or landing at the convention hall. Another blow to those seeking fast transmission of pictures. "To say that media people were on edge was an understatement," writes Reinsch. "I was caught in the middle and helpless."

Another problem Reinsch faced was the concern of Vice President Hubert Humphrey and other candidates for the nomination that President Johnson, who had withdrawn from contention, would re-enter the contest for the nomination. "I was told," Reinsch says, although he does not say by whom, "to plan for a script in which Johnson would grab worldwide headlines and massive amounts of prime-time television with a European summit meeting with Soviet Premier Kosygin. The President would return in triumph to a Chicago convention that would, by acclamation, nominate him to run as its candidate...I even designed contingency plans—just in case the script came true."

Reinsch draws on his experience to offer some advice to planners of future conventions. He suggests two- instead of four-day conventions, for instance. Two days would be adequate for disposing of the necessary business; political speeches not essential to the convention could be handled in pre-convention seminars. Reinsch believes the shorter convention "would appeal more strongly to television viewers." He writes that television viewers—even in a day of shrinking television audiences—remain "of vital importance" to the parties. But he has a word of caution for convention planners: Keep in mind the purpose of conventions—to sell the candidates and the party's philosophy to the largest number of viewers possible, "not to produce a Hollywood spectacular." So don't try to make a convention "a high-rated entertainment program."

Reinsch, now a partner in a Palm Beach, Fla.-based cable MSO, National Cable Corp., also has some advice on the use of cable in political campaigns. Cable's value in campaigns, he says, is that it is not a mass medium. It is a medium of "personalized communication." But it requires skill to buy effectively. If a candidate is to enter a major campaign, he says, "a cable-wise staff must be put in place immediately."

Although it is a long time since radio was the only medium that concerned him, Reinsch still thinks of it with respect and affection. He recalls a fall day in the depth of the Depression, early in his career when he was in Dyche stadium, on the Northwestern University campus, doing a play-by-play broadcast of a football game between Northwestern and Iowa. Reinsch, who was working for WLS(AM) Chicago, expresses pleasure that the sportscaster a couple of booths away who was doing the play-by-play for WO(AM) Des Moines, Iowa, can still be heard on radio every Saturday afternoon: Ronald (Dutch) Reagan.



FCC tells TV station it may have violated indecency law

First television station is queried under new enforcement policy; FCC does not identify specific violations in film that prompted complaint

The FCC served notice last week that its get-tough broadcast indecency enforcement policy applies to television as well as to radio, informing KZKC-TV Kansas City, Mo., by letter that its broadcast last spring of a movie, "Private Lessons," may have violated the federal statute barring indecency.

In a Jan. 12 letter to the UHF independent, the FCC said the broadcast of the 1981 Universal release—on May 26, 1987, starting at 8 p.m.—may constitute a prohibited "airing of indecent programming at a time of day when there was a reasonable risk that children may be in the audience." The FCC gave the station until Feb. 11 to respond.

If, after evaluating the station's response, the FCC determines that it has, indeed, violated the statute, the FCC could impose a \$2,000 fine. It could also refer the case to the Justice Department for criminal action involving stiffer fines and imprisonment, but that step is seen as unlikely.

The film, starring Sylvia Kristel and Eric Brown, is the story of a wealthy 15-year-old boy who is seduced by his housekeeper as part of a scheme to bilk the boy's father out of \$10,000. The seduction takes place over several scenes in which the housekeeper's bare breasts and buttocks are shown. For theatrical release, the movie received an "R" rating, which meant that theatergoers under the age of 17 had to be accompanied by a parent or guardian.

The FCC's investigation into the broadcast was launched by a complaint and an accompanying tape of the broadcast from Treva Burke, of Kansas City, who is a member of Kansas City Federation for Decency. The FCC has said it will not consider complaints unless supported by detailed transcripts or recordings. For the benefit of reporters covering the story, the FCC made a

copy of the complainant's tape available for viewing in its public affairs office.

The version of the film broadcast by KZKC-TV is somewhat tamer than the home video version obtained off the shelves of Erol's, a home video chain in Washington. At least one scene in the tape showing the housekeeper completely naked is missing from the KZKC-TV version.

FCC General Counsel Diane Killory, who has been the FCC's principal spokeswoman on the legally complex indecency matters, said that the letter constitutes "an initial judgment" that the broadcast may meet the statutory definition of indecency that was affirmed by the Supreme Court in *Pacificia* in 1978.

The FCC's letter does not indicate which part or parts of the film are troublesome. It is "just an inquiry," Killory said. Should the FCC take action against the station, the FCC would probably identify what it finds objectionable as it did in three radio cases.

The FCC sent warning letters to three radio stations—WYSP(FM) Philadelphia, KPFK-FM Los Angeles and KCSB-FM Santa Barbara, Calif.—in April 1987 for airing programming it deemed indecent. In targeting a television station last week, the FCC, as Killory put it, made clear that "where we have [television] programs within the generic definition of indecency, we will pursue those as well."

The FCC has received other complaints about allegedly indecent television programs, Killory said. "But this one was ready, and we have always said we will act on the worse stuff first," she said.

In addition to the television complaints, the FCC has several more involving radio stations. Killory said the FCC is reviewing the complaints and may take further actions—either sending the station targeted by the complaint a letter of inquiry as it did KZKC-TV or a letter saying the complaint had been dismissed. Killory declined to say when the next letter would emerge from the agency.

Morton Kent, chairman of Media Central Inc., the Chatanooga-based group that owns KZKC-TV and seven other television stations, said the film should never have been broadcast. Airing the film was counter to the station-groups' policy, he said. "We do not consider ourselves censors, but we do attempt to have family-type viewing at our stations."

The station management, which has since been replaced, showed a "lack of good taste...[and] good sense" in airing the film, he said. "I have to be perfectly frank with you, I would not like my grandchildren to be exposed to that. We don't have HBO and Showtime on our set because by chance [the children] might be exposed to something inappropriate."

Kent said he received a complaint about the film shortly after the broadcast, got hold of a copy and promptly took action. "On June 2, the station got religion," he said. "Every person who touched film got the word to be sure that this type of thing did not occur again. I personally got involved in the thing."

But Kent was not conceding any legal ground to the FCC. "Although [the broadcast] violated our standard...it did not violate any law," he said.

Media Central does not need the kind of trouble the FCC letter potentially represents. The station group filed for protection from creditors under chapter 11 of the federal bankruptcy code last July.

Kent was optimistic about the company's financial prospects, predicting that the group would emerge from chapter 11 within two months. "We will be the first independent group to emerge ever from chapter 11 that we know of....We are outperforming the industry in growth and revenue. We have continued to operate, decreasing our expenses."

Steven Bookshester, the National Association of Broadcasters' in-house First Amendment attorney, said the association does not take positions on particular FCC

indecent action, but it remains concerned about the "apparent lack of clarity" in the indecency standard as enforced by the FCC. The NAB board will vote on whether to join an industry-wide effort to appeal the standard at its meeting in Hawaii this week, he said.

J. Laurent Scharff, an attorney representing the Association of Independent Television Stations, suggested that the FCC action may have already begun to affect programming decisions at stations. "I would suspect that lawyers all over town are being asked about particular movies and programs that have nudity, sexual themes or rough language." Many movies rated R because of the sexual content are now suspect, he said.

PBS, which has demonstrated a greater willingness to show nudity than its commercial counterparts, did not have much to say last week. "It is hard to comment on the effect...until we know what the final decision is," said Nancy Hendry, deputy general counsel. "One of the problems has been figuring out just what the standard is the FCC is applying."

The anti-indecency forces around the country took comfort in the FCC's opening the television front on indecency. Donald Wildmon, head of the America Family Association, said he appreciates the FCC going after a television station for indecency. "The FCC has done something it should have done years ago," he said.

"That's a good sign," said John Price, of Decency in Broadcasting, which has an indecency complaint pending against WFBQ(FM) Indianapolis. "Hopefully, they will do something now about the radio shock jocks."

In taking action against KZKC-TV, the FCC is acknowledging the differences between broadcast and cable in matters of indecency. Uncut versions of films like "Private Lessons" are shown all the time by the pay cable networks with impunity.

"Cable is a little different," Killory said. "With cable, you have to pay to get it into your home, and each month affirmatively subscribe...As a result, the courts have said that no additional regulation for indecency is needed. There is only a problem if it rises to the level of obscenity."

The letter to KZKC-TV was signed by Edythe Wise, chief, complaints and investigations branch of the Mass Media Bureau. But she was far from solely responsible for it. Because indecency is an important and "obviously sensitive" issue, said Killory, enforcement actions are for the time being taken only after review by her office and with the "informal consensus" of the commissioners. "At some point, the bureau will start doing these on delegated authority in consultation with the general counsel," she said.

MCATV syndicated "Private Lessons" as part of a package of so-called "exploitable" films that also included such films as "My Tutor," "Cheech and Chong's Next Movie" and "The Bawdy Adventures of Tom Jones." An "exploitable," in programming parlance, is a film that makes up in sex, violence and action what it lacks in star

power, plot and characterization.

An MCA executive said that under an agreement with producer Barry and Enright Productions, "Private Lessons" was pulled from the package last November. However, he said, MCA is honoring pre-existing contacts with 40 or 50 stations.

The executive noted that the film was available in the theatrical version and in an "edited-for-television" version. "Most of the stations took the sanitized version that can be played at any time and there have been no problems whatsoever," he said. "Unfortunately, KZKC-TV wanted the theatrical version. We provided it. It was telecast at 8 p.m. It was crazy."

Under pressure from antipornography groups, the FCC last April said it would enforce the definition of broadcast indecency set forth in *Pacificia*: programming that depicts or describes, in terms "patently offensive as measured by contemporary community standards for the broadcast medium,

sexual or excretory activities or organs." At the same time, it sent warning letters to the three radio stations for airing programming it deemed indecent at times of day when there was a risk of children in the audience.

Instead of setting forth guidelines of what kinds of descriptions and depictions are indecent and what kinds are not, the FCC has chosen to set the parameters of indecent programming through its periodic enforcement actions. What it finds indecent in one case, it will find indecent in subsequent ones.

On a petition for reconsideration from a group of broadcast organizations, the FCC in November affirmed its April policy, although it said stations could air indecent programming after midnight because of the minimal risk of children in the audience. The FCC said it could not ban indecent programming because it is protected by the Constitution, but it could "channel" it to protect children. □

FCC wants first look at obscenity cases

The FCC, in a demonstration of a stiffening attitude toward allegedly obscene television programming, reversed a prior ruling last week and said it will assert initial jurisdiction in such cases. The reversal came in a comparative renewal proceeding in which Monroe Communications Corp. is challenging Video 44 for its license to operate WNSN(TV) Chicago. Originally, the commission had said it would never undertake an administrative determination of an obscenity issue "in the first instance" but would, instead, refer such matters to the Department of Justice for prosecution under criminal law barring obscene broadcasts.

The commission said its reversal grew out of the conviction it should retain the flexibility of action an assertion of initial jurisdiction would allow. It would be free to refer complaints to the Justice Department, the commission said, as well as to exercise one of a number of administrative actions available—among them, the imposition of forfeitures and, in severe cases, the revocation of licenses. The decision was unanimous, with Commissioner Patricia Dennis concurring.

The commission last week departed from its original ruling—which had reversed a Review Board decision to add an obscenity issue against Video 44—and held that case law does not require the use of a "local" community standard in obscenity cases. The FCC had said that it did and that it would not consider allegations of obscenity until a licensee had been convicted under the obscenity statute. That procedure, the FCC had said, would protect its processes from unproductive litigation and give appropriate deference to the expertise of local prosecutors in such matters.

Dennis, while agreeing that the FCC should not have said that it would "never" consider an obscenity case, said she would have deferred such determination until presented with an extraordinary case. Video 44, she believes, is an inappropriate case on which to determine whether the commission should consider obscenity issues in the first instance. As a matter of policy, she prefers referring cases to the Justice Department, believing it to be the more appropriate agency to examine such questions in a community context.

The Review Board has been holding the matter in abeyance pending the commission's decision. It will now review the decision of ALJ Joseph Chachkin, who held that Video 44 was not entitled to a renewal expectancy based on its past programming record, and said that Monroe enjoyed decisive advantages over Video 44 for integration of ownership into management and for diversification of media control. WNSN had been a pay television station during the license period under review, and the obscenity issue grew out of some of the movies it had broadcast on a scrambled—and double-pay—basis. They were edited versions of X-rated movies including "Pandora's Mirror," a copy of which is in the record of the case, "Fast Cars, Fast Women," and "Erotic Adventures of Zorro." WNSN now employs a Spanish-language format. The commission acted on Tuesday in response to a petition Monroe had filed with the U.S. Court of Appeals in Washington in April. The petition sought an order directing the FCC to conclude the case.

NAB board's New Year's resolutions in Hawaii

For the National Association of Broadcasters 1988 could prove to be a demanding if not difficult year. Congressional activity on broadcast issues is apt to intensify as lawmakers last year exhibited an inclination to either re-regulate the industry or even tax broadcasters as a means of raising additional government revenues.

Beset with those challenges, the association's 62-member joint board of directors meets this week (Jan 18-21), at the Mauna Lani Bay hotel on the Kohala Coast on the island of Hawaii, to devise a Capitol Hill strategy to ward off onerous legislation and achieve NAB's own political wish list.

For the TV board, enactment of a permanent set of mandatory cable carriage rules (must carry) and reimposition of FCC rules requiring cable systems to black out syndicated programming on distant signals if it airs on local stations (syndex) are considered crucial. Development of high-definition television is another priority. Radio directors feel reform of the comparative license renewal process is imperative. NAB's representation of radio in general may be the subject of some hallway conversations. Spectrum allocations in the already crowded AM and FM bands will be discussed, and the FCC's decision on indecent programming has both radio and television concerned. Equally worrisome is the avowed congressional effort to revive the fairness doctrine this year. A proposal advocating fairness codification for television-only is drawing support within the independent television community and is likely to trigger board debate.

"The board has some serious considerations, but I don't see any battle royals," said the radio board vice chairman. Bob Fox of KVEN(AM)-KHAY(FM) Ventura, Calif.

TV director Gary Chapman of Freedom Newspapers' broadcast division seems to have second thoughts about the issue. Indeed, he said, "fairness is not a priority when you talk about where you're going to be in the future. Fairness won't make or break you." Chapman believes cable carriage, syndex and HDTV are the kinds of issues that will "make or break us in the 1990's." If television does not choose its legislative and regulatory priorities carefully, Chapman fears the medium will "go the way of AM radio."

"We don't want to make enemies" on Capitol Hill, said radio director Bill Clark of Shamrock Broadcasting. "But we happen to feel strongly on fairness...It goes to the heart of what our industry is about," he said, adding that "there is nothing we are willing to exchange for fairness."

As Congress continues to hunt for additional revenue to help pay off the federal deficit, broadcasting could be a target. Last year both House and Senate committees with jurisdiction over tax law considered proposals to reduce or eliminate deductions for advertising expenses. And there was a provision in last year's tax package that would have seriously curtailed broadcasters' ability to amortize certain intangible costs.

NAB was able to beat back both initiatives but anticipates that interest in such proposals could be revived.

As for the association's standing on Capitol Hill, President Eddie Fritts emphasized NAB's desire to "maintain good relations." The transfer tax and fairness, he said, are not a fight NAB started. But given a choice between "being loved or being respected," he added, "we will take respect."

It is believed NAB's gains on Capitol Hill have raised the association's prestige with broadcasters. But some directors worry it will only encourage the board to fight hard on all fronts, leaving no room for negotiation. Such a hard line might not prove beneficial in the long-run, they fear.

"What we need to do now is put some of this new-found energy and enthusiasm into getting what we want," commented radio director Bernie Mann of Mann Media, High Point, N.C. Regardless of fairness, Mann thinks moving any broadcast measures will be difficult.

The prospects for passage of a radio-only

freeze on all AM allocations is needed and endorse an engineering proposal to upgrade class A FM's.

On the television side, must carry and cable copyright issues should keep directors busy. The industry's overall stand on cable is expected to be re-evaluated given developments on must carry. Some directors may suggest NAB back repeal of cable's compulsory copyright license as a means of creating a "level playing field."

"We're back to ground zero on must carry," said the TV board chairman, Ben McKeel of Nationwide Communications. McKeel referred to the appeals court decision last December declaring the FCC's latest version of must-carry rules unconstitutional. NAB is already eyeing the idea of going to Congress for help. One possible legislative solution that is already circulating within the broadcast community would be to condition cable's compulsory copyright license on must carry. A cable system would qualify for a copyright license only if it carries local television signals. Some form



Mauna Lani Bay hotel on island of Hawaii

comparative renewal bill will be discussed by the directors. They will also hear a status report on a study under way by the so-called Radio Futures Committee (a joint-project between NAB and the Radio Advertising Bureau) on how to boost radio's image with the public and advertisers. On the latter, Mann said he is concerned the study has gotten off the track and is concentrating more on radio's visibility with the public instead of the advertisers. Increasing radio's share of its image among advertising needs urgent attention, Mann believes.

Mann says he is also getting calls from broadcasters around the country who feel NAB is not working to the "betterment of radio." He said there seems to be a growing sense that radio's identity has been "lost" following the merger of the NAB with the National Radio Broadcasters Association two years ago. Where that discussion will lead is unclear, but it won't sit well with those directors who feel the NAB-NRBA union has been a total success (see "Monday Memo," page 38).

Radio's future will undergo further scrutiny when the board is asked to approve a new spectrum allocations policy, decide whether

of syndicated exclusivity rules might also become part of the package.

"We know we are not going to get any legislation quickly. We feel like we have to have an agreement with cable before we go to the Hill, and that will take time," Fritts told BROADCASTING. If the association's must-carry task force recommends that NAB petition the Supreme Court to review the lower court's decision on must carry, any Hill action, Fritts said, would be delayed until the court acted.

The future of HDTV is another critical issue for the TV board. A special session on HDTV is being held following the board meeting on Friday, Jan. 22. NAB officials will confer with Japanese, Korean, Mexican and Canadian broadcasters as well as management and engineering representatives from NHK (BROADCASTING, Jan. 4).

For television directors, children's television is yet another issue to be reckoned with. Calls for mandatory children's programming requirements have increased on Capitol Hill, and NAB may feel a need to respond to that pressure. The TV board may examine a proposal endorsed by the independent television camp (BROADCASTING,

Jan. 11). The Association of Independent Television Stations says it will seek an anti-trust exemption to permit broadcasters to establish voluntary standards limiting the commercials in children's programming.

A clearer picture of what Congress might do was to be offered last weekend (Jan. 15-17) prior to official board action when NAB hosted a legislative forum featuring key House and Senate members (BROADCASTING, Jan. 8). Also attending were representatives of other broadcast trade organizations and group broadcasting executives.

Besides reviewing the overall government relations agenda, Fritts will fill the joint board in on his search for a new chief lobbyist. John Summers, NAB's senior executive vice president for government relations, retired last month and now serves the association as a consultant. The search for Summers's successor was interrupted by the fairness and transfer fee fight late last year, and Fritts is not believed to be near any decisions. There has been some speculation he would not fill the post and would step up his own duties in that area and turn to outside lobbyists as needed. But Fritts has told BROADCASTING he intends to hire someone at a senior staff level.

NAB's grass-roots lobbying efforts are slated for discussion too. Even though directors are pleased with the association's successful call to arms last year, they want to insure equal effectiveness in 1988.

The joint board will be asked to approve a budget of roughly \$14.1 million for the NAB's 1988-89 fiscal year.

The executive committee will reveal its choice of recipient of the 1988 Distinguished Service Award to be presented at NAB's annual convention in Las Vegas April 9-12. As for general housekeeping activities, both the radio and television boards will review the composition of each board as it relates to the appointed seats for minorities and women as well as those seats allocated for major-market group radio and representatives from independent television and the Television Operators Caucus. □

3d-place ABC 2nd in demographics

While ABC and CBS continue to battle it out for second place in the prime time household race, ABC has solidified its hold on second place in most of the key demographics. Analysts say the financial impact of the demographic picture on both networks probably won't be felt until the upfront market breaks in July, when advertisers have a year of official peplemeter numbers behind them on which to base negotiations.

Both CBS and NBC have complained loudly about the inaccuracy of Nielsen's new peplemeter numbers, although observers note that it is the magnitude of the erosion the networks have argued about and not the general trend of continuing network erosion. The Nielsen numbers indicate the networks are off in combined rating by about 10% compared to last year, and about 4% in share.

In the prime time demographic race, ABC is in second place in both key male demographics—18-49 and 25-54—as it was a year ago, and has taken over second place this season with women 18-49, with an 8.8 rating, compared to CBS's 8.5. CBS retains second place among women 25-54, with an average 9.6, compared to 9.2 for ABC. NBC continues to lead all four key demographics, although its lead is less than it was a year ago when it led by at least two full rating points in each category. The network still has about a three rating point lead in both women's demos, but with men, ABC has come within a rating point in both primary age groups.

The pattern for children viewers in prime time remains similar to last season, with NBC leading, followed by ABC and then CBS. The same pattern also holds true for teen-age viewers in prime time.

Much has been made of the decline in children's audiences this season, and the latest numbers show that combined viewing among children 2-11 of the networks' Saturday morning schedules is off almost 30%.

NBC, which had a two-and-a-half-point lead over CBS in the daypart a year ago, has lost almost four full rating points and barely leads with an average 8 rating. CBS is second with 7.9 and ABC is third with 5.7.

In daytime, ABC has led in the women demographics and that trend continues for all three key age groups, 18-34, 18-49 and 25-54. In the evening news race, CBS is on top again in the household race by almost two rating points, although in the salable demographics, it's a dead heat among the three newscasts for men 18-49 and 25-54, almost as tight among the two comparable women demographics.

In the morning news demographics, NBC has retained its lead among men viewers but has lost its lead in women to ABC. CBS remains far behind in all the key categories. In late night, NBC continues to lead in the key men and women demographics.

A look at the estimated revenue and profits for the two networks for 1987 indicate that CBS will be close to flat in both cases. Estimates for ABC suggest the network will be up perhaps 5% in revenues and 50% or more in profit. NBC executives in report to employes last week ("In Brief," page 120), spoke of "record setting" revenues, and of sales reaching \$3 billion.

But analysts were hard pressed to say just how much ABC's strength in demographics this season, and CBS's weakness, has affected the 1987 financial performance. Confusing the issue was the introduction of the peplemeter. "Essentially, advertisers shouldered a lot of the risk" in the first season of the peplemeter, said Ray Katz, a broadcast analyst with Mabon, Nugent & Co. With a year of official peplemeter numbers under their belt, said Katz, advertisers will drive much tougher bargains in the next upfront negotiations. "They will all be delivering smaller audiences," Katz said of the networks. For their part, the networks don't argue with that basic trend. □

FCC holds the line on AM stereo

The saga of the marketplace search for a single AM stereo standard has not ended. But the FCC now apparently believes the end is near. While voting to do nothing to alter the AM stereo status quo last week, two of the three commissioners suggested that Motorola's C-Quam system is close to being the de facto AM stereo standard.

"We have considerable convergence on a de facto standard," said FCC Chairman Dennis Patrick. For broadcasters, the uncertainty over which of the two remaining systems to use has been "substantially reduced, if not eliminated, by the knowledge that all receivers [are] C-Quam receivable, or compatible." Commissioner James Quello cited the figure in the Mass Media Bureau's report that 70% of the AM stations now broadcasting in stereo are using C-Quam. "I think the marketplace is moving toward a de facto selection of a single system," he said. Mass Media Bureau Chief Alex Felker expanded on Quello's point. The commission's actions were based in part on the fact that "100% of the stereo receivers out there can receive C-Quam and the majority of the 500-and-some stations have elected to go C-Quam," he said.

As expected, the FCC acted on the AM stereo issue at last Thursday's (Jan. 14) meeting by unanimously rejecting a proposal to

protect the C-Quam system's pilot tone from possible interference ("Closed Circuit," Jan. 4). The FCC action was in response to a recommendation made last summer by the National Telecommunication and Information Administration for C-Quam pilot protection, but not for the competing single-sideband system developed by Kahn Communications Inc., Westbury, N.Y.

The commission also rejected three petitions for rulemaking, one calling for the standardization of a single AM stereo transmission system and the other two requesting that all AM stereo receivers manufactured be required to be multisystem radios, capable of receiving both systems. All three were rejected on the grounds that a rulemaking proceeding would be a long and controversial process that would inevitably lead to law suits.

"I'm not really worried or concerned about their interpretation of the marketplace," said Leonard Kahn of Kahn Communications.

Chris Payne, Motorola's AM stereo broadcasting manager, said that with or without pilot tone protection, broadcasters can be certain that C-Quam has been chosen by the marketplace. "It's particularly gratifying to us that they found that probably one of the most convincing reasons to not involve themselves in a rulemaking."



It was 20 years ago today...

Television's coverage of the tumultuous events of 1968—the Vietnam war, civil rights and student protest—was examined by the Museum of Broadcasting last week in a series of five seminars with panelists including many who participated in the events as well as covered them for the Fifth Estate. Two are presented herewith; the other three will appear next week.

"The Conventions and Presidential Election"—The intensity of television's attention to the tumultuous 1968 Democratic convention in Chicago and the events surrounding it "moved us over from being observers to being participants in the public's eye. [That] hasn't changed since," commented CBS's Sander Vanocur (above, second from right) at the panel on the political conventions and the election of that year.

Also on the dais with Vanocur for the hour-and-a-half discussions were (l-r) moderators Tom Wicker and Burton Benjamin; former CBS News President Bill Leonard; CBS's Robert (Shad) Northfield; ABC's Av Westin; former Wisconsin Senator Eugene McCarthy, and CBS's Dan Rather, Mike Wallace, Vanocur and Robert Trout.

"The Counterculture"—I was struck by what an unmitigated disaster 1968 was. There wasn't one redeeming feature," said Osborne Elliot, a former editor of *Newsweek* and former dean of the School of Journalism at Columbia University, in a discussion on how alternative culture and politics were portrayed on television. "Everybody reacted to television. The events fell upon us so fast...it was difficult to do much more than report them," Elliot said.

Others at the panel (below, l-r): moderators Wicker and Benjamin; Museum trustee Mark Goodson; Elliot; Todd Gitlin, author and professor of sociology at the University of California at Berkeley; Jeff Greenfield,

correspondent, ABC News *Nightline*, and former aide to Senator Robert Kennedy; Abbie Hoffman, political activist; Robert Trout, special contributing correspondent, ABC News, and Jack Newfield, columnist, *Village Voice*.

Television news producers in 1968, said Gitlin, "heeded" to central casting techniques by focusing their attention on demonstrators who were viewed as "freaks." Added Gitlin: "Because the political activists were so anti-authoritarian, they didn't believe in their own leadership and left it up to the evening news cameras to anoint their leaders."

Hoffman argued that he was not a "manipulator" of any television news coverage. "You can't blame television for what happened in 1968 any more than you can blame radio in the 1930's for forming unions," he said.

Hoffman observed that police action against "hippies" was no longer news by 1968. "It was police beating up newspeople that had more of an impact on the way protests were being covered," said Hoffman, in an apparent reference to the protests outside of the Democratic National Convention in Chicago during summer 1968.

Greenfield said that there was "no sign" of the "counterculture" movement on prime time entertainment television shows from at least 1965 through 1968. "Most of those television shows were fantasy based. There were no real urban programs," Greenfield said. There were two exceptions where topical humor was presented, according to Greenfield: *The Smothers Brothers Comedy Hour* and *Laugh-In*. "What happens when prime time television shows portrayed a vastly different universe than the national news?" asked Greenfield, wondering whether this trend helped create the "clashes" in 1968.



1987 was one of the most turbulent years in the history of television.

The station representatives were among the most severely affected. With long-term growth and stability their goals, stations and reps alike initiated more changes in 1987 than took place in the last three decades combined.

As this tumultuous year drew to a close, one representative continued to be the leader...

REPRESENTING THE NATION'S

WPIX	NEW YORK	IND	TRIBUNE BROADCASTING
KTLA	LOS ANGELES	IND	TRIBUNE BROADCASTING
WGN-TV	CHICAGO	IND	TRIBUNE BROADCASTING
WPHL-TV	PHILADELPHIA	IND	TAFT BROADCASTING COMPANY
KTVU	SAN FRANCISCO	IND	COX ENTERPRISES
WNEV-TV	BOSTON	CBS	NEW ENGLAND TELEVISION CORP.
WKBD-TV	DETROIT	IND	COX ENTERPRISES
WFAA-TV	DALLAS-FT. WORTH	ABC	A.H. BELO CORP.
WTTG	WASHINGTON, D.C.	IND	FOX TELEVISION STATIONS
KHOU-TV	HOUSTON	CBS	A.H. BELO CORP.
WSB-TV	ATLANTA	ABC	COX ENTERPRISES
WCCO-TV	MINNEAPOLIS-ST. PAUL	CBS	MIDWEST COMMUNICATIONS
WTVT	TAMPA-ST. PETERSBURG	CBS	GILLETT BROADCASTING
KCPQ	SEATTLE-TACOMA	IND	KELLY TELEVISION CO.
WDZL	MIAMI	IND	ODYSSEY TELEVISION
WPXI	PITTSBURGH	NBC	COX ENTERPRISES
KMOV-TV	ST. LOUIS	CBS	VIACOM BROADCASTING
KWGN-TV	DENVER	IND	TRIBUNE BROADCASTING
KXTV	SACRAMENTO-STOCKTON	CBS	A.H. BELO CORP.
KTVK-TV	PHOENIX	ABC	ARIZONA TELEVISION, INC.
WMAR-TV	BALTIMORE	NBC	GILLETT BROADCASTING
WVIT	HARTFORD-NEW HAVEN	NBC	VIACOM BROADCASTING
WTTV	INDIANAPOLIS	IND	TEL-AM CORP.
XETV	SAN DIEGO	IND	BAY CITY TELEVISION, INC.
KATU	PORTLAND	ABC	FISHER BROADCASTING
WFTV	ORLANDO-DAYTONA BEACH	ABC	COX ENTERPRISES
WDAF-TV	KANSAS CITY	NBC	GREAT AMERICAN TELEVISION & RADIO

THE LEADER

COMMITTED TO RESULTS

FINEST BROADCASTERS...

WKRC-TV	CINCINNATI	ABC	GREAT AMERICAN TELEVISION & RADIO
WSOC-TV	CHARLOTTE	ABC	COX ENTERPRISES
WGNO-TV	NEW ORLEANS	IND	TRIBUNE BROADCASTING
WHNS-TV	GREENVILLE-ASHEVILLE- SPARTANBURG	IND	PAPPAS TELECASTING, INC.
KWTV	OKLAHOMA CITY	CBS	GRIFFIN TELEVISION, INC.
WUTV	BUFFALO	IND	CITADEL COMMUNICATIONS
WVEC-TV	NORFOLK-HAMPTON	ABC	A.H. BELO CORP.
WHIO-TV	DAYTON	CBS	COX ENTERPRISES
WBRC-TV	BIRMINGHAM	ABC	GREAT AMERICAN TELEVISION & RADIO
WGHP-TV	GREENSBORO-HIGH POINT- WINSTON-SALEM	ABC	TAFT BROADCASTING COMPANY
WNYT	ALBANY-SCHENECTADY-TROY	NBC	VIACOM BROADCASTING
KOTV	TULSA	CBS	A.H. BELO CORP.
KJTM-TV	LITTLE ROCK	IND	TVX CORP.
KGSW-TV	ALBUQUERQUE	IND	PROVIDENCE JOURNAL BROADCASTING
WNFT	JACKSONVILLE	IND	NORTH FLORIDA 47, INC.
KWCH-TV	WICHITA-HUTCHINSON	CBS	KAYS, INC.
WRLH-TV	RICHMOND	IND	BUSSE BROADCASTING
KMPH-TV	FRESNO	IND	PAPPAS TELECASTING, INC.
KSLA-TV	SHREVEPORT	CBS	VIACOM BROADCASTING
WFRV-TV	GREEN BAY	ABC	MIDWEST COMMUNICATIONS
KPTM	OMAHA	IND	PAPPAS TELECASTING, INC.
WHEC-TV	ROCHESTER	CBS	VIACOM BROADCASTING
KMSB-TV	TUCSON	IND	PROVIDENCE JOURNAL BROADCASTING
KPOM-TV	FT. SMITH, AR.	NBC	GRIFFIN TELEVISION, INC.

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debates between them, in Iowa and New Hampshire, and, again, relay them by the same satellite in the same scattergun fashion. This time, there was a new twist: Following each debate, the candidates took questions from reporters in stations serving caucus and primary states, a device likely to increase the audience in those crucial areas. The bill for each debate, which included production costs as well as transponder time, came to about \$12,000, split between the campaigns. Gephardt also hired the service to follow him on a campaign swing around Iowa, roll some tape, edit it and feed it, as a Conus staffer put it, "to the rest of the world."

□

The proliferation of news operations focusing on the campaign is only one factor setting 1988 apart from the coverage of previous presidential campaigns. Another is that it is the first election since 1960 in which the incumbent is barred by the Constitution from seeking reelection. Then, too, there was the creation of Super Tuesday—primaries and caucuses in 20 states, most of them in the South, on March 8. The result has been not only an abundance of candidates in each party seeking the nomination—seven Democrats and six Republicans—but an incredibly early start for many of them. Four years ago at this time, only six candidates had qualified for matching federal funds, all of them Democrats, and for only \$7.7 million. Earlier this month, the Federal Election Commission said that 12 candidates (exclusive of Hart) had qualified for \$28.7 million. Such factors, along with budget constraints, have persuaded the networks for the first time to abandon what they call "man-to-man" coverage for a "zone." Ed Turner, executive vice president of CNN, offers a different football formation as a description of CNN's approach: "the wishbone option—you go where the story is."

The news executives running the campaign coverage of the other networks agree with Turner that "you don't have to be with every candidate every hour of the day." Indeed, Hal Bruno, political director for ABC News, recalls the wasted effort during prior presidential campaigns when man-to-man coverage was the norm. "It made no sense," Bruno said. "Correspondents would not get on the air every night; maybe once a week." So, far from complaining about the new approach, Bruno welcomes it as an opportunity to make the break from past practice he says ABC has long contemplated. "We sometimes failed to give people an overview of what was happening and where the campaign was heading," said Bruno. Providing that "overview" involves the kind of analysis and in-depth reporting, Bruno and other network news executives say the zone approach makes possible. There will be, network news executives generally agree, less—though still some—of the "horse race-type" coverage that has given network cam-

aign coverage a bad name.

Just what is a "zone"? "Iowa is a zone," says Richard M. Cohen, CBS producer in charge of political coverage. "We'll have people in and out of there. We've never done it before, but it will work...It forces us to be creative, and that's good." CBS, like ABC, maintains an editorial, off-air presence with the campaigns, simply to keep in touch. But they are backed up by the bureaus in Des Moines and Manchester. And to do major on-air stories, ABC will send in what Bruno refers to as a "big foot," a network correspondent—Barry Serafin if it



CBS's Cohen

is a Republican campaign, James Wooten, a Democratic. CBS's on-air correspondents are Bruce Morton, who is focusing on the Democrats, and Bob L. Scheiffer, the Republicans. "We'll dissect each of the parties and try to make sense out of a complicated and crowded field," says Cohen.

NBC does not have a reporter tagging after each campaign. But like the news executives at the other networks, Joseph Angotti, executive producer of NBC's election coverage, sees zone coverage as an opportunity to do "more in-depth, issue-oriented stories than in the past." And Angotti is flooding the zone with the "big feet" to do them: Ken Bode and Tom Pettit are doing general political stories while Dennis Murphy is focusing on the Democratic campaigns and Lisa Myers, the Republican. Ann Rubenstein is concentrating on state political stories in Iowa and New Hampshire. Other resources, like Chris Wallace, the network's chief White House correspondent, will also be employed in Iowa and New Hampshire.

In switching to zone coverage, the networks acknowledge that the costs that would be involved in dispatching crews to cover every candidate were a factor in the decision. "We do not have unlimited funds," Robert Murphy, ABC's vice president for news coverage, said in one interview. "We have to operate within a fairly controlled budget." Published estimates place the costs of zone coverage at \$25 million, about half of what man-to-man would cost. Angotti, however, insists the funds available to him are about the same as those NBC spent on political and election coverage in 1984—"perhaps 3% or 4% less, allowing for inflation." There has been no cutback, he says.

How long the networks will stay with

zone coverage is uncertain. News executives were talking about a reassessment after Super Tuesday, by which time it is assumed there will have been a substantial shakeout of candidates in both parties. But a switch back to man-to-man coverage would not necessarily mean an abandonment of the more cerebral reporting that zone coverage is said to make possible. "I hope to continue doing issue reporting throughout the campaign," said Angotti. He would not, however, write off "horse race" coverage: "We can't and shouldn't avoid it."

The effect that zone coverage will have on candidates' fortunes has yet to be measured. But initially, at least, it seems to be a boon to those whose standing in the polls is near the bottom. In the days of man-to-man coverage, the correspondent unfortunate enough to be assigned to such a candidate would have difficulty obtaining a minute of air time on the evening news during the week to report on his tiger. But in the era of "issue" reporting, candidates barely registering in the polls are getting attention—Babbitt, for instance. He has become the darling of correspondents—print as well as broadcast—who see in him a candidate of ideas and fierce independence (he is not afraid to say the "T" word out loud). "We are not complaining about coverage," said Vada Manager, a Babbitt press aide. "We're pleased with it, especially on the issues." Similarly, Representative Jack Kemp (R-N.Y.), who has been struggling to make an impact on the consciousness of voters, has been getting media attention that his standing in the polls might not appear to warrant. "Aside from profiles," said Kemp's press secretary, John Buckley, "our coverage is in the process stories."

For the networks, there is a drawback to the zone approach, of course—the danger of not being on hand when a candidate makes news. A couple of weeks ago, ABC was the only network with footage of Senator Bob Dole (R-Kan.), in Salem, N.H. sharply responding to an attack Vice President George Bush had made on him at the National Press Club. To deal with that kind of problem, the networks are depending increasingly on their affiliates. ABC's Murphy said the network will rely on its bureaus around the country as well as on major affiliates for backup. "They are closer to the story and are more current," he said. The networks are not only swapping tape with affiliates in Iowa and Boston and Manchester; they are depending on affiliates for which a particular candidate is a local story—a Phoenix station covering Babbitt, for instance. "Local stations are getting more sophisticated [in their political coverage]," said CBS's Cohen. "They also have the blocks of time and the budgets to follow their candidates and report back." To flesh out the record on the Dole/Bush exchange: The Dole piece was shot by a crew from ABC's Manchester affiliate, WMUR-TV.

□

Indeed, the broadcast journalism story being written about coverage of the 1988 campaign thus far is one largely of local broad-

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casting. ABC, CBS and NBC make the nationwide impact, with their reach and the glamour of their stars. They will focus the attention of the country, if not much of the free world, on Iowa and New Hampshire when they broadcast special reports and originate their regularly scheduled news programs for a couple of days around the dates of the caucuses and primaries from Des Moines and Manchester. But the voters in Iowa and New Hampshire and any other state where delegates to the Democratic and Republican conventions will be chosen are the center of the candidates' attention. And solid exposure on a Cedar Rapids station means more to them than a fleeting picture on a network program.

Candidates make that point by the extremes to which they sometimes go to gain access to stations' local news programs. Several have bought satellite time to make themselves available for questioning by anchors and political reporters of television stations in Iowa and Massachusetts and other stations where caucuses and primaries are scheduled to be held. Bush, for instance, employed the technique twice, the first time during the Washington summit, the second time several weeks later when he took questions on a variety of subjects.

Dole also bought satellite time to talk to local anchors and reporters: His endorsement of the Intermediate Nuclear Forces treaty was the lure used to attract journalists' attention in Iowa and Massachusetts.

(This practice may be giving rise to a new ethical question: Are candidates buying

certainly affiliates have worked closely with their networks. But that does not quite tell the story. Iowa station news personnel, after months of meeting and covering presidential candidates, seem to have become jaded. They are buried under offers of interviews with candidates. "The assignment desk," says John Altembern, news director of KGAN(TV) Cedar Rapids, Iowa, "is peppered with requests from candidates who want to appear on news shows." He said the requests "come on a regular basis and become humdrum after a while." The station checks each story possibility for newsworthiness, he said. But, he added, "we could have wall-to-wall politicians."

John Janes of WHO-TV Des Moines and Terry Bynum of WOI-TV Ames, Iowa, seemed to be experiencing similar cases of burnout. "We're getting more than we want," said Janes of proposals for interviews with candidates. He cited the case of Senator Paul Simon's (D-Ill.) people offering the senator for a live interview on the Sunday 10 o'clock news. "We'd interviewed him earlier, so we said, 'No thanks.'" Janes said he prefers packaged pieces to live interviews, in any event. "It gives us more control." Said Bynum, "We're being very selective." He noted that the candidates began campaigning through the state in earnest in May, and added, "We don't want viewers worn out by politicians." For all of the political overload, Bynum indicated that WOI-TV was concerned about its reputation. "There are just so many times a candidate talking to a retirement home or a union is news," he said. "But we try to give equal coverage, so no one will have cause to say we treated him unfairly."

The Boston VHF network affiliates, on the other hand, appear filled with energy and drive. They have not been subjected to quite the public relations battering Iowa media have taken since the spring.

And they are under what some are calling "the double whammy": Their governor—Michael Dukakis—is a leading candidate for the Democratic presidential nomination, and, to all intents and purposes, the primaries in neighboring New Hampshire are a local story. WCVB-TV (ABC), WBZ-TV (NBC) and WNEV-TV (CBS) have been covering the campaigns in Iowa and New Hampshire for months. Now they are cranked up and ready to send crews into those states for the campaigns' final days, and the voting. They will continue to pursue the story at least until Super Tuesday; after that, coverage will depend on whether Dukakis is still a candidate.

In the process, the stations are demonstrating the kind of service that can be provided this side of a network. WCVB-TV, for instance, periodically has been devoting five or six minutes of its 6 p.m. news shows to discussions of issues. The station, said news director Philip Balboni, was sensitive to the charge that the media are concerned only with the "horse race" aspect of politics. It has also picked five families from around the country—California, Iowa, New Hampshire, Colorado, and Louisiana—and is interviewing them, by satellite, from time to time on their views of the campaign. All

three stations are doing extensive polling—WCVB-TV is one of a group of 30 stations that have contracted with the Gallup organization to do as many as 40 local, regional and national surveys. WCVB-TV and WBZ-TV will project the results of the New Hampshire primaries on the basis of their own exit polling, beginning at 8 p.m., when most of the polls in the state close.

And all three will show whose story they think the primaries are by preempting network programming to do special programs on the results. WBZ-TV, moreover, lays claim to one of the major news beats of the campaign—Gary Hart's reentry into the campaign.

The Boston stations, then, are making good use of the revenues available to major-market VHF affiliates. But a few miles north, WMUR-TV likes to think of itself as doing at least as good a job as any organization—including any of the networks—in covering politics, and on a budget of \$600,000, less, as the station's news director says, than a Boston anchor earns in a year. Of course, the focus is narrow: New Hampshire and the primary campaigns now under way. But Miles Resnick, the news director, says, "I do a better job than Boston in New Hampshire. I have to. That's our very existence." The station's Arbitron rating for 6 p.m. news indicates Resnick is doing something right; it has doubled since 1985. The station began broadcasting a Presidential "Primary Watch" a year in advance of the primaries, and it has been interviewing candidates as they tour the



NBC's Agnotti

their way onto news shows when they pay for satellite time? Some station newspeople feel that as long as they control the questioning, their conscience is clear. But a professional poll of television news producers conducted by Medialink-Nielsen Executive Broadcast Survey indicates that in most cases, producers would roughly split on the issue. For those who felt squeamish about the practice, the Bush campaign accepted reimbursement from participating stations.)

Whatever effect the campaign is having on the candidates, it seems to have had a wearing one on Iowa's television journalists. To say as the network executives do that the stations have developed sophistication in their political coverage is no doubt true;



NBC's Pettit

state. (Resnick evidently has a higher burnout level in that regard than news directors in Iowa.) Resnick said all of the station's 12 reporter-anchors and one part-time reporter—all of them young, all of them eager—are involved in the coverage: "Every candidate has someone watching him." And on primary night, the station will have 14 satellite trucks on hand—two of them owned, the rest borrowed or rented—to cover every candidate. "This is our coming out," Resnick says. "We have to plan and prepare and budget, because the whole world is watching."

It is not only stations on the scene that are covering the campaigns. Stations from Phoenix have traveled to Iowa to do live

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reports on Babbitt's activities. One of them, KTSP-TV Phoenix, sent a crew to follow the former governor on a tour of Texas and Iowa. And stations in Missouri have dispatched crews to Iowa to cover two reasonably local boys running for the Democratic nomination—Gephardt, who represents Missouri's third district, and Simon, who as a congressman had represented a district in Illinois on the Missouri border. KMOV-TV St. Louis even broadcast a five-part series on the two candidates last summer, a series based largely on material gathered by crews and correspondents who traveled with the candidates—one team spent two and a half days with Gephardt in the South and the other, three days with Simon in Iowa and Illinois—after they announced their candidacies. "We're prepared to follow them to Super Tuesday," says Betsey Bruce, KMOV's political editor, "assuming they're both still in the race—and beyond, if they get past Super Tuesday."

The story, then, is not only for the networks. But neither is it only for the stations with a natural interest, like those with a primary to cover or a native son on whom to report. WSB-TV's Nigut is demonstrating it can also be for the station with the resources and drive to cover a national story, and make it local. But Nigut says there is a kind of local angle, the role the South is playing in the campaign: the involvement of 14 Southern and border states in the Super Tuesday primaries and caucuses and the decision of the major parties to hold their nominating conventions in the South—the Democrats in Atlanta and the Republicans in New Orleans. As a result, he said, Cox Enterprises Inc., WSB-TV's owner, wants its newspapers, the *Atlanta Constitution* and *Journal*, and the television station "to be out front in the coverage." After all, Nigut said, "this is their corporate home."

So, since March, he and his cameraman



ABC's Murphy



CNN's Turner

have been attending announcements of presidential candidacies, following campaigns, attending (selectively) the debates that for months have been the affliction of the national political reporter. In the process, he has become as well known as any network correspondent, if not better known. Mike Kopp, press aide to Senator Albert Gore (D-Tenn.), certainly knows him. He has seen the correspondent on many stops on the campaign trail. "Whenever we plan an event or a trip, we call him," Kopp said. To a degree, at least, Nigut's importance to campaigns like Gore's involves the fact that WSB-TV is an ABC affiliate and makes material available to the network. Nigut, Kopp said, is of "more than regional importance to us."

How does Nigut see his role in covering presidential politics? One of providing "grass roots coverage." Nigut, who will spend the next few weeks in Iowa and New Hampshire, said, "When we go to Iowa, we will follow the candidates and talk to party functionaries. We will also talk to people

about what's on their mind. So we will be concerned with issues and what folks are thinking. Sometimes, there's no relationship."

□

Not so many years ago, it seemed that the national radio and television networks, coming on top of newspapers and national news magazines, were providing their audiences with about as much information as they could handle, or even want. No more. Dispensers of information continue to emerge, offering ever more detailed and esoteric data and, always, it seems, finding a market, a fact increasingly apparent as the 1988 presidential election year begins.

Consider, for instance, CNN. The 24-hour-a-day network devoted to news seems to have no trouble filling its news hole, particularly in a presidential election year. It may lack the resources of the other major networks, but its coverage of the campaigns is pervasive, and is attracting attention. Its daily *Inside Politics*, a 30-minute program broadcast at 6:30 p.m. that was introduced in November, is a case in point. It really is "inside politics." It is designed, says CNN's Turner, to appeal to candidates and their staffs, journalists and political and news junkies generally, but particularly to political types in the power centers of the country, like Washington and New York. Anyone else would be well advised to stick with the softer network or local news. But correspondents are said to use *Inside*—usually anchored by Bernard Shaw—as source material.

In the months ahead, CNN will be covering live caucuses and primaries and 10 debates, eight of them sponsored by the League of Women Voters and two by the *Atlanta Journal* and *Constitution*. It will, Turner says, be trying to create "as complete a record as possible of the political season," which he says began on Dec. 1, 1986, and will end next November. The reason: "To us, this is the most interesting national election since 1968, the last time an incumbent President did not seek reelection—"and the most wide open since 1960," the last time a President was barred by the Constitution from seeking a third term.

Then, there is C-SPAN, the public service

Picking and choosing

Broadcast news executives appear to be divided on whether to make use of the live and taped material that political candidates are increasingly making available by satellite. A poll of television news producers and assignment editors conducted by the Medialink-Nielsen Executive Broadcast Survey indicates that news decision makers at 47% of the 98 stations polled would accept produced videos on issues.

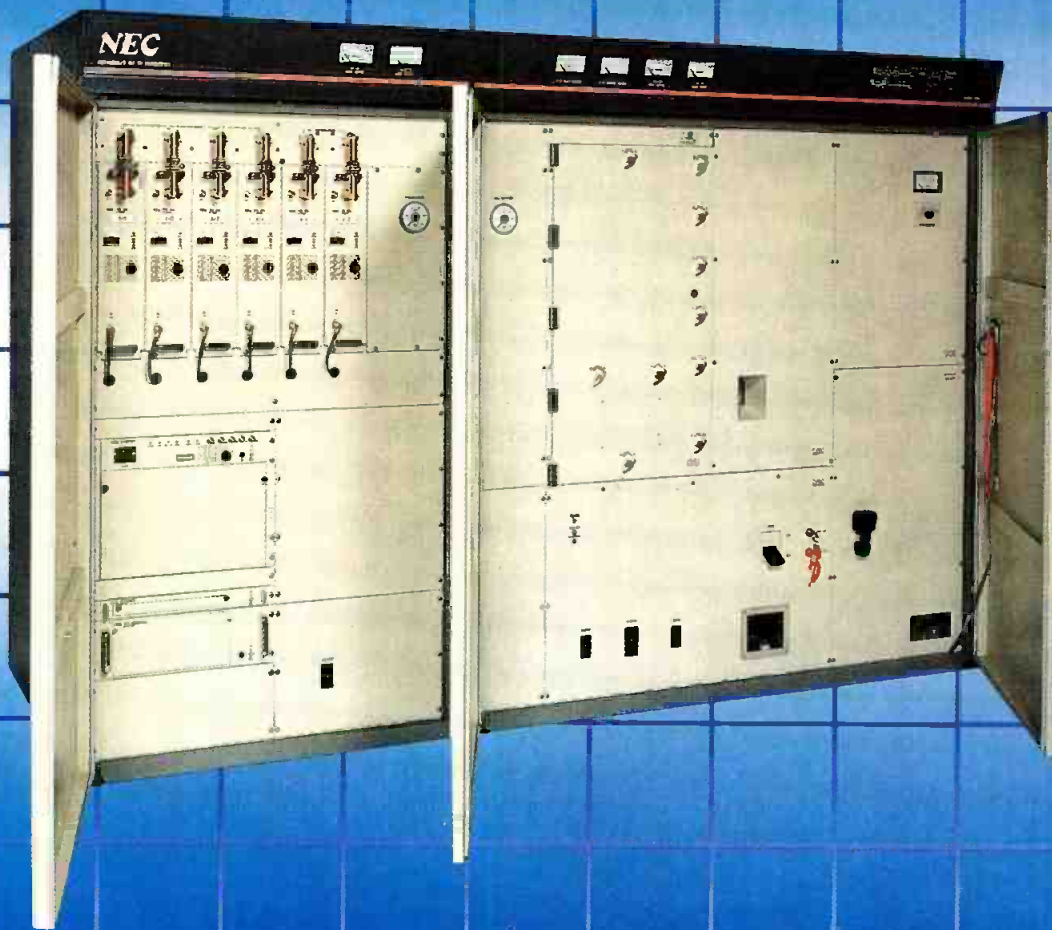
The poll, whose questions assumed the unrestricted use of the material, also shows that the executives at 53% of the stations would accept live news conferences, while those at 48% of the stations would find background on a candidate's history or family acceptable. The one category of material that executives at a substantial majority of the stations—72%—would accept was labeled "replies to charges or crisis." The survey was done early in December.

Another poll, done a week later by Medialink in December, indicates news executives are generally comfortable with video news releases from members of their congressional delegations on major national or world issues, such as the summit; executives at 81 of the stations said they would be interested in receiving such releases.

The pollsters, in a survey done in the first week of January, asked about interest in presidential candidate Gary Hart's alleged extra-marital affairs, and found that it may be fading. In response to a question as to whether future campaign stories about Hart should contain references to his involvement with Donna Rice, the breakdown was as follows: No, 73%; yes, 18%; don't know, 8% and declined answer, 1%.

The Medialink poll is conducted by Nielsen Media Research, an A.C. Nielsen-Dun & Bradstreet company, on behalf of Medialink, which distributes corporate video releases. Medialink is operated by Video Broadcasting Corp. and has an exclusive contract with Nielsen to poll television news producers weekly on the uses of corporate video and their opinions on news issues. Medialink said that Hart is not a client.

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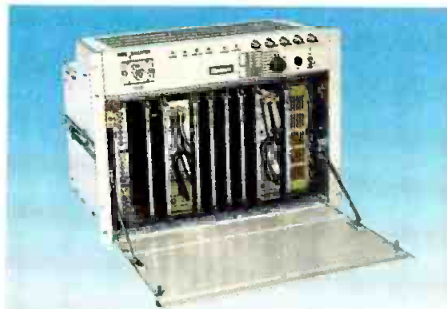
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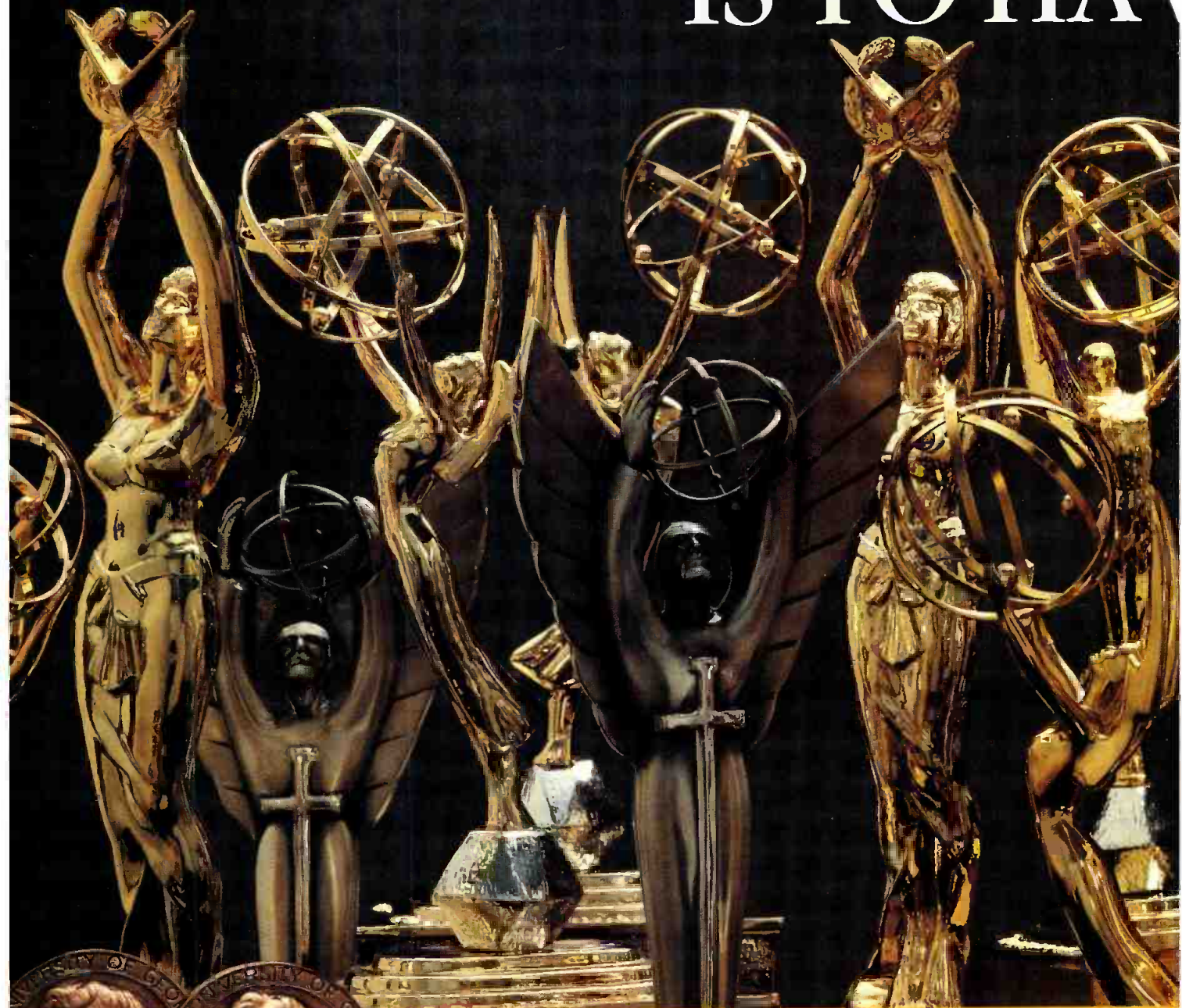
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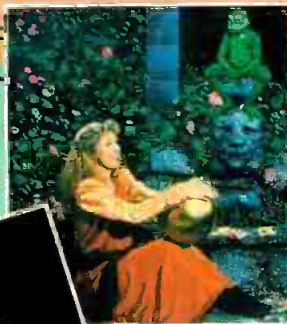
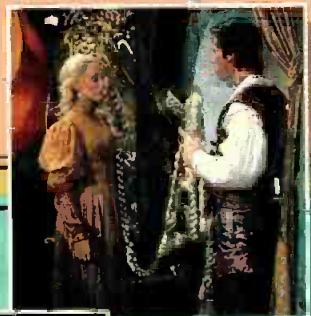
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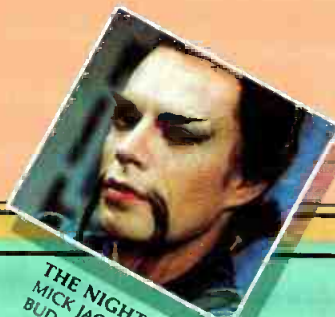


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ing all state primaries. The networks' four principal reporters for the primaries are Vic Ratner, Herbert Kaplow, Jon Bascom and Richard Davies. They will be joined by Hal Bruno, ABC News political director, and Ken Rudin, of ABC News's political unit, Benson said.

For other presidential campaign events, ABC plans live gavel-to-gavel coverage of convention activities over one of its long-form satellite channels and special news "capsules" over its main channel. "There will be regional feeds on the activities of different state delegations," said Benson. "We also expect to be working with about 100 affiliates, helping them distribute customized reporting from the convention



AP's Johnson

site," Benson said.

Benson told BROADCASTING that ABC's new data system for affiliates was fully implemented earlier this month. "During the political conventions, this system will give affiliates printed updates on all national news and regional cuts to be transmitted [as well as printed scripted copy of those cuts] and any changes in the convention schedule," Benson said. "Stations can put together an entire menu for convention coverage," he said.

Bart Tessler, news director for Mutual Broadcasting, said the network has its programming plans "locked in" for the Iowa caucus, New Hampshire primary and Super Tuesday. Said Tessler: "The rest of the primaries will be a 'wait-and-see' situation. If it's a good race, we will have the same kind of coverage plans."

Those plans call for two-minute hourly reports the night of each primary and the next morning during drive-time. Mutual's one-hour *America In The Morning* broadcast, according to Tessler, will originate from the caucus sites of Des Moines, Iowa, and primary sites in Manchester, N.H., during the early part of those two respective weeks. The weekday series is anchored by Mutual correspondent, Jim Bohannon, who is also one of two principal anchors for Mutual's primary, convention and election night coverage. The other principal anchor is Peter Maer. Mutual's political field correspondents include Al Freeman, Bob Witten and Joe Walsh.

Tessler noted that for convention and election night coverage the network will offer two-minute updates, twice an hour, and a morning and an afternoon drive-time report. "There will also be a live raw feed of entire convention activities and selected anchoring of special events on our supplemental satellite channel," Tessler said.

The NBC Radio Network, which will share resources with Mutual in its election '88 coverage (both networks are owned by Westwood One), will broadcast hourly 90-second special reports the evening of the first three primary days as well as the following morning, said Jim Farley, vice president, news, NBC Radio Networks.

NBC Radio's four principal political correspondents covering the campaigns will be Alan Walden, John Cameron Swayze Jr., Bill Groody and C.D. Jaco. NBC will provide continuous unanchored coverage of all activities from both conventions and anchored coverage of key long-form events such as keynote addresses.

"We will have separate anchor staffs [from Mutual], but we will pool some of our people and resources together," Farley said. "We will also have the resources of the NBC News election unit."

The United Stations Radio Networks' news department, according to Richard Rieman, the networks' Washington bureau chief who also serves as executive producer for United's presidential election coverage, has set aside nine "key" caucus and primary nights for coverage, starting with Iowa, New Hampshire and Super Tuesday. At least two United Stations correspondents will be assigned to the single-state primaries, said Rieman. "We are committing a lot more resources to cover campaigns on the road," Rieman said. United's principal election campaign correspondents are John Bisney, Craig Windham, Steve Taylor, and Karen Carson.

United will have a continuous "podium" feed from the two conventions over its long-form special events channel and short-form updates over its main channel. Election night anchors for the network will be Ed Gullo and Nick Young. Special reports, said Rieman, will be fed at 25 and 55 minutes past the hour.

"We find that [music] stations want a lot of election reports. And they want them brief and flexible," Rieman said. (The majority of United's affiliates have music-oriented formats.)

The UPI Radio Network will have two-minute updates twice an hour on all major primary nights, according to Mike Freedman, managing editor and director of broadcast operations.

UPI will use four principal political correspondents in the field: Bill Small, Bob Fuss, Rob Navias, and Ginny Kosola. The team will be led by UPI veteran political correspondent, Pye Chamberlayne, who will anchor studio coverage of the primaries.

Anchoring UPI's convention night coverage will be Chamberlayne and syndicated columnist, Jack Anderson, whose investigative reports are heard three times each weekday over UPI Radio. "Certain programs of the *UPI Roundtable* series will be devoted

to presidential politics," Freedman added.

Freedman noted that the network's *Campaign Notebook* series, which last aired in 1984, returns to the air today (Jan. 18). It is a 60-second weekday feature, first fed at 6:10 a.m. (NYT). The feature is part of an overall format revision for UPI (see story, page 79). UPI Radio Network has one satellite channel for its broadcasts.

The Associated Press Network News has fed its stations a 13-part series called *Off And Running*. (The series was bulk-fed to stations on both Jan. 8 and Jan. 11.) Each of the 90-second segments profiles a candidate. And beginning the week of Jan. 25, AP will run a series of 90-second weekday reports on the presidential race through the



ABC's Benson

general election titled, *The Contenders*.

AP's principal political correspondents are Mark Smith and Bob Moon. "They will be our convention and election night anchors," said Jan Thomas Johnson, assistant managing editor/operations for AP Broadcast Services. Other AP correspondents on the campaign trail include Mark Knoller, Dick Uliano, Louise Schiavone, and Jerry Bodlander. The network will offer one hourly special report during the Iowa primary (at night and the following morning), but two hourly reports for all succeeding "dominant" primaries.

Johnson said that AP Network News, which, like UPI Radio, presently uses one satellite channel for all of its transmissions, is expected to have a second satellite channel for long-form feeds operational prior to the Democratic national convention in July. "We will have a continuous live feed of all major events during the conventions and on election night over our second satellite channel," Johnson said.

AP Network News is planning to shortly switch from Westar III to Spacenet III. At National Public Radio, political correspondents Cokie Roberts and Linda Wertheimer and White House correspondent Jim Angle will make regular contributions to *All Things Considered*, *Morning Edition* and *Weekend Edition* in the form of candidate profiles, in-depth reports and campaign trail interviews with voters, candidates and observers. And on a weekly basis beginning next month, political analysts Kevin Phil-

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lips, editor and publisher of *The American Political Report* and *Business and Public Affairs Fortnightly*, and William Schneider, contributing editor of *The Los Angeles Times*, the *National Journal*, *Public Opinion* and *The Atlantic Monthly*, will join *Morning Edition* host Bob Edwards.

NPR's election features will include an opportunity offered to each candidate to air his views in a "stump speech" as well as live coverage of 10 intraparty candidate debates in January, February and March. NPR covered the first of the 1988 Republican candidate debates two weeks ago, Jan. 8, in Des Moines, Iowa. The other debates to be aired

live by NPR include one among Democrats tonight, Jan. 15, at 8-10 p.m. (Des Moines); Republicans, Jan. 16, 3-5 p.m. (Hanover, N.H.); Democrats, Jan. 24, 3-5 p.m. (Durham, N.H.); Democrats, Feb. 13, 5-6 p.m. (Manchester, N.H.); Republicans, Feb. 14, 5-6 p.m. (also Manchester); Democrats, Feb. 27, 3-4:30 p.m. (Atlanta); Republicans, Feb. 28, 3-4:30 p.m. (Atlanta); Republicans, March 5, 5-6 p.m. (Nashville), and Democrats, March 6, 5-6 p.m.

(It is getting crowded out there on the campaign trail. When NPR got to Manchester, N.H., last month, preparing to cover primaries and debates in that state, it found

no room at the inns: all the city's motel and hotel space had been taken. The solution may have proved precedent-setting. New Hampshire Public Radio (NHPB) helped NPR set up shop in an old mill, converted to 6,000 square feet of office space—"far more than we could ever use," said Jeff Rosenberg, executive producer of election production. NPR Distribution's truck was parked outside and, in the meantime, Voice of America, NHPB and WBUR(FM) Boston agreed to deals bartering free office space in the mill for paid satellite time with NPR Distribution. The ABC Radio Network is also a prospective partner, said Rosenberg.)

Bringing it all back home via satellite

Transponders will be humming with Campaign '88 coverage

Satellite operators expect to sell out time on their birds during major 1988 presidential election events—the primaries, particularly 20-state Super Tuesday, the July and August conventions and election day. But as of last week, most still had some capacity available. "Journalists are known procrastinators," one spokesman said about why blocks of time during the campaign remain unsold. Consequently, operators, many of which had sold some primary and convention time, were unsure about what effect campaign coverage would have on business for the year.

But if satellite operators were cautiously upbeat, other satellite service companies expressed unabashed confidence, describing the conventions as "watershed" experiences with projected record-setting transmission levels. Spokesmen for services that resell transponder time and that offer various forms of uplinking said new technological and market factors in election coverage are already adding business.

Traditional users, the networks and major news services, the satellite services said, are going after the first incumbentless presidential election in 20 years with total abandon—meaning more coverage of more candidates and more transmissions. And, they said, entrance into the market by a growing body of station groups and individual stations, each providing some of its own campaign coverage, as well as the addition of individual campaign organizations themselves, many leasing satellite services directly, will keep services busy from the Iowa caucuses through election night.

More users mean more demand, said James Christe, manager of satellite news services for Wold Communications and former CNN producer. "Compared with 1984, the demand is much higher," he said. "The picture is the story, and it's very important to a local news director to have pictures of his or her correspondent on the scene. Local newscasts will be extended and at times will cover up the network feed."

For most satellite operators, comparing the last election with the present proves more difficult. Many pointed to extreme interest in any election without an incumb-

ent candidate. But the last presidential election year, they said, also included the Olympics, which took place in the U.S., a source of much special-event, occasional-use business and, therefore, clouding the satellite newsgathering base for comparison. And from the operator's point of view, any increase in satellite newsgathering is always hidden among other types of programming within packages they sell. Most operators are prepared to sell small blocks of time nearer to, or on, days-of-air, but otherwise are not normally in touch with exactly how backhaul time will be used.

In any case, operators are aware of the newsgathering community's reliance on their services and so are confident that newsgathering must come to them sooner or later. "I don't think any other technology is as well suited to special event coverage as satellite technology," said David Rubin, director of satellite services for GTE Spacenet. "No other technology can get to a site, set up and transmit pictures to homes on an ad hoc basis." Only satellite, he said, could cover breaking news, "like a child trapped in a well" in a small Texas town, with its speed or quality.

Western Union's assistant vice president for satellite services, Fred Knipp, said: "There are some days, Super Tuesday among them, for which we are already sold out." He sees no danger of users or resellers overbooking: "[They all] book with a margin, but I think it will all be used." And at Hughes Communications, Galaxy systems director Bruce Elbert said, "We expect to go through the roof on Super Tuesday" with both large block and smaller day-of-air sales. (Participation in Hughes's Video Timesharing Service, he said, puts a user in the database and makes day-of-air access easy and swift.) But as of last week, he said, Hughes was still assessing capacity available for primary and convention days. Although Hughes's Galaxy I is dedicated to cable transmission, Galaxy II and part of III will add up to significant C-band blocks available.

Harry Mahon, GTE Spacenet broadcast services area manager, said business picked up in the fall with the Reagan-Gorbachev summit, the busiest Washington news period ever for Washington International Teleport and Wold Communications. Prime

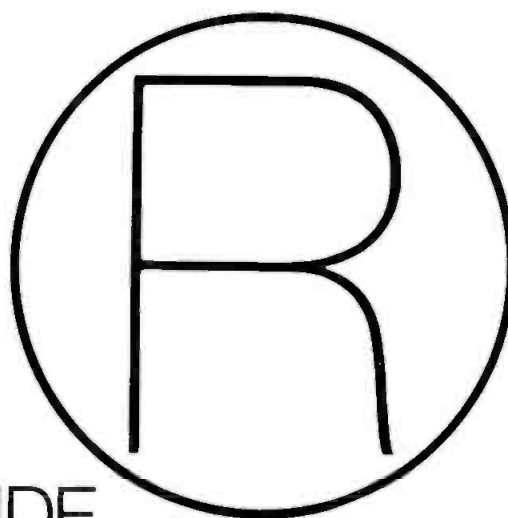
news time, 4 p.m. to midnight, said Spacenet's Rubin, is the key time block. Beginning with the Iowa caucuses, business will kick into an intense level and will likely stay there through the election. GTE has sold out all its Ku-band capacity and, like Western Union, most C-band capacity for the major event days in the campaign. Many resale services that purchased blocks of time from operators, Rubin said, have probably already sold much of their Ku-band capacity.

AT&T media relations manager, Daisy Ottman, said most customers "have lined up their time" by now. AT&T has seen a good response to recently offered high-use, part-time packages, she said, but news is mixed into all other types of transmissions within those packages, and it is therefore difficult to say just how much of their inventory had been leased, or was still available, for newsgathering purposes. Because the company moved all its message services off its domestic satellites last year, AT&T also has plenty of C-band capacity to lease.

At the middleman level, satellite resale services, uplink services and, consequently, local transmission services, expect a healthy year. New business is attributed to the move by large numbers of formerly provincial newsgatherers into national news activity—a move fostered by growing independence among station groups and independent stations, as well as by technological advances.

The key technological factor is the proliferation of the mobile Ku-band uplink. Uplinks are relatively inexpensive to rent; many individual stations own them (or own microwave trucks, which can transmit to uplinks), and uplink services such as Bonnevill Satellite Corp., Wold Communications and Washington International Teleport also own and rent them.

Affordability and mobility mean increased access for smaller players. WIT President Bruce Kirschenbaum said last week WIT is now seeking partners with which to buy three or four more Ku-band trucks as soon as possible. Newsmakers, as well as newsgatherers, he said, are likely to line up for services. "This time you're going to see candidates using satellites," said Kirschenbaum. "There was a little experimentation with it in 1984, but this year, with the networks going to a [state-by-state] zone coverage, instead of man-to-man coverage,



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the individual candidates are going to be worried about being missed" by established newsgatherers. "If a candidate can rent a truck for a couple hundred dollars," he said, "why shouldn't he do that?"

Because of the desire on the part of both candidates and smaller news organizations to see their coverage reach multiple broadcast and cable end-users, Kirschenbaum expects also to see more need for Ku-band-C-band turnaround service business. "If you have a Robert Dole out there with a Ku-band truck in Iowa," he said, "how does he get to C-band" except through services like WIT? C-band, he estimated, represents approximately 90% coverage of the U.S.; Ku-band covers only between 40% and 75%. There are fewer Ku-band satellites in the sky. Transmission for the cable industry is also dominated by C-band, and with cable services CNN and C-SPAN more firmly established than they were four years ago, the need to get signals from Ku-band trucks transmitted on both Ku-band and C-band birds is heightened. Satellite services with both C-band and Ku-band uplinking capability can perform the band turnaround.

Although investment in the trucks can pay off immediately, it has its limitations. "The sky is dry for Ku," said Wold's James Christie. "Ku-band satellites going up in the next year will be a very big help." Until then, Ku users will still often pay for the extra turnaround service. Said Bruce Hough, president of Bonneville, which will focus its efforts on convention coverage in July and August: "Despite all the talk in the industry about Ku-band, there isn't much Ku capacity out there" on the satellites themselves. The search for it, he said, is "extraordinarily competitive." At the conventions, Bonneville will use six C-band paths and possibly two, Ku-band paths. Unlike WIT, Bonneville is not seeking more trucks. Although Bonneville will not send

trucks assignment-by-assignment to different locations through the primaries, he said, local stations will have the trucks along the campaign trail and will still need satellite time.

Peter Hartz, IDB Communications vice president of sales and marketing, said his company has purchased three Ku-band trucks and ordered three more, adding to their fleet of six C-band trucks and one "Intelsat truck." The trucks can go where nothing else can, he said, noting a recent IDB project for a Korean broadcaster that required flying a truck to the Antarctic. Deregulation of international satellite business may also have an effect on mobile uplink services. Hartz said his company may have a first when its trucks beam signals directly from convention sites to an Intelsat bird over the Atlantic to European Broadcasting Union users, bypassing and cutting out the costs of the usual domestic first hop.

Unlike IDB, Bonneville has purchased blocks of transponder time, said Hough. Bonneville customers for the conventions will comprise independents and station groups, many of the latter including network affiliates. Network affiliation, he said, puts an even stronger onus on a station "to want an identity in its own market as a bona fide news service" with its own convention correspondents and coverage. The cutaway from a network anchor to a piece by a hometown reporter will be more common than in 1984 or 1986. To services like Bonneville, that means more backhaul transmissions from more sources to more individual users. It also means leasing more and larger blocks of time on satellites than in the past. Each day during coverage of both conventions, said Hough, Bonneville will provide nonstop feeds on all seven or eight paths from noon to 2 a.m.

Another source of new news business is

the satellite media tour. "It might be William Hurt plugging his latest movie or Gary Hart holding a press conference," but it is the same process, said GTE Spacenet's Mahon. The campaign, said Mahon, is producing round-robin interviews, financed by campaign organizations, in which individual candidates are sitting down for an hour-and-a-half or two hours to be interviewed by a series of individual station correspondents in succession. When a station news director cannot get a correspondent to a campaign site, producers of the tours provide them to all takers.

Said Peter Ettinger, vice president of Newslink, which has a production studio in Washington and is linked to Wold teleport there: "We hope to work with presidential candidates and with a number of incumbent Senators with a need to be in Washington and a need to address constituents back home."

And Professional Video Transmission Services, also in Washington but free to roam outside the capitol with its Ku-band fly-away uplink, has a "vision" to provide media tour services along the campaign trail, said President Al Levin. The fly-aways, compact enough to travel with candidates even more readily than trucks, are less prevalent in the market. Neither service could yet report any done deals, but hoped post-convention business would come.

Candidates are also talking directly with operators. AT&T, said Ottman, has created Skynet Video Conferencing to service ad hoc needs. That service is "working on proposals directly with the campaigns," she said.

The local station undertaking its own campaign coverage, particularly in primary states, will be more important to candidates than ever before. And those stations, via satellite, may this year be more accessible as well.

Political ad spending up in Iowa compared to 1984

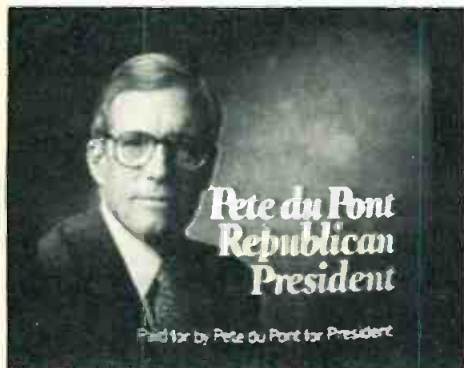
But how high up is key question; some observers see spending slightly under expectations, but more buys are expected as Feb. 8 draws near

Spending by the presidential candidates in Iowa, the initial round in the nation's first wide-open contest since 1960, appears to be strong, but not as strong as every local broadcaster expected, or hoped. The dollars

spent on media buys are up from 1984, there is no doubt, but not necessarily in proportion to the size of some war chests or the number of candidates, which has doubled from four years ago. A survey of sales managers from television stations and cable systems in the state reveals double-digit spending increases over 1984 and, in some cases, over 1988 projections. But those who are not seeing all they have anticipated feel

that a flurry of buys could well occur as the debates heat up and caucus day draws near. Indeed, the lead time on some buys is down to one or two days, one sales manager reported.

Ray Johnson, general sales manager for WOI-TV Des Moines, estimated that the three network affiliates in the market will take in \$300,000 in political spending before the caucus, 12% to 15% higher than four years



duPont, Kemp and Simon ads examined on C-Span's 'Road to the White House'

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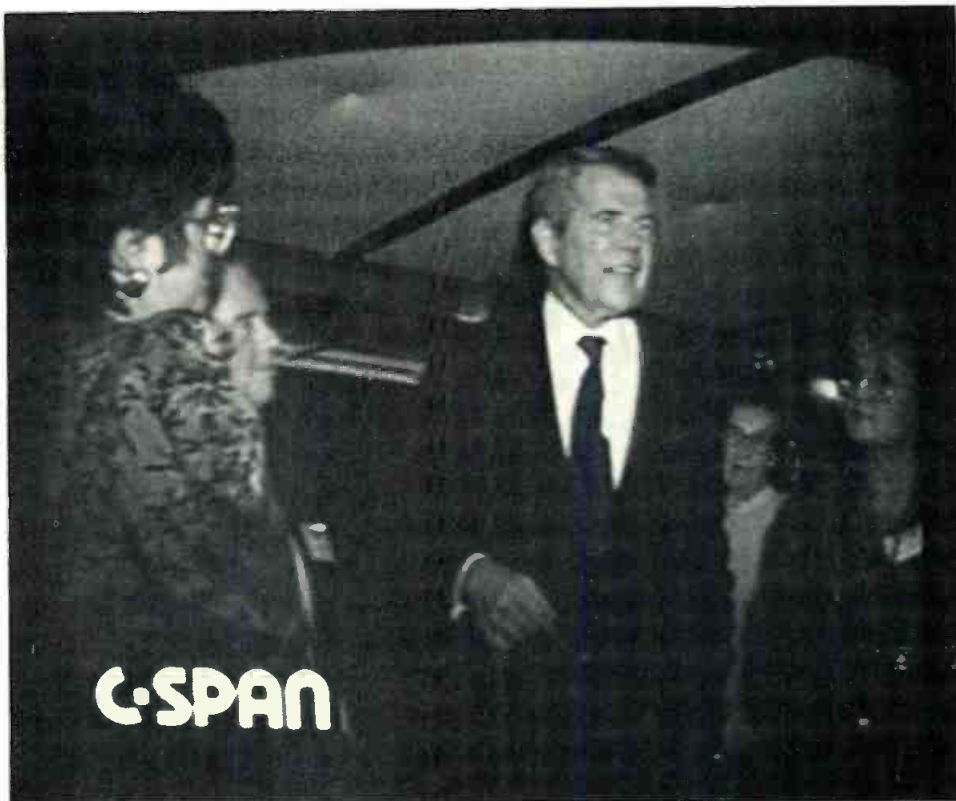
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ago. After an early January flurry, Johnson said, the pace of spending has slowed a bit. He said Bruce Babbitt and Richard Gephardt have been "pretty heavy" and "fairly active," respectively, among the Democrats, with Pierre (Pete) duPont and Jack Kemp "active" among Republicans. The leading Republican candidates, Robert Dole and George Bush, have been relatively quiet, said Johnson. Both have bought only one, one-week flight on the station, Johnson said, with Bush adding one Super Bowl spot.

The tempered reaction to spending thus far is also true at KCCI-TV Des Moines, where General Sales Manager Ron Briggs said spending is "a little less than what we thought." He said with the Democratic debate last Friday, following the Republican one the week before, "I would expect it to pick up." Briggs said the station has seen buys from Bush, Babbitt, duPont, Gephardt, Michael Dukakis, Paul Simon, Dole, Kemp and Pat Robertson. Although most of the money has been Republican, he said the top spender in 1988 has been Gephardt. Briggs suspected that the candidates would do some intensive polling after the debates and plan media strategies based on those results. The buys have been spread out among dayparts, but *Wheel of Fortune* and *Jeopardy* are popular since they are "dominating programming," he said. Even though the campaign has not been a gold mine, Briggs said the dollars are "a substantial



Around the country: Pat Robertson in Seattle.

help in a typically slow period."

Tom Heston, general sales manager at WHO-TV Des Moines, was a bit more bullish. He said he has "seen quite a lot of activity," with \$100,000 on the books from Robertson, Dole, Gephardt, DuPont, Babbitt, Bush, Simon, Kemp and Dukakis. Most of the buys are in prime time and news adjacencies, said Heston, who speculated that WHO-TV could see another 20% or 30% by Feb. 8. Overall, he expects the station to be up 25% over 1984. "It's over our expectation," he said.

The campaign by independent television stations to get political dollars seems to have found its first success story. Ted Stephens, general sales manager of KDSM-TV in Des Moines, said "we have seen a reasonable amount of money," with buys coming from Dole, Gephardt, Kemp, duPont, Babbitt and Dukakis. Most of the buys have been in sports, with the nationally-ranked University of Iowa basketball team a popular choice. The station expects to see \$30,000 in political money by Feb. 8.

In Cedar Rapids-Waterloo, the second largest ADI in the state after Des Moines, general sales managers, overall, report steady spending. Kevin Le Roux, general sales manager at KCRG-TV Cedar Rapids, said the spending "has been a little more aggressive than I expected." He had projected the market would see between \$200,000 and \$225,000 in political spending in January and February, but he now expects that total to reach \$250,000, of which the station will see 25% to 26%. The most striking feature in 1988, he said, is the short-notice requests from candidates, with some buys having only a one day lead time. He is helped by the Super Bowl, where he says inventory is now tight, and with news.

KCRG-TV, unlike other broadcasters, accepts political commercials in its local newscast, but outside the hard news section. That has also helped make the station an attractive buy. Le Roux said Gephardt, Simon, Bush, Dole and Robertson have bought time, with the last expected to purchase some longer blocks, either five minutes or half-hours.

Ron Johnson, general sales manager of KWVL-TV Cedar Rapids, reported "spending has been fairly steady," with nearly all the candidates making buys. He said the tally is "somewhat-to-quite-a-bit heavier" than in 1984. "I had anticipated that spending levels would be fairly good," said Johnson, but like some of his counterparts in Des Moines, he expects more money to come, especially from the bigger war chests, such as the vice president's.

"We're getting a larger than normal amount of spending," said Dick Aune, general sales manager of KGAN-TV Cedar Rapids, with Kemp and Babbitt spending the most in each party over the course of the campaign. Aune has seen week-to-week buys from Dole, Dukakis, Simon, Robertson and Gephardt, while Bush, duPont, Babbitt and Kemp have bought through the caucus. It was Aune's perception that cumulative spending is up, while individual spending is lower than four years ago.

Cable also seems to be getting a share of the pie. In addition to regular spots, one candidate, Michael Dukakis, has made an hour-long buy on an ad hoc group of cable systems. The campaign has bought local origination time on cable systems in Iowa, Minnesota, Illinois, South Dakota, North Dakota and Nebraska, plus time on CBS affiliate KELO-TV Sioux Falls, S.D., in a buy expected to reach one million homes, most of them on cable. The one-hour program

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will be seen from 1 p.m. to 2 p.m. on Jan. 21, and will focus on issues relating to senior citizens. Dukakis will speak for approximately 10 minutes and take questions for the rest of the hour from a studio audience and from telephone callers.

Joe McDonough, a Dukakis media consultant, and former regional advertising manager for Times Mirror Cable, did not reveal how much Dukakis was spending on that buy, but said the campaign "is pleased with the reasonableness of the costs." The buy was made because of a "mix of availability costs and politics," said McDonough. Minnesota and South Dakota are early primary states, and the reach into Illinois will hit some key congressional races, said McDonough. The program will be bounced off Sportschannel's transponder on Satcom IV. One of the keys to the program's success, however, will be the promotions the cable systems are expected to undertake to insure viewership of their local origination channel.

On the traditional advertising front, cable is seeing more than a trickle of money. Mike Woody, advertising sales manager for Heritage Cablevision, which operates a 125,000-subscriber interconnect throughout the state, including 72,000 subscribers in the state's biggest system in Des Moines, said: "We have seen quite a bit of money." But all of it to date—between \$30,000 and \$50,000—has been from the Democrats; no Republican buys have been made. He said Gephardt, Babbitt and Jesse Jackson have bought time, while money from Dukakis was on the way. CNN has been the favorite buy.

Although the 1988 figures are substantially higher than those from 1984 when Woody said the interconnect saw less than \$5,000,

"we thought we'd get a lot more than we did." What's more, he believed that "we have seen all we're going to see." One

reason for that, he guessed, was that some of the campaigns were behind in organizing their media buys. "Being first in the country may not help," he said.

Robin Rosen, an account executive with National Cable Advertising, said the national rep has placed some Babbitt and Simon spots on CNN and ESPN in Iowa, but "it's not a lot of money." She said the Boston-based rep was working with the Dukakis, Dole, Bush and Kemp campaigns for further spending for the state's 300,000 cable homes. The entire political year, however, is what NCA is focusing on, and Rosen said it has already placed buys for duPont, Robertson and Kemp in New Hampshire, and is working with Jackson, Dole, Bush and Dukakis for that state. NCA is the exclusive cable rep for southern New Hampshire (153,000 cable homes) and with waste inherent in purchasing time on Boston television stations, NCA believes it will see a healthy amount of cable ad dollars for that primary. NCA is also looking ahead to Super Tuesday, and for "targeting specific areas" for cable buys among 20 states.

Mike Miller, local sales manager for the Cox system in Cedar Rapids, said he has seen money from Jackson and Babbitt, a "little" from Simon and a "pretty good order" from Gephardt. The buys have been on CNN and ESPN, and although the figures are small, it is an increase from 1984, when the system's nascent sales force brought in \$200 for two half hours. The system has

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Sam Attolico, general manager of a Post-Newsweek system in Sioux City (18,000 subscribers), said the system has seen only a few thousand dollars to date, from the Jackson and Dole campaigns, mostly in CNN, ESPN and CBN. Attolico said the system has taken calls from the Bush and Dukakis campaigns and he expects some pickup this week as caucus day approaches.

Many of the presidential campaigns were keeping their advertising plans and spending figures close to vest. Cathy Farrell, of Farrell Media, which is handling the media buys for Bush, would not detail the vice president's plans. A Kemp spokesman said the candidate has had ads on since November, mostly television, some radio and no cable, and will run commercials up to caucus day. A Dole spokesman said the candidate had bought radio and television in

Iowa, and no cable, with the same being true for New Hampshire. Alexander Haig is not running ads in Iowa, concentrating on New Hampshire, instead.

On the Democratic side, a Simon spokesman said the candidate has bought two, two-week flights in Iowa costing \$100,000 each. The spots ran in four or five TV markets, said press spokesman David Karl, and on CNN. He said the candidate has bought some radio and will do so again. Simon has also made one \$150,000 buy for New Hampshire, and plans others.

Babbitt has also been active in the state, running a four-commercial, \$250,000 campaign last summer, on several Des Moines and Cedar Rapids television stations (75%) and some cable systems (25%). The campaigns kicks off another flight today, running through Feb. 8, that includes two com-

mercials in a \$65,000 buy. Vada Manager, a Babbitt press spokesman, said the buy includes "a small percentage on radio."

A Dukakis spokesman said the campaign has made one \$25,000 television buy and may do some radio, in addition to its cable plans. A Jackson spokesman said the candidate had no media buys planned, although several cable operators in the state report seeing some local Jackson money. The spokesman said Jackson spending would depend on the financial ability of the campaign, but that radio and cable were being looked at as lower-cost alternatives to broadcast television. A Gore spokesman said the campaign has made no media buys to date and would keep future plans close to the vest. It did not appear that there would be any media spending from the Gary Hart campaign according to broadcast and cable observers.

Changing the political advertising equation

This election year sees increased competition for candidate's dollars from independent stations and cable

The political advertising landscape will take on a new dimension in 1988 as independent TV stations and the cable industry launch aggressive marketing campaigns for a piece of the estimated \$250 million-\$300 million that politicians are expected to invest in TV advertising.

While specific estimates vary on just how much money will be spent this year on political TV ads, political advisers, media consultants and industry observers agree that the total will be up substantially from the \$153,824,000 spent in 1984 when Ronald Reagan beat Walter Mondale. That figure, provided by the Television Bureau of Advertising, included a breakdown showing \$43,652,500 for the networks and \$110,171,500 for spot ads. Like political media consultant David Garth, many now predict that political TV ad spending will total \$250 million to \$350 million.

"Money being spent on media is going up faster than the growth of the economy and inflation," said political media consultant Tom Edmonds, president of Edmonds Associates, Alexandria, Va. Multi Media Services Corp., a media placement firm founded by Edmonds, whose clients include presidential candidate Senator Robert Dole (R-Kan.), will place \$40 million in political advertising this year, 98% of it in television and radio.

One key factor affecting political TV ad spending this year is that for the first time since 1968 an incumbent president is not running for reelection. This means that more money will be spent during the primaries, likely altering past ratios of money spent for network versus national spot and local ads.

In addition to the 13 major candidates vying for the White House, there are 33 Senate seats open, along with 13 governor races (versus 36 in 1986), all of the House of

Representatives and numerous state and city offices.

"In this environment, when you have so many political candidates, there is an abundant need for them to get recognized," William Moll, president of the Television Bu-

reau of Advertising, said of the race for the White House.

While the bulk of the political TV ad sales will take place 45-60 days before the Nov. 4 election, the marketing campaigns are getting under way as some money starts to flow



Political TV ad spending in presidential election years

Year	Network	Spot	Total
1972	\$6,519,100	\$18,061,000	\$24,580,100
1976	\$7,906,500	\$42,935,700	\$50,842,200
1980	\$20,699,700	\$69,870,300	\$90,570,000
1984	\$43,652,500	\$110,171,500	\$153,824,000

Figures supplied by Television Bureau of Advertising, New York.

in for the Iowa caucus, the New Hampshire primary and Super Tuesday which involves 21 mostly Southern states. And some political media observers say there may be other changes in the way money may be spent, including national advertising by candidates before the Democratic and Republican conventions.

The Cabletelevision Advertising Bureau, in conjunction with the National Cable Television Association, sponsored a political advertising workshop on Capitol Hill last Friday (Jan. 15). At the INTV convention in Los Angeles a week earlier, a packed session on political advertising ended with a standing ovation, and the 300 political kits disappeared in a matter of minutes. Among others, Katz Independent Television developed a political ad plan for its 26 client stations, and Petry Television, which represents 90 TV stations, both affiliates and independents, has scheduled a Jan. 27 seminar for its clients in New York.

"Over all, 1988 will be a stronger year for spot television than was 1987, in particular because of the money that will be spent by political candidates and the Olympics," said Teddy Reynolds, vice president, director of research, Petry Television. According to Petry, the total spent by presidential candidates in spot television "will be determined by the amount of time it takes for someone in both parties to emerge as a solid front runner in the primaries."

Reynolds said, however, that with Olympics occurring in September, political TV ad buying could be affected in some markets where affiliates have already booked available time. The timing of the Olympics, she added, might also affect the start of the new fall seasons on other networks, another consideration for political candidates.

As she looks ahead, Reynolds believes that the "affiliates will receive the lion's share"—more than 90%—of political TV spending this year, even though independents and cable have launched unprecedented marketing campaigns.

"Cable and independent television have really come into their own in trying to market to political campaigns," said political consultant Doc Sweitzer, vice president, The Campaign Group, Philadelphia, which is buying media nationwide for Senator Albert Gore's (D-Tenn.) presidential campaign. "They are the ones that are very aggressive."

Ron Inman, vice president, director of marketing for the 172-member INTV, said that from the viewpoint of the independent stations, the biggest difference this year "is the recognition by the industry as a whole that this category is significant.

"Broadcasters have looked at political ad dollars as a pain," Inman said, because of various regulations attached to them along with other headaches including collection of the money. "It's a lot of extra work that broadcasters are not used to going through," he said. He also said that from 1976 through 1984 broadcasters "were overflowing with dollars and didn't have to work as hard." Now, however, in a more mature industry that has experienced some problems, he said

the picture is different.

INTV estimates that independent TV stations get about 25% of all spot television advertising nationwide. "Yet they get less than 5% of all political ad dollars spent on TV largely because political media buyers haven't been fully exposed to the unique advertising opportunities on independent stations," said Cathy Egan, vice president, director of Katz Independent Marketing. Egan and others also are keenly aware of another fact: At least 65% of the political television ad dollars are placed by political media buyers operating out of Washington.

"Our goal is to dramatically increase our share of these political dollars," she said. The independents aim to double their share of political spot dollars in 1988 while selling such points as their access to younger audiences and the value to politicians of using longer-length commercials. The campaign also includes a public service effort to register younger voters and encourage them to vote.

"If we doubled our share we could walk away with \$25 million," Inman said. He added that an organized, focused effort by independent stations also means that "we stand a better chance of having our voice recognized in the political process."

The cable industry, also significantly changed since 1984, views 1988 with high hopes for a piece of the political ad pie.

"A lot has happened in the last four years that has made cable a lot more viable for political candidates than it has been in the past," said Robert Alter, president of the Cabletelevision Advertising Bureau.

"We're going after those dollars more aggressively," he said. "They used to go to traditional broadcast television by default, but now the candidates are becoming more sophisticated from a media point of view and they are beginning to understand that the formulas of 1980 and 1984 won't work in 1988."

While declining to predict specific ad dollar amounts, Alter believes that cable will get a substantial number of political dollars at several levels—federal, state and local elections. Moreover, he said that several cable networks already have budgeted "substantial expectations" for political ad revenue.

In addition to offering what it calls the ability to match election districts to cable systems and to tailor political messages to specific constituencies on various cable networks, cable is selling itself as "the growing force in political communications" with statistics showing that cable subscribers are 24% more likely to vote than noncable viewers and 30% more likely to have engaged in political fund-raising activities than noncable subscribers.

And political observers say that as measurements for peplemeters improve on the local level, cable will have an even greater selling tool.

As one cable industry observer summed it up: "It's the first time the industry has rolled up its sleeves and got after this kind of thing—and it's ready for it." □



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Following the foment over FM's class A's

Proposals at NAB and FCC would double power of class A FM's

Regulatory attention to the FM band has lately been tuned to the desires of class A stations. When the National Association of Broadcasters radio board meets this week in Hawaii, it will consider whether to petition the FCC to double the power of about 60% of the country's class A FM stations. Meanwhile, another petition, also proposing a class A upgrade, but for many more stations, is already before the FCC.

In the FCC rules, FM stations are divided by maximum powers and heights above average terrain (HAAT) into classes A, B and C and intermediate classes B1, C1 and C2. Class A is restricted to 3 kw and 328 feet HAAT; B to 50 kw and 492 feet, and C to 100 kw and 1,968 feet. The NAB proposal, as well as the rival plan submitted by the New Jersey Class A FM Broadcasters Association, would raise the maximum power for many class A's from 3 kw to 6 kw, while retaining the 328-foot maximum HAAT.

The NAB plan, which will be considered by the radio board tomorrow (Jan. 19) in Hawaii, is the product of an NAB special FM transmission subcommittee formed last spring. The subcommittee devised a plan to double class A power when no interference results with co-channel or adjacent channel class B's ("In Brief," Jan. 4). The committee estimated that about 60% of the nation's class A's would be eligible for the upgrade, with remaining stations left ineligible due to short-spacing with class B and C stations. Many of the class A's that would be left unable to raise their power would be in the highly urbanized Northeastern part of the U.S. where traffic on the FM band is especially heavy.

According to Michael Rau, NAB's acting vice president for science and technology, the radio board has four choices: 1) to do nothing; 2) support the New Jersey propos-

al; 3) support the FM subcommittee proposal, or 4) take it back for more analysis and deliberation. Copies of the New Jersey plan have been distributed to the members of the board, he said.

The New Jersey Class A FM Broadcasters first submitted their idea to the FCC last September. A supplement to that petition was sent in December following further technical study. A revised proposal is contained in the supplement, written by John R. Furr, technical director, Clear Channel Communications Inc., San Antonio, Tex. Clear Channel began testing the effects of increasing class A power in 1983. Results of that testing were detailed in a paper delivered by Furr at last spring's NAB convention.

Furr writes in the proposal that class A FM's short spaced by less than 10 kilometers could easily be allowed to upgrade to 6 kw. But in cases where increased overlapping with class B's will occur, he proposes that class A "upgrades be allowed as long as the class B station is protected to its 64 dbu [decibel] contour." But the cases in which upgrading would not be possible while pro-

tecting a class B's 64 dbu contour would be considered individually. Upgrades could be completed when the class B is judged not to need the full amount of protection to maintain its current propagation. Furr said that using this formula, 13 out of the 19 class A's in New Jersey would be able to upgrade with a minimal amount of interference (about 0.4%) with adjacent and co-channel class B's resulting. "Given the improvement in coverage for the upgrading class A—on the order of 40%—the gains from New Jersey's proposal clearly outweigh any conceivable losses," Furr wrote.

So far, the FCC has not yet decided whether to release a notice of inquiry. "The petition is under consideration. We're looking at it," said Bill Hassinger of the Mass Media Bureau.

NAB's FM subcommittee reviewed and rejected the first version of the New Jersey proposal out of concern for the interference potential. Rau said that he had seen the second version and that "it has been circulated to the FM subcommittee and I am waiting for comment."

The New Jersey Group's first filing outlined the need for upgrades for FM stations which "throughout the country find themselves increasingly handicapped in their ability to serve their communities and compete with other higher-powered stations."

Cited are examples of FCC action since 1962 which led to increased propagation for class B and C stations at the expense of class A. The New Jersey group also claimed that class A's are becoming "able to cover less and less of their service areas with a quality signal. This is a result not only of urban and suburban expansion but also increased building density in core areas."

Related to the class A upgrade issue is the proceeding currently being studied by the FCC on allowing commercial FM's of all classes to operate with directional antennas. "With the protection afforded by directional antenna systems," wrote Tom Davidson of the law firm of Sidley & Austin, Washington, in a paper distributed at last fall's NAB Radio '87 convention, an FM station "could permissibly...increase its power and antenna height if it is currently in a short-short spaced situation, even though it had previously been prevented from doing so because of its short-spaced status."

However, according to Rau, operation of directional antennas would still not allow most Northeastern class A's to increase their power. NAB filed comments last fall with the FCC opposing FM directional antennas saying that they would lead to overcrowding of the band—"AM-ization of FM radio."

Hassinger said that the FM directional antenna proceeding is "undergoing staff action" at the FCC would not comment further on where it currently stands. □



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Pumping up sales managers in modern radio

It's 'new ball game' in radio sales, says RAB on eve of big Atlanta conference

The Radio Advertising Bureau's eighth annual Managing Sales Conference (MSC '88), scheduled to kick off this Saturday (Jan. 23) at Atlanta's Hyatt Regency hotel, is nearly sold out.

That's the word from Wayne Cornils, RAB senior vice president for radio, who noted that preregistration levels are fast approaching the 1,500 attendance cap the association has set for the two-and-a-half-day event. (Pre-registration as of last Wednesday [Jan. 13] stood at 1,327.)

Bill Stakelin, RAB president and chief executive officer, will open the convention during a Sunday morning breakfast with an address entitled, "The Joy of Radio Selling."

There will be 24 workshops and six forums, many of which will be repeated. The forums are "Finding, Hiring, Developing, and Managing Top Producers," conducted by Herb and Jean Greenberg, co-chairmen of Caliper Inc., Princeton, N.J.; "What Sales Managers Must Know About Marketing and Planning Methods," headed by Steven Permut of Yale University; "What Sales Managers Need To Know About Stress, Change and Humor," with stress expert C. W. Metcalf; "Second Nature Selling: The Natural Sell," with motivational speaker Jim Newman; "Coping and Dealing with Difficult People," conducted by demographer Pam Everix, and "Reading and Reacting to Changing Demographics," led by Roger Blackwell of Ohio State University.

Among the other major speakers addressing the conference are Kelsey Tyson, a management trainer who will address the Sunday luncheon; Gordon Williams, ABC Radio Network's economic correspondent, who will speak at the Monday breakfast; Andrew Goodman, president of the American Comedy Radio Network, who will give a Monday luncheon keynote address entitled: "How To Create Effective Local Radio Commercials," and Pat Pearson, sales motivational speaker and author of "You Deserve The Sale: The Business of Success" who will address the Tuesday morning breakfast. Herb Cohen, author of the book, "You Can Negotiate Anything," will conclude the meeting that morning with a two-and-a-half-hour workshop on selling techniques.

Four companies will host hospitality suites: Greenwood Performance Systems; Birch Radio; Emmis Research, and Interep.

This year's theme is "Team Radio—It's A Whole New Ball Game." According to Stakelin, MSC '88 will primarily focus on the "rapid changes that are driving the advertising industry." Stakelin explains the message behind the theme as follows: "We have moved from a demand-driven to a supply-driven economy. The [ratings] numbers are



Hyatt Regency, Atlanta



measured in tenths of a point. Many national and regional advertisers now have promotion budgets which equal or exceed their ad budgets. Rate cards are disappearing... So, if it's selling radio time, managing a sales department or meeting budgets in this 'instant gratification' environment, it's a whole new ball game," he said.

There will be a dinner concert on Monday evening featuring performances by three 1950's and 60's rock acts: Maurice Williams and the Zodiacs, the Drifters, and Archie Bell of the Drells. The dinner is being sponsored by The United Stations, New York.

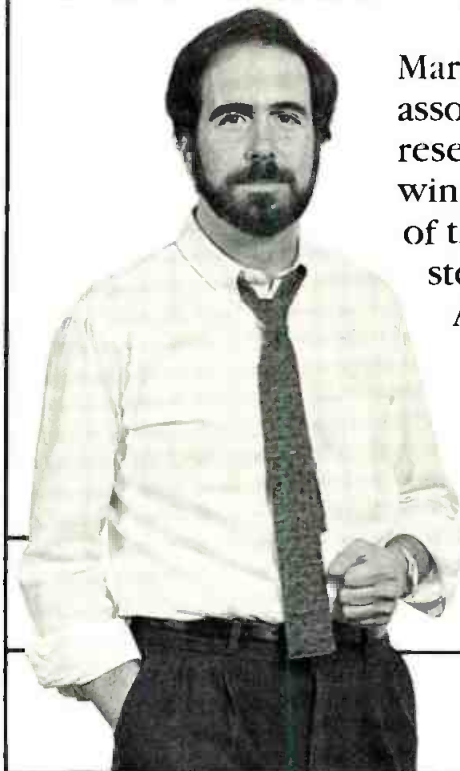
Chairman of the MSC '88 steering committee is Ralph (Toney) Brooks, president of a new Denver-based company, Radio One. □

New news offerings from UPI Radio

Headline service, more business reports, 'American Montage,' change in religious schedule and 'Correspondent's Notebook' among format changes at network

Highlighted by a new headline service, more hourly business reports, a weekend news-feature magazine and a revamped schedule for religious programming, the UPI Radio Network is instituting "phase two" of a series of format changes beginning today (Jan. 18). The first round of UPI format changes, which included an "all-in-one"

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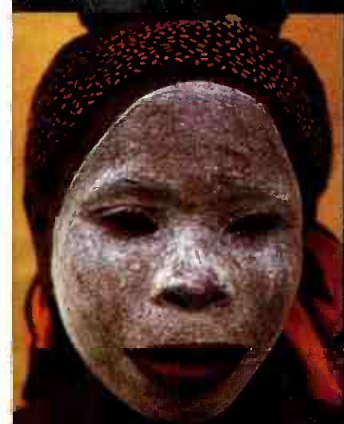
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feature package feed, went into effect last Oct. 5 (BROADCASTING, Aug. 24, 1987).

According to Mike Freedman, managing editor and director of broadcast operations for the UPI Radio Network, a one-minute headline service is replacing the network's "contemporary" updates on the half-hour. It will air each weekday from 6:30 a.m. through 9:30 p.m. (All feed times are eastern.)

"We have had a number of inquiries from our affiliates about a headline service," said Freedman, adding that there is "greater clearance potential" for such a service.



Freedman

"Most broadcasters today are looking for both comprehensive and compact news coverage," Freedman said. "This service will transcend all format types."

The UPI Radio executive also noted that the network is expanding the number of its hourly weekday business reports by three. Those reports will be fed at 5:40, 6:40 and 7:40 p.m.

"UPI Radio will, for the first time, provide afternoon drive-time business reports for West Coast stations," said Freedman. "There seems to be a consensus [among radio executives] that business news is a real area of growth on radio," he said.

Also new to UPI's lineup is a 30-minute news magazine series, *American Montage*. "This will not be a 'week-in-review' show," said Freedman. The program, which is slated to debut over the Jan. 23-24 weekend, will feature stories ranging from topical news to "people-oriented" pieces and from sports to entertainment.

It will be fed on Friday evenings at 11:10 p.m. and repeated on Saturday mornings at 7:25 a.m. The show will be hosted by UPI correspondent Ken Herrera.

The network's religious programming schedule has also been revised. Freedman said that instead of transmitting two, four-minute newscasts each weekday at 7:54 a.m. and 12:25 p.m., the network is now airing one, five-minute report at 4:32 p.m.

The religion-oriented newsfeed, said Freedman, is also being expanded in length (which will vary) and will switch from 10:15 a.m. to 1:15 a.m., Monday through Sunday.

With 1988 an election year, UPI Radio has also brought back its *Campaign Notebook* series. The 60-second program, which is being fed each weekday starting today (Jan. 18) at 6:10 a.m., is hosted by UPI political correspondent, Pye Chamberlayne.

Riding Gain

Classical split

Classical-formatted WQXR-AM-FM New York, is, for the first time in 15 years, separating its AM programming from FM for a part of the weekday—10 a.m.-1 p.m. (Classical stations had a waiver from the FCC to simulcast all their programming under the commission's old simulcast rules.)

"Through our research, we found that the station has two different kinds of classical listeners: the younger audience that prefers more music on FM and a more 'mature' audience that prefers some 'talk-based' music programming on AM," said Warren Bodow, WQXR president and general manager. The stations will offer music programming throughout the day on FM while adding two "talk-based" music broadcasts to the AM schedule. WQXR commissioned FMR Associates, Tucson, Ariz., to conduct market research on classical radio listeners in New York last spring and summer.

Beginning Jan. 11, WQXR(AM) began airing the daily, one-hour *Adventures in Good Music*, which is hosted by Karl Haas and syndicated by WCLV Productions, Cleveland, at 10-11 a.m. And from 11 a.m. to 1 p.m., the station is broadcasting *The Listening Room*, hosted by Robert Sherman, WQXR's executive producer. WQXR(AM) then picks up the last hour of the 10 a.m.-2 p.m. *Steve Sullivan Show*, the first three hours of which air only over WQXR(FM). "We are aiming for a healthier 25-plus demographic, with the younger portion of that age group being new listeners to the FM side," Bodow said.

A new personality has been added to the WQXR-AM-FM lineup: Bob Jones, who hosts the afternoon drive-time slot of 2-6 p.m. Jones was formerly a personality with WNEW(AM) New York.

Other full-time additions to the on-air staff include Michael Carter, formerly with WFLN-FM Philadelphia, as the morning news anchor, and Ed Stanton, part-time announcer at WQXR, as news director. Gregg Whitside continues as host of WQXR-AM-FM's morning drive show at 5:30-10 a.m. WQXR is owned and operated by The New York Times Co.

Birch gets CBS O&O's

Birch Radio, one of the radio industry's two principal local ratings services, said it has signed a five-year agreement with CBS to provide a "wide range of services" to 12 CBS-owned radio stations, 10 of which are FM outlets, as well as to CBS Radio Representatives. (All of the CBS FM properties except for WCBS-FM New York are subscribing to Birch). The CBS station package includes Birch quarterly summary/qualitative reports, monthly trend reports, airline market reports and the BirchPlus microcomputer programming and

sales support system.

"Birch Radio is a ratings service whose time has come," said George Sosson, vice president/operations for the CBS FM Group. "Increases in advertiser and agency acceptance have made Birch Radio a truly worthwhile investment for the CBS FM Stations," Sosson said.

The CBS-owned radio stations also subscribe to Arbitron, radio's leading ratings company for local audience measurement.

Signing on

Westwood One Radio Networks is readying *Timothy White's Rock Stars*, a series of monthly music/interview specials, for a February debut. White is a former senior editor of *Rolling Stone* magazine. The new series, according to Westwood, will be of varying length depending on the artist or the event.

CBS' RadioRadio Network will again air a three-hour special celebrating induction ceremonies into the Rock'n'Roll Hall of Fame on Wednesday, Jan. 20. *The Rock 'N' Roll Hall Of Fame Radio Special* will air live that night beginning at 9:00 p.m. (NYT). It will be hosted by WCBM-FM New York personalities Bob Shannon and Don K. Reed. Musical profiles of this year's inductees, the Beach Boys, the Beatles, the Drifters, the Supremes and Bob Dylan, will form the basis of the special. The program is produced in conjunction with WCBM-FM.

NBC's Source Network launched two new features on Jan. 11: *Sex in the News*, anchored by Dara Welles, veteran Source news correspondent and current NBC Talknet host, and *In London*, based on England's pop culture, anchored by Mal Reding, Source music correspondent. Each segment of the new features, which are designed for weekday air play, is 60 seconds long.

National Black Network, through an arrangement with Don King Productions, will have the exclusive English-language radio rights to the upcoming world heavyweight championship bout between current champion Mike Tyson and former heavyweight champion Larry Holmes. The fight will air live from the Convention Center in Atlantic City on Jan. 22.

The United Stations Programming Network will present the *American Music Awards Nominations Special*, hosted by entertainer Dick Clark, who is a co-founder of the network, for air play the weekend of Jan. 22-24. The three-hour special will feature several performers and groups including Paul Simon, U2, George Michael,

Madonna, Bob Seger, Bon Jovi, Whitney Houston, Michael Jackson, Peter Gabriel, Luther Vandross and Whitesnake. The United Stations' special precedes the 15th annual telecast of the American Music Awards on Monday, Jan. 25.

□

MJI Broadcasting said it has been "officially sanctioned" by the National Academy of Recording Arts and Sciences (NARAS) to produce and distribute the 30th annual Grammy Awards radio specials for the third straight year. According to Josh Feigenbaum, MJI president, the series of specials will be composed of five, two-hour shows in five different formats to air the weekend prior to the awards presentation, scheduled for Wednesday, March 2. The five formats are contemporary hit, album-rock, adult contemporary, country and black. Additionally, MJI will satellite-deliver a one-hour broadcast "live from backstage" immediately following the awards ceremony. The specials will be produced by MJI, in cooperation with Goodphone Communications and NARAS.

Another fix for political junkies

Sanford J. Ungar, dean of The American University's School of Communication, Washington, will host a new, one-hour American Public Radio call-in show, *Feedback: America Talks Back to Washington*, debuting at 9 p.m. ET, March 6. Airing live the first Sunday of each month and produced by WAMU-FM Washington, the program will offer listener participation through toll-free telephone numbers.

Murrow material

The Corporation for Public Broadcasting has begun accepting nominations for its 1988 Edward R. Murrow Award honoring an individual whose work has fostered the growth, quality and image of public radio.

Nominations may be sent to the Edward R. Murrow Award, Broadcast Services, CPB, 1111 16th Street, N.W., Washington 20036 by Feb. 5. For further information, contact Station Relations in Broadcast Services at (202) 955-5211 or 955-5339.

Challenge met in N.C.

Radio Advertising Bureau has awarded the first of its new semiannual "Research Challenge Grants" to two radio associations in North Carolina: Piedmont Triad Radio Association (representing Greensboro, Winston Salem and High Point), and the Triangle Area Radio Broadcasters Association in Raleigh, Durham and Chapel Hill. The associations, in concert with the Press Galvin ad agency, developed a political campaign spoof for "new" candidate, Jene Genkins, who was "testing the North Carolina waters." RAB said market studies conducted by Critical Mass Media Research, Cincinnati, showed a high awareness level of the "Genkins campaign," which ran from mid-July to mid-August. Studies revealed that 57% of persons 12-plus in two metropolitan areas were aware of Jene Genkins. According to RAB, a 20% awareness level attained in four-week campaigns is "quite high." RAB said the grant will be used by the associations to help defray half of their research costs.

In the race

The American Racing Network (ARN), Cincinnati, which provides radio coverage of auto racing events, is looking to expand its program offerings in 1988 to a regularly scheduled series. According to Garry Poindexter, ARN president, a live, one-hour, weekly program featuring reports on various motor sports is in work. Called *Racing America Live*, the series will air Wednesday at 7 p.m. (NYT) beginning in mid-February.



Bringing back the hits. Radio personality Dick Bartley, long-time host of *Solid Gold Saturday Night*, which has been distributed by the United Stations, has signed a long-term contract with Westwood One to produce and host *Dick Bartley's Rock & Roll Oldies Show*, a live, five-hour weekly rock 'n' roll series, featuring hit music from the mid-1950's through mid-1970's. The five-hour program is slated to debut on Saturday, Feb. 6, at 7:00 p.m. NYT.

On hand for the Bartley deal at Westwood One's New York offices were (l-r): Steve Jenkins, vice president/director of station relations, Westwood One Radio Networks; Andy Denmark, director of programming, East Coast, Westwood (standing); Bartley, and Gary Landis, vice president/director of programming, Westwood.

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WEAR-TV

Mobile-Pensacola

WHO-TV

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KVUE-TV

Austin

KDLT-TV

Sioux Falls



Programers on the road to NATPE!

Syndicators, after INTV convention, are busy preparing for next sales marketplace as nation's television stations set their schedules

The business of syndicated television programming heated up last week as buyers and sellers of programming headed into what is predicted to be the most critical time of this year's sales season, when stations decide what will be on their schedules next fall. "A lot will happen between now and NATPE" in programming buys, said Dick Kurlander, vice president of programming, Petry Television.

So far, three winners have emerged in the year's access sweepstakes: *USA Today* (now cleared on 74 stations covering 54% of the country) from GTG, *Family Feud* (cleared on approximately 30 stations, including the NBC-owned stations) and *A Current Affair* (now cleared in roughly 50% of the country including the Fox stations) from 20th Century Fox.

Last fall, as many as 12 announced shows were aimed at syndication's most lucrative time period, access. Since that time, two of those shows have been withdrawn from the market (*TV Guide* from Lorimar Syndication and *Today's People* from Buena Vista Television). A number of other contenders for the time period are either currently having difficulties in sales or have still not been introduced to the marketplace. Those shows include *Crimewatch Tonight* from Orion Television Syndication, *Getaway* from Group W Productions and *Fast Copy* from Casablanca Four.

Part of the difficulty in getting a show cleared during access this year is the continued success of King World's *Wheel of Fortune* and *Jeopardy*, as well as the move to access by Buena Vista Television's *Win, Lose or Draw*.

Dick Gold, president and chief executive officer of Casablanca Four, said it will be "tough, if the truth be known," to get *Fast Copy* on the air because of this year's marketplace.

Without clearances in the top three markets (which cover 16.38% of the nation's households, according to Arbitron), sales to stations in those markets are essential to get a program launched, according to syndicators. Programming designed for access is typically sold on a cash-plus-barter basis. For a show's barter spots to sell at a desirable price, the show has to appear in at least 60%-70% of the country, usually including the top three markets.

What gives *Family Feud* its sure spot as an addition to the ranks of access shows in 1988 is its clearance on NBC-owned stations as a replacement for their first-run sitcom checkerboard.

USA Today has been given a firm go with or without major-market clearances in the



Family Feud'



form of a deal with a group owner with stations that include the top three markets. *USA Today's* clearances do not yet include New York, Los Angeles, Chicago and Philadelphia, but stations in those markets are expected, according to Bob Jacobs, president of GTG Marketing.

In early fringe, Buena Vista Television has cleared *Live with Regis* and *Kathie Lee* on between 40 and 50 stations, mostly affiliates.

Another one-hour talk show introduced this fall and making news last week was *Geraldo!*, distributed by Teletrib and Paramount, which moved from WWOR-TV to WNBC-TV in New York (where it replaced

The Wil Shriner Show at 9-10 a.m., beginning Jan. 25. The week before, that show moved from KTLA-TV to KCBS-TV in Los Angeles.

Other sales last week include the sale of the half-hour *Group One Medical* by MGM Telecommunications to five of the seven NBC-owned stations. (The two that did not take the show were WTVJ-TV Miami and KNBC(TV) Los Angeles.) And the CBS-owned stations had expressed their interest in a new version of *The Gong Show* from Barris Industries in the form of a group offer on that show.

What makes the time between INTV and NATPE critical in deciding just how the marketplace year will pan out is two-fold. From the stations' point of view, access to ratings information prior to the November book, through ratings information in the metered markets, can point out weak links in their schedules that will require new programming. In addition, the competition among stations to get the best programming on their schedules before other stations grab it can sometimes accelerate the demand for a good show immediately following its release.

From the syndicators' point of view, there is the need to know whether enough stations will have cleared a first-run show to make it a firm go. Syndicators typically have deadlines in option clauses in their contracts with a company producing their particular show. Those options are only exercised when a syndicator knows whether a show will have sufficient market coverage to pay for itself. (Those clauses are sometimes exercised even though a show does not cover much of the country, since the syndicator wants to simply get the show on the air.)

The unofficial kick off of the syndicated programming sales year was at the recent INTV convention, which is often regarded as a barometer of the rest of the year in sales. That convention is not typically regarded as a major sales venue, but rather as an opportunity for buyers and sellers to gauge the market *en masse*.

Tony Brown, senior vice president of New World Television Syndication, said that INTV is a "launch pad" for the sales season. New World "got an awful lot of leads" at INTV, he said, but sales will come from follow-up calls to stations making appointments during the INTV convention.

From both stations and syndicators, what seems to have emerged from INTV was a recognition that independents are being very careful in buying programming. The overpurchase of programming in the past that troubled many stations financially was cited as a leading reason for the tentativeness in buying among those stations.

"I don't see any rush to buy things this year," said David Simon, vice president of

programming for the Fox Television Stations. Indeed, although some syndicators reported that traffic in the programming suites at INTV this year appeared better than in 1987, few mentioned concluding deals at the convention. But one programming executive, who asked not to be identified, attributed the rise in traffic to INTV's practice this year of waiving the convention fee for program directors at member stations.

One of the only major deals to emerge from this year's INTV was a number of purchases by KTLA(TV) Los Angeles. From MCATV that station purchased the first-run weeklies *The Munsters Today*, *Secret Identity* (a first-run sitcom), and *Out of this World* (formerly part of the NBC checkerboard on KNBC(TV) Los Angeles). KTLA(TV) also bought *Highway to Heaven* from New World, and *Hunter* from Televentures.

Whether NATPE, to be held Feb. 25-29, will follow INTV's lead and prove to be an equally quiet convention remains to be seen, but along with the aforementioned difficulty for syndicators waiting until the beginning of March to determine whether to go forward with a given show, there is a dearth of open time periods on station schedules this year, as was the case last year.

"We've pretty much bought up the programming we need at most of our stations," said Alan Shaklin, vice president of programming for the CBS-owned stations.

"The buying mood is down for a very good reason," said Bob Jacquemin, senior vice president, Buena Vista Television. "A lot of programming is working."

Another critical factor confronting both independents and affiliates this year is persistent financial uncertainty. "People are being more cautious than normal" on the edge of an election-Olympic year, said Petry's Kurlander. Whether or not the country will head into a recession is a large concern for television stations, like all business, he said.

"The operative word here is gun-shy," he

said, in reference to stations' program purchases.

Said one syndicator, INTV represented the first big opportunity "for a whole new reality to take hold. Stations are only buying what is absolutely needed."

NATPE executive director, Phil Corvo, ballparked the number of new first-run shows that will be brought to NATPE this year at between 70 and 80.

In 1986 Corvo said there were 150 new first-run entries brought to NATPE, of which 10% achieved the necessary clearances to make it on the air. In 1987 he said there were 200 new first-run shows brought to the convention, of which 6% made it on the air this past fall he said.

The increasingly competitive nature of the business has often caused syndicators to question whether the cost of going to a NATPE is worth it. One veteran of the convention estimated that all-inclusive figures for a large firm's NATPE expenses are at least \$1 million. For medium size firms the source said the cost of a convention comes to \$400,000-500,000.

But with the later date of the NATPE convention this year, several syndicators said that its utility is coming under increasing scrutiny, especially given these less prosperous times for the business. Corvo said that rumors that large numbers of syndicators were defecting from the convention this year were untrue.

Said GTG Entertainment President Grant Tinker: "The traffic may slow down" at NATPE this year given fewer time periods to program for and few programs brought to the convention. But, he added, "I don't worry about that when I'm trying to sell programs to networks or stations. You simply can't do business on a relative basis always worrying about the other guys. You have to do it absolutely in terms of your own project. If you do that the rest will take care of itself." □

Making pay pay

Cable's two largest services, HBO and Showtime/TMC, unveil largest marketing pushes in history

HBO and Showtime/The Movie Channel both are kicking off record-breaking marketing plans this month, aimed at stemming the usual post-Christmas downturn in pay services and continuing the overall improvement in subscriber growth of the past 12-18 months. Both services plan to spend more money to reach more potential subscribers in their 1988 efforts than in any other campaigns in their history. Last week, HBO began the first of three month-long promotions it will undertake in 1988, while Showtime launched on Jan. 1 its first-quarter marketing campaign that incorporates many of the successful elements of its 1987 efforts.

HBO's "Winter Heat Wave" consists of heavy broadcast television advertising and a flood of direct mail pieces. Alan Levy, director of corporate public relations at HBO, said HBO will buy advertising in 150 broadcast markets, reaching 93% of the total TV households in the U.S. The television buy

consists of two separate flights. The first highlights the programming to be seen on HBO and Cinemax in January and February. The second half of the flight will consist of "watch for the mail" commercials, said Levy, in which viewers are informed of an upcoming special mail offer. The commercial depicts a mailman delivering an envelope.

The pay service is recommending that operators use either or both of two special offers—a reduced-charge installation fee (88 cents) or a reduced first-month-of-service fee (also 88 cents). Following the commercial ad flight, HBO will send out 34.4 million direct mail pieces, the largest mailing in its history, said Levy. That total reflects the level of marketing support HBO is getting from affiliates, said Levy.

In addition to the ad buy and direct mail pieces, HBO will supplement the campaign with inserts in *TV Guide*. One insert will run in 106 markets. There will also be newspaper, radio and some basic cable advertising and plans for a telemarketing effort. Levy said HBO will make 700,000 phone calls to potential subscribers as part of the telemarketing effort.

In 37 markets, HBO will undertake some

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WJKS-TV
Jacksonville

WKYT-TV
Lexington

WTVC-TV
Chattanooga

WINK-TV
Fort Myers



ing viewers who want the service to call a toll-free 800 number or the local cable operator. HBO has produced eight versions of that commercial, from which affiliates can choose.

"We bring to bear a broad array of direct marketing tactics," said Levy, who added that HBO counts 10 different ways it will get its marketing message out to potential subscribers in this campaign. Levy said HBO expects the "Winter Heat Wave" campaign to produce one million installations. He would not quantify what HBO's churn rate is in the campaigns, but said that those who sign up as a direct result of them retain the service as much as those who sign up on their own. Levy said HBO's "Summer of '88" campaign will run in July, with a third campaign scheduled for November.

At Showtime/The Movie Channel, where the marketing budget is up 50% over last year, Showtime is building its first-quarter marketing campaign around its exclusive movies and "Starpower Weekends." Showtime heavies up on comedy programming on Friday night and exclusive movies on Saturday and Sunday. Some weekends the programming will center on a theme, to which marketing efforts will be tied. Those weekends will be advertised in *TV Guide*, cable guides, local media and on basic cable.

Showtime will continue its two-month free trial program that is part of what it calls its "transaction marketing" concept. Nora Ryan, vice president, marketing operations, said the two services generated 500,000 subscribers last year from two campaigns that included the trial offer. A subscriber adding or deleting a pay service is offered a two-month free trial of Showtime or the Movie Channel. For those taking the trial, Showtime will provide welcome kits and retention mailers as well as free bill stuffers for nonsubscribers. The free trial effort has been streamlined to give operators greater flexibility in scheduling and providing discounts any time throughout 1988.

Showtime also will make available free six-month subscriptions to the *Premiere*



Magazine for new subscribers. Ryan said that has been particularly helpful in getting operators representing some 20 million cable homes to participate in the first-quarter campaign. "The enthusiasm level has exceeded our estimates," said Ryan, who added it will be the most widespread marketing support in Showtime history.

Showtime will also provide free direct mail packages, free "last chance" postcards, bill stuffers, advertising materials and a tele-

marketing program as part of the campaign.

The Movie Channel will build its first-quarter campaign around the Academy Awards celebration on April 11. Each night in the month leading up to the awards, TMC will air an Academy Award-winning performance. There will also be special best actor, best actress and best picture weeks. The programming will include a free weekend preview on March 25-27, in which "Color of Money," "Children of a Lesser God," "Crocodile Dundee," "Star Trek IV" and "Ferris Bueller's Day Off" will be shown. (Showtime plans a free preview weekend on March 11-13.)

New TMC subscribers will also be eligible for the same two-month free trial and *Premiere Magazine* offered in the Showtime drive. The TMC drive will also be supported with advertising in *TV Guide*, cable guides, on basic cable and in local media. Affiliate sweepstakes competitions are also planned for both services.

In the second quarter, both services will be marketed with a three-month, half-price offer. Showtime's will be built around an action-adventure theme, with exclusive movies to include "Beverly Hills Cop II," "The Untouchables" and "Robocop." The Movie Channel theme for the second quarter will be "Movie Lover Mania" and is designed, like the first-quarter campaign, "to get cable systems to reintroduce the Movie Channel to their customers," said Ryan. The half-price offers are "appealing on a lot of fronts," said Ryan, because those who are willing to pay some money for the trial "are more likely to be an interested customer." There are plans for another half-price offer for the Movie Channel in the fourth-quarter also.

Although much of the work on the campaigns was put in place before the regime at Viacom, parent of Showtime/The Movie Channel, changed, Ryan said the flexibility and ongoing campaign approaches bear the imprint of the new Showtime/The Movie Channel Chairman Tony Cox and new Viacom President Frank Biondi. □

Actress, MSO's 'Think' programming

Group comprising Shelley Duvall, TCI, UA Communications, United Cable and Newhouse will develop shows for cable

A consortium led by Tele-Communications Inc. has formed Think Entertainment, a company headed by actress Shelley Duvall that will develop, produce and distribute first-run programming exclusively for cable. The agreement in principle, announced in Los Angeles last week, is expected to be the first of many ventures designed to fill the need for more original programming on basic and pay cable services.

Details of the deal were not disclosed, but John Sie, senior vice president of TCI, said United Artists Communications Inc., United Cable Television Inc., Newhouse Broadcasting and TCI would have a "significant" ownership interest in the new company. TCI owns 64.8% of United Artists Communications and 21.3% of United Cable.

There is a possibility that a fifth cable company will soon join the investment group, according to Duvall, who will serve as chairman and chief executive officer of TE. Duvall said she will continue to run her own production company, which produces *Faerie Tale Theatre* and *Shelley Duvall's Tall Tales & Legends* for Showtime.

TE, according to Duvall and Sie, was formed to assist basic cable networks that are hungry for original product but must contend with lean programming budgets. "I think we have enough channels now," Sie said. "The time has come to place an emphasis on accelerating the quality of productions airing on existing networks," he added.

The company intends to enter co-production deals with other producers, basic and pay networks for all forms of programming: half-hour comedies, anthologies, documentaries, dramas, made-for-cable movies, chil-

dren's shows, live entertainment, sports and music specials.

After the programs complete their initial cable runs, Sie said, the partners will look to recoup their investments in the syndication, network, home video and pay-per-view markets. "We don't have any baggage or a set way of doing things," he said. "We don't mind using other media as a subsequent window."

Duvall, who has been active in cable since her critically acclaimed *Faerie Tale Theatre* debuted on Showtime in 1982, first approached the MSO's with the idea for TE during the Cable Television Administration and Marketing Society conference last August. "Everyone there was talking about doing original programming, but no one was doing anything about it," she said.

Several cable networks have already come to TE with proposals, and Duvall said she wants to begin production as early as



L to r: Brendan Clouston, VP-treasurer, United Artists, Duvall, Sie

March or April.

The new enterprise, according to Duvall, might decide to establish its own syndication arm, which would distribute its own product and that belonging to foreign producers for cable and secondary markets. Or, she said, TE may opt to go with an outside syndicator. The Silverbach-Lazarus Group now distributes *Faerie Tale Theatre* and *Tall Tales* for Duvall's Platypus Productions

and Gaylord Productions.

Representatives for the companies participating in the programming venture noted Duvall's ability to create quality programming and attract top talent, yet still bring her productions in under budget. Many of the biggest stars in Hollywood work for scale on the programs Duvall produces, and she said she will continue to "keep costs down and put the money on the screen" at TE. □

ABC takes the stand before press

Executives talk about mini-series slated for next season, and about this season's prime time performance

ABC programmers continue to debate the question of how to schedule *War & Remembrance*, the \$104-million, 30-hour mini-series earmarked for the 1988-89 season. Network Entertainment President Brandon Stoddard recently indicated that he would probably opt to lump the production into mini-series form rather than playing it out over the season in weekly hours. The reason, he said, is that advertisers pay higher rates for mini-series than they do for episodic hours. With ABC expected to lose money

on *War*, the network wants to mitigate its losses.

Programers are waiting to see how the program is edited, with its final length varying from 28 to 32 hours, before making a decision on how to proceed with scheduling. "We hope to have an idea by the end of April," said Christy Welker, vice president of ABC novels for television and limited series, during the network's portion of the Television Critics Association press tour in Los Angeles.

ABC still believes in the mini-series concept, but Welker said it has become an "expensive sweeps period staple" with "diminishing returns" for the network. The



Stoddard

**FROM
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**TO
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TO

WJDK-TV
Detroit

WTZT-TV
Tampa-St. Petersburg

KATU-TV
Portland

WTVF-TV
Nashville

WVTM-TV
Birmingham

WOTV-TV
Grand Rapids

WAVY-TV
Norfolk-Portsmouth-
Newport News

WBRE-TV
Wilkes Barre

KHON-TV
Honolulu

WLUK-TV
Green Bay

KSPR-TV
Springfield, MO

KLAS-TV
Las Vegas

KEYT-TV
Santa Barbara



programming form often cannot sustain anything above a 33 share, according to Welker, which makes it difficult to recoup the high production costs. She said programmers will need to schedule mini-series in other periods besides sweeps or risk further erosion.

"What [the three networks] are doing is further fragmenting the audience and hurting ourselves," she said.

Other steps the networks need to take to



Left to right: Ted Harbert, VP-motion pictures and scheduling, ABC Entertainment, Welker, and Gary Pudney, VP-senior executive in charge of specials and talent, ABC Entertainment.

insure the survival of mini-series, according to Welker, are to reduce license fee payments, put an end to lavish productions and explore creative financing methods with foreign distributors.

Of more immediate concern to the entertainment division is its performance this season. Stoddard confirmed he is considering moving *Growing Pains* to Friday to shore up that night's weak lineup. As for the move of *Dolly* from Sunday to Saturday nights, Stoddard said that despite reports of affiliate defections, clearances are running in the high 90's.

In the spring, ABC intends to test six to eight new short-order series, all candidates for the fall schedule, after the winter Olympics end Feb. 27. The number of series the network will try out nearly matches the number introduced last fall, he said. The new series include *Supercarrier* from Fries Entertainment; *Juarez*, a police drama from Columbia Pictures Television and at least one project from Aaron Spelling.

To stem third-quarter audience erosion, ABC has allotted for more original programming this summer. Admitting "it's not a big budget," Stoddard said: "There's no question that it's difficult, when we have those very low levels in the third quarter, to suddenly bounce up in the fourth quarter when the new season comes along." □

Christensen pitches must carry for PBS

At press tour in Los Angeles, PBS head talks of fight to overturn cable carriage decision; calls FCC 'stupid' for not lobbying for exemption for public TV

PBS President Bruce Christensen, commenting on a federal appeals court ruling in December to toss out the must-carry rules, last week accused the FCC of making "a stupid, dumb, asinine decision" by failing to lobby for an exemption for PBS stations. "It makes no sense to me at all for the FCC not to push in the courts—and every place else—for a must-carry rule for public broadcasting," Christensen told the nation's TV press in Los Angeles.

Christensen said PBS will now join in the appellate fight being waged by the Association of Independent Television Stations to overturn the must-carry decision. If the attempt to reinstate the must-carry rules in the courts fails, he said "we will continue to seek it through legislation."

Since the U.S. Court of Appeals in Wash-

NBC takes week 16

Week 16 (ended Jan. 10) went to NBC's 18.5 rating and 29 share. CBS closed out week 16 with a 14.1/22, and ABC did so with a 13.5/21. This puts NBC's total number of prime time wins at 15 weeks, 11 of them consecutively. (Last week, this column mistakenly listed NBC as

having won 15 consecutive weeks of the 1987-88 prime time season. The network lost week five to ABC, when that network took the week [aided by the World Series] with a 19.4/31, over NBC's 15.9/26 and CBS's 13.0/21.)

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	32.8/47	N Cosby Show	1.	33.3/46	C Simon and Simon	34.	16.5/23
2.	28.1/41	N Cheers	3.	28.4/40	A Spenser: For Hire	42.	14.1/20
3.	28.0/41	N Different World	2.	30.7/43	A Dolly	23.	17.7/26
4.	25.5/39	N Night Court	5.	26.1/37	C Falcon Crest	27.	17.0/28
5.	23.9/34	A Growing Pains	4.	26.2/37	A Disney Sunday Movie	40.	14.5/21
6.	23.8/36	N Golden Girls	6.	24.4/36	N Year in the Life	44.	13.9/21
7.	23.8/35	N NBC Monday Movie	9.	23.2/34	N Our House	39.	14.5/21
8.	22.9/33	N My Two Dads	14.	20.9/30	A Mr. Belvedere	47.	13.4/20
9.	22.3/33	C 60 Minutes	8.	23.6/34	A Thirtysomething	52.	13.1/22
10.	22.1/32	A Who's the Boss?	7.	24.2/35	A ABC Monday Movie*	43.	14.0/21
11.	22.1/32	N Family Ties	12.	21.7/31	C Frank's Place	38.	14.7/21
12.	21.6/36	N L.A. Law	17.	19.9/32	C CBS Sunday Movie	51.	13.1/20
13.	20.4/29	N ALF	11.	22.0/31	C Houston Knights	45.	13.8/21
14.	20.3/29	N Matlock	13.	21.3/30	A Dynasty	60.	12.4/20
15.	20.1/28	N Valerie's Family	10.	22.8/32	A I Married Dora	57.	12.6/19
16.	19.7/32	N NBC Sunday Movie	21.	17.9/29	C Jake and the Fatman	56.	12.8/19
17.	19.1/29	A Moonlighting	15.	20.7/31	A Full House	58.	12.5/19
18.	18.7/31	N Bob Hope Special	18.	19.7/32	C Tour of Duty	62.	11.8/16
19.	18.5/28	N 227	16.	20.1/30	A Buck James	55.	13.0/22
20.	17.6/28	C Dallas	19.	19.7/29	A Slap Maxwell Story	49.	13.3/20
21.	17.4/26	N Highway to Heaven	20.	19.3/28	C West 57th	48.	13.3/22
22.	17.3/26	A Perfect Strangers	28.	17.0/25	A Pursuit of Happiness	64.	11.2/17
23.	17.3/25	A Head of the Class	33.	16.6/24	C Equalizer	50.	13.1/21
24.	17.2/24	C Newhart	24.	17.6/25	A U.S. Figure Skating	54.	13.0/20
25.	17.0/28	C Knots Landing	25.	17.3/27	N Miami Vice	59.	12.5/19
26.	16.5/25	N Hunter	31.	16.8/25	C Wiseguy	61.	12.3/19
27.	16.3/23	C Kate and Allie	22.	17.8/25	N Crime Story	46.	13.8/24
28.	16.2/28	A 20/20	35.	16.1/26	C Happy New Year, C. Brown	69.	9.4/13
29.	16.2/28	C Cagney and Lacey	36.	15.6/27	A Hotel	67.	10.2/17
30.	16.2/27	N St. Elsewhere	41.	14.5/24	N Private Eye	65.	10.9/18
31.	16.1/25	N Facts of Life	26.	17.3/26	C Oldest Rookie	66.	10.4/15
32.	15.8/24	C High Mountain Rangers	37.	15.0/23	C Cathy	71.	8.3/12
33.	15.8/25	C Beauty and the Beast	30.	16.9/25	N Rags to Riches	63.	11.6/17
34.	15.8/23	C Designing Women	32.	16.8/24	A Sledge Hammer!	68.	9.8/14
35.	15.6/24	A Hooperman	29.	16.9/25	A Charmings	70.	8.9/12
36.	15.4/22	A MacGyver	53.	13.1/18	A ABC Thursday Movie	72.	8.1/12

ington struck down the rules as unconstitutional, the FCC has shown little inclination to press for a reversal. It decided not to ask for en banc review by the appeals court, but officials have said the FCC will encourage the solicitor general to support any appeal brought by the industry.

At the the Association of Independent Television Stations convention Jan. 6-9, FCC Chairman Dennis Patrick warned broadcasters that their efforts to seek legislative and regulatory remedies to their business problems could lead to adversity. Calls for Congressional action to reinstate must-carry protection could spur new regulatory restraints and force broadcasters to make tradeoffs that, in the end, could prove dou-

bly damaging if the new rules fail to pass constitutional muster with the courts, Patrick said.

Christensen, however, said PBS is in a unique situation because of its dependence on government funding and individual contributions. Commercial independents "are able to take care of themselves," he said.

PBS officials estimate that since the must-carry rules were voided, cable systems have dropped more than 200 noncommercial stations. Each time an operator removes a PBS station for a system, the cable industry argues, more than one PBS signal has been available. But Christensen said most PBS stations do not duplicate programming and therefore deserve to stay on a system. □

Wrapping up INTV's '88 convention

INTV survey finds agreement among programmers that prices of shows held the line in 1987 and that trend is toward weekly license fees

The majority of program distributors and local independent stations agree that prices for television shows were lower or the same in 1987, compared to 1986, and that prices will remain flat for all but the most popular programs. That's according to a survey issued at the INTV convention two weeks ago. Eighty-seven percent of the station executives surveyed said prices declined or remained the same. Almost 70% of the distributors surveyed said prices for the product would remain level or go down in 1988.

As to the structure of deals in the future, a majority of distributors indicated they believe weekly license fees are "the wave of the future." Viacom set a precedent last year by offering *The Cosby Show* for a weekly fee instead of the traditional per-episode pricing, as a way of making the record-breaking prices more acceptable to stations. Columbia Pictures Television followed by offering *Who's The Boss?* on a weekly basis.

The survey found that independents overall spend about 43% of their budgets on programming. The average rose to 50% for larger markets and dropped to 26% for smaller markets. The survey found that independents spend about 16% of their budgets on movies (a little more in larger markets, and somewhat less in smaller ones). Most of the station executives reported that movie prices have gone down or remained the same in the past three years, although a majority also said that prices for packages of

"major titles" have continued to escalate.

Both stations and distributors agreed that event programming will assume a greater role on the schedules of independents in future years. With the declining audiences for children's programming, almost 40% of the stations surveyed said they planned to reduce the children's programming on their schedules. And 95% of the station executives said they thought distributors should do more testing of children's audiences before going into production with a show.

The survey also asked stations about future FCC regulation of children's programming. More than three-fourths of those polled said they thought the commission would initiate rules governing programs with a "sponsored-controlled format," such as shows based on characters of toys in the marketplace. The majority of stations said they didn't believe the commission would regulate children's programming for "quality, content," or "number of hours."

On the subject of news programming, more than 70% of those stations not currently programming news said they intended to do so within five years. A majority of all the stations polled said they felt "local station news will replace the historic pattern of network news dominance." Of the those stations currently programming news, a slight majority, 52%, reported showing a profit from it.

Stations also reported that the sports programming business is not the money maker it used to be, because of higher rights fees and inroads from cable. Almost 70% said it is more difficult to sell sports today. Roughly half of the stations said they believed cable "will eventually control most major sports



L to r, Mel Smith, VP-programing, Tribune Broadcasting; Charles Edwards, executive VP, Gaylord Broadcasting; Dick Robertson, member of the office of the president, Lorimar Telepictures; Bill Frank, president and general manager, KCOP(TV) Los Angeles, who appeared on panel reporting INTV-commissioned survey on programming.

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Dallas

WXIA-TV
Atlanta

KCRA-TV
Sacramento

KPNX-TV
Phoenix

KMBC-TV
Kansas City

WDSU-TV
New Orleans

KSL-TV
Salt Lake City

WAVE-TV
Louisville

WNEM-TV
Flint-Saginaw-Bay City

WSTM-TV
Syracuse

WOWT-TV
Omaha

WPTZ-TV
Burlington-Plattsburgh

WSFA-TV
Montgomery



events." More than half said they believe a major sports event such as the Super Bowl or the World Series will eventually go to pay-per-view.

Of the Fox Broadcasting Co. affiliates polled in the survey, 54% said they believed FBC would become "truly viable." About 43% said it was too early to tell. Of the non-FBC stations polled, roughly half said they believed FBC had a "successful" first year. Close to 40% of those stations said the entrance of FBC made it more competitive for them. Sixty-four percent of the stations said viewers are becoming aware of FBC, and about half said they would be interested if another studio were to begin a "fifth network."

Independents spent less on programming in 1987 than they did in 1986

Independent stations reduced the share of their budgets committed to programming slightly from 1986 to 1987, according to a survey of independents released at the INTV convention.

But despite the relative savings in programming expenses, total operating expenses for stations grew from an average of \$8.239 million to \$9.652 million between those two years. From 1986 to 1987, average total station revenue grew from \$9.635 million to \$11.85 million.

That left stations with a rise in their net profits, from an average of \$1.396 million in 1986 to an average of \$2.2 million in 1987, for a gain of 58%.

The biggest gains in all of the reporting stations' budgets came in dollars committed to local production, which from 1986 to 1987, were up from 4.5% of stations' budgets, to 6.8% (\$368,186 in 1986 to \$658,770 in 1987).

Based on the completion of surveys by 69 of INTV's approximately 180 member stations, programming expenses for the stations that responded went from \$4.09 million, or 49.6% of stations' budgets in 1986, to \$4.538 million (47%) of their budgets in 1987. The 1987 figures are projections based on station estimates.

Another area in which independents trimmed costs from 1986 to 1987 was in payroll. Total salaries came to \$1.74 million (21.1% of stations' budgets) compared to \$1.86 million in 1987. Stations employed an average of 57 full-time employees and five part-time employees in 1986, and 55 full-time employees and 4 part-time employees in 1987.

Among stations in the top 10 markets, total station revenue went from an average of \$44.7 million in 1986, to \$55.1 million in 1987, as expenses went from \$33.3 million in 1986 to \$44.3 million in 1987. That left top 10 stations with average net profits of \$11.4 million in 1986, compared to average net profits of \$10.8 million in 1987.

From 1986 to 1987, the percentage of programming expenses among top 10 stations' budgets went from 48.5% in 1986 (\$16.13 million), to 42% (\$18.84 million) in 1987. The INTV study breaks out stations in markets 11-25 as union or nonunion. For the union stations, total operating expenses

went from \$11.98 million in 1986 to \$12.98 million in 1987. Of those expenses, programming came to \$6.46 million in 1986 (53.9% of their expenses), and \$7.58 million in 1987 (58.4% of their expenses).

Average revenue for those stations went from \$16.69 million in 1986 to \$17.18 million in 1987. That left stations with a net operating profit of \$4.71 million in 1986 and \$4.2 million in 1987.

For nonunion stations in markets 11-25, expenses went from \$9.1 million in 1986 to \$9.74 million in 1987. Of that, programming came to \$5.18 million in 1986 (57% of expenses), and \$5.66 million in 1987 (58.1% of expenses).

Revenue for those stations between those years climbed from \$7.45 million in 1986 to \$9.94 million in 1987, to leave those stations with an average net loss of \$1.65 million in 1986 and a net profit of \$200,000 in 1987.

For markets 26-50, average station revenue went from \$6.23 million in 1986 to \$6.71, as average expenses went from \$5.07 million to \$5.37 million. That left those stations with an average net profit of \$1.16 million in 1986 and \$1.34 million in 1987.

Among those stations' expenses, the average programming costs in 1986 were \$2.63 million (51.9% of their expenses),



L to r: William Glenn, N.Y. Institute of Technology; Masao Sugimoto, NHK (Japan); Steve Bonica, VP, NBC operations and technical services; Richard Iredale, Del Ray Group.

rising to \$2.73 million in 1987 (50.8% of their expenses).

For markets 51-100, revenue went from \$4.08 million in 1986 to \$4.91 million as expenses went from \$4.29 million to \$4.28 million. That left those stations with an average net profit of \$210,000 in 1986 and \$630,000 million in 1987.

Among those stations' expenses, programming costs on average went from \$1.67 million in 1986 (39% of their expenses), to \$1.59 million in 1987 (37.2% of their expenses).

For markets 101 and above, average revenue went from \$1.7 million in 1986 to \$2.03 million as average expenses went from \$1.96 million to \$2.22 million. That left those stations with an average net loss of \$260,000 in 1986 and an average net profit of \$190,000 in 1987.

Among those stations' expenses, programming costs on average went from \$560,421 million in 1986 (28.6% of their expenses), to \$616,424 million in 1987 (27.8% of their expenses). □

Urgency stressed in race for high-definition TV

Broadcasters must act fast to support high-definition television with their dollars and political clout, or they could find themselves losing ground to cable, home video, DBS and fiber optics in two years. That was the message conveyed to a standing-room-only audience during the closing session of the INTV convention by a panel of HDTV specialists.

Because the broadcast medium faces a unique array of technical problems in the conversion to HDTV—including the ability to upgrade transmission systems to compete with improvements by fiber in coming years—panelists said television station operators need to quickly throw their weight behind the HDTV transmission systems under development.

"If we don't get our act together and win support from Congress and the FCC," said Ben Crutchfield, manager of technical information service for the National Association of Broadcasters, "I can see the networks going to DBS, cable and fiber optics and bypassing TV stations."

The discussion took on added significance because earlier in the week the Advanced Television Systems Committee gave

its long-awaited approval to a 1,125-line, 60-hertz HDTV production standard based on the system developed by Japan's NHK (BROADCASTING, Jan. 11). With the vote out of the way, it cleared the way for the ATSC's technology group on HDTV to focus on transmission issues.

As the industry gears up for the introduction of HDTV in 1990, session moderator Harry Pappas, president of Pappas Telecasting, warned the broadcasters, "others might throw the party and we won't come."

The INTV audience heard presentations from four competing HDTV transmission systems: that of NHK, with an HDTV system that is nearly complete after 10 years of development work; NBC, the New York Institute of Technology and the Del Ray Group.

Representatives of the three American companies discussed the compatibility of their systems with existing receivers and sought financial support from the independents gathered there. With all the systems expected to be operational within the next

o to three years, the panelists said, the costs to finish the jobs will range between \$6 million and \$10 million.

The winner of the HDTV derby stands to make a fortune. Pappas said consumers are likely to spend more than \$500 billion during the HDTV conversion over the next decade—and with the large lead the Japanese have on American firms in manufacturing the HDTV equipment, he noted that most of the money could go overseas and possibly double the U.S. trade deficit.

The expected strong consumer interest in HDTV, according to Hal Protter, vice president and general manager of WVTM(TV) Milwaukee, stems from differences in movie viewing habits between the U.S. and Japan. He said there is reason to believe that HDTV will take off faster here because the average American consumer watches 12 times as many movies per year as the average Japanese consumer, and 35 mm films come closest to approximating the clarity of the HDTV video tape picture.

Hill to independents: slim chance of must-carry rules without fairness codification

Independent television operators hoping for quick Hill action to resurrect some form of FCC must-carry rules heard discouraging news at the INTV convention. Key Hill aides reaffirmed what some broadcasters anticipated—as long as codification of the fairness doctrine remains unresolved, the chances of moving a stand-alone must-carry bill remain remote.

That prediction and others were made during a public policy "power breakfast" featuring key congressional and FCC staff members and moderated by Thomas Herwitz, vice president for corporate and legal affairs for Fox Television Stations, and Shaun Sheehan, Washington vice president, Tribune Broadcasting.

Even if there's little action on must carry, Congress is apt to be busy. "You might see an effort on both sides [House and Senate] for a new funding mechanism for public broadcasting," said Mark MacCarthy, House Energy and Commerce Committee Chairman John Dingell's (D-Mich.) key aide on communications issues.

Paul Smith, minority chief counsel and staff director for the House Energy and Commerce Committee, thought there would be a "strong effort" to look at the cable-telco crossownership prohibition. Regina Keeney, minority counsel with the Senate Commerce Committee, agreed that there could be movement on that front. Nevertheless, she said, it is a "tough issue" that will have to be explored through hearings.

Keeney was asked whether broadcasters would see another drive to impose a transfer tax on the sale of broadcast properties. Such an endeavor, she told the group, might prove difficult during an election year. But since many members—including her boss, Senator John Danforth (R-Mo.)—had opposed the concept on procedural grounds and "never had a chance to address the substance of the issue," she said there could be renewed interest. "There were not a lot who thought it was an awful idea."

As for the FCC, Mass Media Bureau Chief Lex Felker told independents the commission's proposal to reinstate syndicated exclusivity was "receiving very active consideration." John Haring, with the commission's Office of Plans and Policy, said the FCC hoped to have a draft order ready for review in early spring. He said the issue was a "very important priority" for Chairman Dennis Patrick.

David Donovan, an aide to FCC Commissioner James Quello, said as a result of the court's action on must-carry rules, "we should move forward as fast as we can. We will do everything we can to get that done." It was Felker who also advised broadcasters to turn to Congress for help on must carry. If the industry, he said, is looking for a full permanent set of rules, "your time is better spent on the Hill."

But it was clear from remarks made by MacCarthy and Larry Irving, senior counsel to the House Telecommunications Subcommittee, that Congress would not be particularly responsive.

"As long as we have this tension, there's not likely to be any rapid action on must carry," Irving told the INTV audience. Irving admitted there was a "deep reservoir of support" for the rules, but codification of the fairness doctrine was Subcommittee Chairman Ed Markey's (D-Mass.) chief priority.

MacCarthy felt it was unrealistic for broadcasters to ask Congress to "put aside fairness for must carry." When broadcasters favor both retention of must carry and repeal of fairness, he said such a policy lacked "coherence."

Smith, on the other hand, thought fairness might not impede other Hill action. He suggested broadcasters may start to see movement toward modifying the doctrine.

As for other Hill initiatives, Irving said the subcommittee would convene a number of hearings including one on the status of minorities in the broadcast industry, one on authorization legislation for the Corporation for Public Broadcasting and a series of oversight hearings on cable. Of the last, he said the hearings are "intended to serve as an educational process for subcommittee members and the public."

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KIRO-TV
Seattle

KCST-TV
San Diego

WLWT-TV
Cincinnati

WITI-TV
Milwaukee

WYFF-TV
Greenville-Spartanburg-Asheville

WLNE-TV
Providence-New Bedford

WCHS-TV
Charleston-Huntington

KAKE-TV
Wichita-Hutchinson Plus

WHBF-TV
Quad Cities

WBRZ-TV
Baton Rouge

KEVN-TV
Rapid City

KAIT-TV
Janesboro



Keeney



Felker



MacCarthy



Donovan

Ad hoc political coverage

A Kentucky cable operator, William Biggs Tabler III, and political consultant, Terence Holland, are developing plans for an ad hoc political network that would carry half-hour programs about political candidates on cable systems on primary or election eves.

Holland, who has served as a political consultant for several gubernatorial and U.S. Senate races (the most recent being Wallace Wilkinson's successful campaign for Kentucky governor), hopes to have the network in place for Super Tuesday. The idea calls for candidates to produce half-hour programs in whatever format they desire (for example, a preproduced piece, a live interview or Q&A session) that would be distributed by satellite for cable systems to pick up. Operators in the 20 states with primaries on Super Tuesday would pick up the feeds and carry them on their local access channels on the evenings before primary day.

Holland and Tabler are discussing the idea with the staffs of the presidential candidates and the cable industry. Although the initial focus is the presidential race, the idea can easily be extended for other federal, state and local races, said Holland.

The idea for the ad hoc network is reaction to the changing political and media landscape, Holland said. Thirty-second commercials tell too little about a candidate and longer debates, although useful, do not maintain an audience, he said, adding that costs for broadcast time, even at the lowest unit rate, dwarf cable rates and add to the expense of a campaign. The network would be designed to take advantage of cable's lower costs, targeted audience and flexible scheduling for programming.

Cable matches "geopolitical subdivisions with great precision," said Holland, and eliminates "the waste that broadcast television cannot avoid." An added attribute for cable is the empty time

on many local access channels. Although those channels are lightly viewed, Holland and Tabler believe with the proper promotion and the timing of the programs on primary eves, voters would tune in.

There is the question whether the Federal Election Commission would look at the programs as in-kind contributions. But Holland hopes that if a question arose, the agency would classify it as it does debate time, which is free to the candidates. The production costs, Holland envisions, would be picked up by the candidate, while the cable industry could pick up the satellite transmission costs. Holland and Tabler also hope to enlist the support of a corporate sponsor or two.

Franchising violation

The U.S. District Court for the Northern District of Illinois has sided with the city of Chicago in a lawsuit filed by Chicago Cable TV/Tele-Communications Inc. against



Top two. The National Academy of Cable Programming announced last week the winners of its two highest awards. It bestowed its Golden Ace award on The Discovery Channel for its week-long presentation of Soviet television entitled *Russia: Live from the Inside* (left), and honored Ralph Baruch (r), chairman of the academy, with its newly-created Governor's award.

"The Discovery Channel is very honored by this Golden Ace and grateful to the academy for this prestigious award," said Discovery Channel President John Hendricks. The service carried 66 hours of Soviet television from Feb. 15-22, 1987, with the help of Orbita Technologies Corp., which is licensed to distribute Soviet television in the U.S. The programming took on greater significance as thawed U.S.-Soviet relations captured the nation's attention, culminating in the summit in Washington in December.

Baruch, as chairman of the NACP, has been instrumental in raising the visibility of cable programming. Among the academy's major efforts are the presentation of the industry's Ace awards and coordination of National Cable Month.



Baruch began his broadcasting career with the DuMont Television Network and was later group president at CBS. He became president and chief executive officer of Viacom International in 1971, and was chairman from 1978 to 1987. Under his command, Viacom prospered as a diversified media company, which included the creation of cable programming services Showtime/The Movie Channel, MTV and Nickelodeon.

The Discovery Channel is the first programming service to win the award since the academy changed the structure of its top honors. Previous Golden Ace winners were actress/producer Shelley Duvall and Turner Broadcasting System Chairman Ted Turner.

The Golden Ace is now given to a company, program, project or network for cable programming achievement. The academy has established a governor's award to honor individual achievement that enhances the development of cable programming. Both awards were announced in advance of their presentation. They and other Ace Awards for excellence in cable programming are scheduled for Jan. 24 ceremonies to be shown live on HBO.

city involving programming on local access channels. The city ruled on Feb. 10, 1987, that the company violated the franchising agreement by carrying on the city's access channels some programming that had been produced on suburban systems. The city fined TCI \$2,250 per day retroactive to Jan. 16, 1987. TCI paid the fines (more than \$60,000, according to the city) on March 16 last year. At issue in the suit, said Bob Thomson, vice president, government affairs for TCI, "was the procedure used to fix the misinterpretation" of the franchise agreement and the retroactive fine, as opposed to the programming on the local access channels. Thomson said it was doubtful the company would appeal. Although the court ruled on the issue in late December, it has yet to issue its opinion in the case.

Out of Fashion

The Fashion Channel announced last week the departure of its number-two-and-three executives—Raymond Klauer, vice chairman and chief operating officer, and Wayne Smith, president. Charles Gee, chairman and chief executive officer, in making the announcement, said "Ray and Wayne have done an exceptional job in helping me turn the Fashion Channel concept into an operating reality." Both Klauer and Smith joined the service last February, and both had counted top positions at the The May Co. as part of their retail experience. "Our goal now is to focus on the company's future, which we feel is very positive," said Gee, who will also take on the title of president.

The company has also announced that

Norman Silverman has been named vice president, merchandise sales, and will be responsible for planning and buying all merchandise. His most recent position was as regional merchandise manager for Marshalls Inc.

Dead update

Viewer's Choice said it achieved a 1.5% buy rate for the New Year's Eve pay-per-view Grateful Dead concert. Simulcast in stereo by D.I.R. Broadcasting, the concert was available in about 5.5 million addressable homes. The buy rate, for the first-ever PPV event on New Year's Eve, translated into roughly 75,000 orders for the \$19.95 event.

Although the buy rate was substantially lower than the 2.5% to 3% that Viewer's Choice expected, officials were happy with the results. Viewer's Choice President Scott Kurnit said the concert did as well as a \$5 movie that achieves a 6% buy rate over two weeks, which is roughly the industry average. "We would do it again with them," said Kurnit.

Viewer's Choice expected that with the nature of the Dead's following, and the New Year's Eve date, there would be grouping within homes, which turned out to be more than anticipated. The holiday timing of the concert may have also reduced the personnel cable systems had on hand to process buy orders.

The event scored particularly well in the Northeast, said Viewer's Choice, with a number of systems in New York, New Jersey and Philadelphia reporting buy rates of 3% and above.

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Telecastings

Hulk and the Giant

For the first time on network television in 33 years, NBC will present an hour of live professional wrestling in prime time. *The Main Event* will air Friday, Feb. 5, live from Market Square Arena in Indianapolis, and will feature three matches, including one between defending World Wrestling Federation champion Hulk Hogan and Andre the Giant. The program is a co-production from the same producers who periodically present late-night wrestling specials on NBC, *Once-a-Month Productions* and *TitanSports Inc.* Dick Ebersol and Vince McMahon are co-executive producers. The prime-time match is one of several specials NBC is using to bridge the gap in the Friday 8-to-9-p.m. time period, after the cancellation of *Rags to Riches*, which had its last broadcast Jan. 15. Other specials include *Candid Kids* and *The Story Teller*, both on Jan. 22, *Return of the Six Million Dollar Man* and *Bionic Woman* Jan. 29, and a Valentine Day special Feb. 12. The replacement

series, *The Highwayman*, is scheduled to debut in the time period March 4.

First Lady feature

ABC Television plans to air a one-hour "behind-the-scenes" special on First Lady Nancy Reagan later this season. "The program will give television audiences a rare opportunity to become intimately acquainted with Nancy Reagan," said Gary Pudney, vice president and senior executive in charge of specials and talent for ABC Entertainment. The special is being produced by Rastar Productions.

Program picks

Among the programs and series selected by the Corporation for Public Broadcasting for the first of three \$6-million Open Solicitation program funding rounds this year are a nine-part series on the Great Depression (from *Eyes on the Prize*

producer, Boston-based Blackside Inc.), a second season of the comedy anthology series, *Trying Times* (from Phylis Geller and Jon Denny, KCET-TV Los Angeles), and a six-hour dramatic mini-series based on the Sanskrit epic, "Mahabharata" (from Michael Birkett, Brooklyn Academy of Music and Channel Four Television, London, in association with KCET-TV). Of the 14 projects selected, eight are independent productions, six are noncommercial station productions and two are minority productions.

Communications collection

Philadelphia's Franklin Institute, a collection of exhibits on the history and applications of science dedicated to Benjamin Franklin's spirit of inventiveness, has opened a permanent, 4,200-square-foot exhibit called "Communications." Sponsored by the Knight Foundation, Philadelphia Newspapers Inc. and the Scott Paper Co., the exhibit features hands-on devices representing the past, present and future of video production, television special effects, electromagnetic waves, multiplexing, bandwidth, frequency modulation and radio transmission and satellite, microwave and fiber optic transmission technology. For further information, call (215) 564-3375.



David and Maddie in depth. ABC-TV and Coca-Cola has announced that a new 3-D process will be used in the season finale of *Moonlighting*, making it the first network television series episode to be broadcast in 3-D, according to the network. Developed for Coca-Cola by Nuoptix Associates, the system provides a normal picture when seen without special 3-D glasses. The technology will be applied to eight minutes of the episode, and to a 60-second Coke Classic spot that will run during the show to kick off the soft drink's summer promotion. Glasses will be distributed nationally to more than 250,000 grocery stores and fast food outlets carrying Coke products.

The Media

Soviets stop jamming VOA, RFE, BBC broadcasts into Poland

Cited reasons range from improved relations to "lack of credibility" attributed to Western broadcasts

The Soviet Union has introduced an element of glasnost into its relations with the West. It has stopped jamming the Polish-language broadcasts of America's Voice of America and Radio Free Europe, as well as those of the British Broadcasting Corp. Those Western voices are now being heard in Poland, for the first time, in the case of RFE, since it went on the air in 1950. VOA and BBC programming has been jammed since the Polish government imposed martial law in 1981.

The cessation of the jamming was not announced by Poland until Jan. 5, five days after officials of the affected services said their monitors had detected it. Polish government spokesman Jerzy Urban said the jamming—the work of transmitters located in the Soviet Union—had stopped because the Western services had lost their credibility. Richard Carlson, director of the VOA, and Gene Pell, president of Radio Free Eu-

rope, which broadcasts to Eastern Europe, and Radio Liberty, whose programming is beamed to the Soviet Union, said they were pleased by the development. Pell released figures that gave a different impression of the Poles' interest in Western broadcasting.

"Jamming is against international law," said Carlson. "It is a violation of basic human rights and we are quite gratified it has stopped." Pell said, "This is a significant step toward allowing the people of Poland free access to uncensored news and information. We can only hope the decision is a permanent one." And Malcolm Forbes Jr., chairman of the Board for International Broadcasting, which oversees RFE/RL, welcomed the cessation of the jamming as "a positive step in U.S.-Polish relations."

The New Year's day development was another in a recent series of steps the Soviets have taken to reduce barriers to Western broadcasts. Last January, jamming of BBC's Russian-language broadcasts stopped in what the Soviets said was an effort to promote cultural and information exchanges. And in May, the Soviets stopped jamming

most of the VOA services aimed at the Soviet Union and most of the countries in the Eastern Bloc.

But the West would like to see the removal of still more barriers. When it stopped jamming the BBC's Russian-language service, the Soviet Union stepped up its jamming of Radio Liberty. And it continues to jam two VOA language services aimed at Afghanistan, as well as Radio Liberty. RFE broadcasts aimed at Czechoslovakia and Bulgaria are also jammed. Carlson and Forbes expressed the hope that the jamming would stop.

The VOA broadcasts six hours a day in Polish and RFE, based in Munich, broadcasts 19 hours. The BBC broadcasts 26½ hours each week on two frequencies.

Charles Z. Wick, director of U.S. Information Agency, VOA's parent organization, urges an end to Soviet jamming whenever he meets with Soviet officials, most recently at the Washington summit, in December. Carlson, during a recent trip to the Soviet Union, also called for an end to jamming. But what may have been equally important in bring-

ing about the cessation of the jamming of the Polish-language broadcasts was a series of talks between the U.S. and Poland. Beth Knisley, a VOA public information officer, said the talks, which had been going on for some time, were held in the context of the Helsinki Accords, which call for an end to jamming.

Reuter news service reported on Jan. 5 that Urban said Poland's improving relations with the outside world and its goodwill in the field of freedom of information had been partly responsible for the decision to end jamming. But "an even more important factor," he was quoted as saying, "is that some radio stations which are aggressive and try to interfere in internal Polish affairs have lost their credibility," with a sharp drop in audience as a result. According to the statistics he quoted, only 22% of the Poles listened to Western radio services last year. He said only 2% of the population listened to RFE on a regular basis, 9% on an occasional basis.

Pell, in his statement, offered a different point of view. He indicated the Poles may have felt they did not have much to lose in permitting RFE's signal unfettered access. He said that RFE research shows that, despite the interference, more than 50% of Poland's radio listeners tune into RFE programs on a regular basis. He said RFE "has long been the most popular station in Poland, despite problems of audibility." And in the absence of renewed jamming, Pell said, "we are confident that [the Polish audience will expand." □



Hoffman



Bowen

Consultant changes. Peter Hoffman, co-founder of McHugh & Hoffman, the Fairfax, Va.-based broadcast consulting company, has announced that he will step down as chairman and chief executive officer of the company after more than 26 years to pursue other interests. Hoffman will continue working on special projects for the firm. John Bowen III, president of McHugh & Hoffman since 1984, has been elected to succeed Hoffman.

Bowen named M&H vice president, Jacques de Suze, to succeed him as president. Other appointments announced include Roy Meyer, to executive vice president, and Annette Parness, to secretary/treasurer. Meyer was previously a vice president and Parness served as director of finance.

All appointments are effective as of Jan. 1.

Survey gives schools low marks on broadcast curricula

Executives favor 'closer link' between industry and educators to give students more realistic view of business

Broadcasting, cable and related industry executives give U.S. colleges and universities a grade of C in preparing students for entry-level jobs in industry, according to a Roper Organization survey released last week. But those same executives agree that they also "must be prepared to participate fully" in a partnership with the schools that will require them to invest time teaching or lecturing on campuses and to offer more meaningful opportunities for students and teachers at their businesses.

The study, commissioned jointly by the International Radio and Television Society, the Radio-Television News Directors Association and the National Association of Television Program Executives, comprised 403 telephone interviews with equal numbers of radio and television station general managers, news directors, program directors and sales directors; 111 interviews were also conducted with executives at cable systems, cable programmers, syndication companies, representative firms and other related services. The ratio was based on "the assumption that most of the hiring of entry-level employees occurs at the TV and radio station level at present."

The executives identified sales (49%), news (32%) and production (28%) as areas of best opportunity. "It is the hope and expectation of the sponsoring organizations," said a summary of the report, "that this study can help to form the basis for a conversation...between the industry and higher education, so that each can better understand the needs, wants and expectations of the other [and] begin to work together to their mutual benefit and [to benefit the] students wishing to work in the industry."

The study said also that, although it found no evidence, executives think "that what colleges and universities teach is taught poorly." Poor writing skills are included in the list of disappointments the executives have experienced with applicants they have hired. The majority of entry-level applicants, said executives, also lack realistic career expectations, hands-on experience or familiarity with communications technologies, and a practical knowledge of the world and the industry—the last including unrealistic expectations about salaries and the pace of advancement, as well as knowledge about how stations actually operate.

Despite the presence of skills among students with experience in school media, executives said, those "experienced" applicants exhibited less than optimal "understanding of the realities of the work



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situation.”

Two-thirds of those surveyed said a journalism or communications degree is “an important consideration,” and almost half expressed similar sentiments about a liberal arts background. A four-year undergraduate degree was described as either essential or important by 72% of the respondents.

Questioned about how past hires had “measured up,” executives’ expectations were “generally being met with respect to a journalism-communications degree and to other factors which executives consider to be of more secondary importance: work on the school newspaper, radio station or TV station; a graduate degree; the prestige of the school attended; references and a well-rounded background.”

Other criteria higher on their lists include individual presentation at interview time, writing skills and style, previous work experience and amount and kinds of hands-on experience in actual work situations—all among the list of major criticisms leveled at higher education.

New employes, said one general manager at a Southern television station, are “full of misguided theory given to them by a professor who hasn’t been in a TV station in years.”

“I will teach them the specifics of our station and our business,” said one Northeastern television station general manager, summing up the consensus that the education, not the job training, must be responsible for preparing applicants with the minimum elements: writing skills, the basics of broadcasting, knowledge of equipment op-

eration and communication skills. They feel it their responsibility to teach new employes about the station and to expand “generally upon the basic knowledge.”

The solution? Eighty-eight percent of the respondents favored “a closer link” between the industry and higher education, expressing “a hope that mechanisms can be developed which will provide students (and professors) with more exposure to people with current (or recent) experience” in the industry. Colleges and universities must place more emphasis on writing skills and hands-on experience.

Students must seek more work experience while still in school and, in job interviews, communicate their real world experience and their understanding of the workplace realities. And those in the industry must teach, lecture, open their stations to tours and create more paying internships. □

Getting together in Tulsa. Broadcasters in Tulsa, Okla., already cooperating through Tulsa Broadcast Managers Inc., a decade-old lobbying organization of area general managers representing four TV stations and 19 radio stations, have launched another organization, Broadcast Executives of Tulsa Inc. (BET), according to John Garwood, president and general manager of KTUL-TV Tulsa and president of the new group. Aims of BET Inc. include exchanging ideas and encouraging higher standards in advertising, performance, public responsibility and business practices. Although BET will be open to personnel “from all areas of broadcasting,” the bulk of its membership (expected to be as high as 200 initially) is likely to be sales people.

Changing Hands

KLZE(FM) Los Altos, Calif. □ Sold by Mountain Communications to San Jose Broadcasting Corp. for \$5,275,000. Seller is subsidiary of Parker Communications, Minneapolis-based group of two AM’s and

four FM’s owned by John Parker and his wife, Kathleen. Buyer is principally owned by Brion Applegate, who also owns KEZY-AM-FM Anaheim, Calif. KLZE is on 97.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Chapman Associates.*

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KNMZ-TV Santa Fe, N.M. □ Sold by New Mexico Media Ltd. Holding Co. to Coronado Communications Co. for \$3 million. Seller is owned by Edwin A. Bowen and has no other broadcast interests. Buyer is owned by James E. Rogers; his wife, Janet; Louis Wiener Jr., and Rolland Cleaver. It also owns KVBC-TV Las Vegas. KNMZ-TV is independent on channel 2 with 89.1 kw visual, 8.91 kw aural and antenna 2000 feet above average terrain.

WMKM(AM)-WJGS(FM) Houghton Lake, Mich. □ Sold by Shea Broadcasting Co. to Northlands Communications Inc. for \$1.1 million. Seller is owned by Edmond T. Shea, who has no other broadcast interests. Buyer is owned by Harry Melling and John Salov. Melling is Grand Rapids, Mich.-based investor with no other broadcast interests. Salov has interest in WKHM(AM) Jackson, Mich. WMKM is on 1290 khz full time with 5 kw. WJGS is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WDCS(FM) Scarborough, Me. □ Sold by Dirigo Communications Inc. to Charles McCreery for \$800,000. Seller is owned by Fred Miller, who has no other broadcast interests. Buyer also owns WHFM(AM)-WVLT(FM) Vineland, N.J. WDCS is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KUBC(AM)-KKXK-FM Montrose, Colo. □

Sold by Woodland Broadcasting Co. to Woodland Communications Corp. for \$725,000. **Seller** is owned by Lowell R. Hale, president. It has no other broadcast interests. **Buyer** is owned by J. Stephen Glasmann and Jack E. McKain, who are vice presidents of regional TV network, Kansas State Network. KUBC is on 580 khz with 5 kw day and 1 kw night. KKXX is on 94.1 mhz with 31.5 kw and antenna 1750 feet above average terrain.

WSTI(FM) Quitman, Ga. Sold by Star FM to WSTI Inc. for \$695,000. **Seller** is owned by R.C. Edmondson, who has no other broadcast interests. **Buyer** is owned by John M. Van Der Aa; Wedell Borrink and his wife, Carolyn; and Robert A. Cook and his wife, Coreen. It also owns WVCV(AM) Tallahassee, Fla. WSTI is on 105.3 mhz with 3 kw and antenna 300 feet above average terrain.

WFQX-FM Strasburg-Front Royal, Va. Sold by SRO/NOVA Inc. to Andromeda Harvest Communications for \$600,000. **Seller** is owned by Charles Wolf II, who has no other broadcast interests. **Buyer** is owned by Anthony P. Kern, vice president of Malarkey-Taylor Inc., Washington-based broadcast and cable consultant and appraisal service. WFQX-FM is on 99.3 mhz with 3 kw and antenna 500 feet above average terrain. *Broker: The Holt Corp.*

KTZD-TV Portland, Ore. Sold by Greater Portland Broadcasting Corp. to National Minority TV Inc. for \$520,000. **Seller** is Los Angeles-based group of three TV's principally owned by Michael R. Forman. It is also selling KTZO-TV Denver (see below). **Buyer** is nonprofit, Santa Ana, Calif.-based group of 15 TV's headed by Paul F. Crouch, president. KTZD-TV is independent on channel 24 with 5,000 kw visual, 500 kw aural and antenna 1775 feet above average terrain.

KTZO-TV Denver, Colo. Sold by Alden Communications Of Colorado Inc. to Twenver Inc. for \$500,000. **Seller** is also selling KTDZ-TV Portland, Ore. (see above). **Buyer** is owned by N. Richard Miller; Hugh Rosenthal; Robert C. Fisk and his wife, Linda, and Allen Boorstein. It owns cellular telephone system in Lancaster, Pa., and recently sold seven cellular systems in Northeast. KTZO-TV is independent on channel 20 with 3,148 kw visual, 425 kw aural and antenna 2,548 feet above average terrain.

WJSE(AM) Ceiba, and WJYT(AM) Quebradillas, both Puerto Rico Sold by Jose J. Martinez & Associates to Radio Redentor Inc. for \$472,250. **Seller** is principally owned by Jose J. Martinez, who has no other broadcast interests. **Buyer** is nonprofit corporation headed by Castolino Ramos, president. It also owns WERR-FM Utuado, P.R. WJSE is daytimer on 890 khz with 1 kw. WJYT is on 960 khz full time with 500 w.

CABLE

System serving Miami Sold by Harte-Hanks Communications to new Rifkin/Narragansett South Florida CATV L.P. for estimated \$45-\$55 million. **Seller** is in process of divesting all cable interests ("In Brief,"

Jan. 11). **Buyer** is joint venture of Rifkin & Associates Inc., Denver-based cable MSO with systems in 15 states headed by Monroe M. Rifkin, and Narragansett Capital Inc., Providence, R.I.-based investment capital firm headed by Gregory P. Barber and Jonathan M. Nelson, managing directors. Subsidiary, Narragansett Broadcasting, owns one AM, three FM's and one TV. System passes 91,794 homes with 27,000 subscribers and 240 miles of plant.

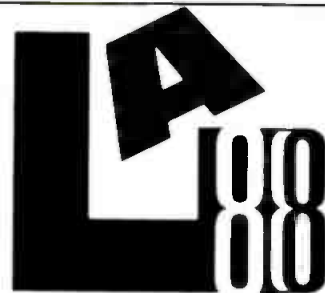
Systems serving Charles County, Md. Sold by Maryland Cable Limited Partnership to Jones Intercable Inc. for \$32 million. **Seller** is principally owned by Interstate General Corp., publicly traded, St. Charles, Md.-based developer headed by James J. Wilson, chairman. **Buyer** is Englewood, Colo.-based MSO with one million subscribers in 23 states. It is headed by Glenn Jones, chairman. System passes 12,500 homes with 225 miles of plant.

System serving Okeechobee, Fla. Sold by Harte-Hanks Communications to Cablevision Industries Corp. for estimated \$9 million-\$12 million. **Seller** is also selling Miami system (see above). **Buyer** is Liberty, N.Y.-based MSO with systems in eight states serving almost 500,000 subscribers. It is owned by Alan Gerry. System passes 7,402 homes with 6,000 subscribers and 151 miles of plant.

System serving Pleasanton and Mound City, both Kansas Sold by Amron Cable TV Inc. to W.K. Communications Inc. for estimated \$1-\$2 million. **Seller** is owned by

Frank Coble and Edsel Noland, who have no other cable interests. **Buyer** is owned by Robert Knoke and Robert Weary. It also owns system in Jefferson, Mo. Weary has interest in systems in Kansas and Nebraska. Systems pass 1,091 homes with 26 miles of plant and 1,091 subscribers. *Broker: Hardesty, Puckett, Queen & Co.*

For other proposed and approved sales see "For the Record," page 103.



Convention symbol. A logo created by KCBS-TV Los Angeles designer Gwen Hitchcock has been selected as the "central design element" for the upcoming Broadcast Designers' Association and Broadcast Promotion and Marketing Executives meeting in Los Angeles June 8-11. The two associations have also issued calls for entries in their respective awards competitions. The deadline is Jan. 22 for BDA and March 4 for BPME.

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CBS adds '48 Hours' to '60 Minutes' and 'West 57th'

New program, to be hosted by Rather, will give news division three hours of programming in prime time

Tomorrow (Tuesday, Jan. 19) at 8 p.m. (NYT), CBS News will launch its third hour of prime time programming with the debut of *48 Hours*, to be hosted by Dan Rather. According to Howard Stringer, president of CBS News, the introduction of the program marks the first time any of the big three network news divisions has programed three hours in prime time. It is also, said Stringer, the first time a network evening news anchor has, at the same time, also anchored a regularly scheduled weekly news program.

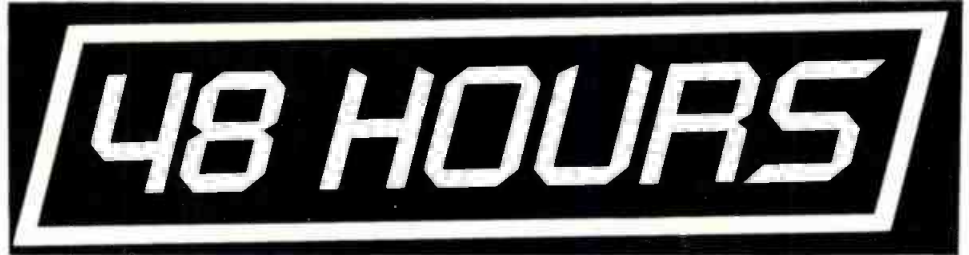
At press time last week, the program's executive producer, Andrew Heyward, had not decided with which story the program will lead. Last week three stories were almost ready for air—about the city of Miami's struggle to improve its image; Denver's Stapleton airport, and Dallas' Parkland Memorial hospital. In addition to any of those, Heyward said last week it was possible a major news story would break that the

program would feel compelled to pursue at the last minute. Heyward said the show wants to emphasize topicality and flexibility.

The basic format has the *48 Hours* news team launching a full-court press on a story over a two day period, editing the footage over the next 76 hours or so, and putting it

and action tell the story." The intent, he said, is to let the viewer see the story unfold as close to the way the reporter saw it unfold as possible.

Rather is anchoring each program and helping to report stories as his schedule allows. To what extent he will be able to report remains unclear. Bernard Goldberg,



on the air. Heyward likens the style to a "cinema verite" approach where the story unfolds as it is reported, as opposed to being pieced together after a lengthy period of investigation. "We're relying more on the naturally unfolding sequence than on the narrative structure of the more traditional documentary," he said. "The picture, sound

formerly with CBS's Miami bureau, is the sole staff correspondent on the program. Each week, a team of CBS News correspondents will assist Goldberg (and Rather, when he is involved) in reporting stories.

The concept for the program was Stringer's, and inside the news division, credit is given to CBS Chairman Laurence Tisch for making room on the schedule for the program. The 8 p.m. time slot was selected because that is where CBS is in most need of help in prime time. (The traditional time period for news in prime time is 10 p.m.)

Stringer produced earlier versions of the program a decade ago as documentary producer for CBS. He recalled producing a documentary on Gary Gilmore, the first man executed after the Supreme Court ruled it had no authority to ban capital punishment. The network was shooting on the night of the execution in Salt Lake City and editing out of a motel there. Several days later it was on the air.

A year ago, as news president, Stringer asked for the air time to do *48 Hours on Crack Street*, the namesake of the new series. At the time, Stringer recalled, the program enabled him to accomplish two goals. Not only did it let the news division deal with a "timely story in a timeless manner," as he puts it, it also kept 50 staff people very busy for an intense two days and let them celebrate after *Crack Street* was critically praised and won its time period. That was a boost to morale at a time when layoffs at the news division were imminent, and many were wondering if they would soon be out of work.

The same approach was taken when CBS received permission last spring to enter the Soviet Union and test its policy of "glasnost" with a program called *Seven Days in May*, which also won its time period. When Tisch and Broadcast Group president, Gene Jankowski, asked for ideas from Stringer for new programs, he suggested a weekly version of *48 Hours* and had no trouble rattling

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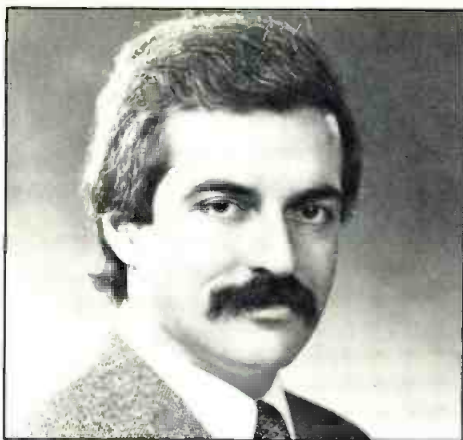
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Heyward

off "24 [story] ideas off the top of my head."

Once on the schedule, the new program will have to prove itself. "Nobody has given me a rating or a date," said Stringer. "We'll give it a fair chance to succeed." He points to the patience the network has exercised with *West 57th*, which has struggled on and off the schedule for the past two years. The 20 share it has been receiving in recent broadcasts is a sign of "pretty strong growth," said Stringer. If the new broadcast shows signs of growth, he added, it too may be around for years.

According to Tisch, the decision to put on *48 Hours* was not very difficult. He is the first to admit that CBS's prime time schedule is not exactly packed with rating hits that could make it hard to find room for another news program. "Unfortunately, we don't have that problem," he said last week. "We have enough time periods with just average programming, that, when you have an outstanding news program—which I believe *48 Hours* is—you must [make room for] it." The program's future, he said, depends "not so much on ratings... If the program is right, it may become an institution." □

Safety board wants to curb news aircraft

Concerned that news helicopters and airplanes dispatched to sites of man-made and natural disasters hamper rescue efforts and that the pilots of such aircraft endanger themselves, the National Transportation Safety Board has asked the Federal Aviation Administration to adopt regulations keeping nonrescue aircraft "a safe distance" from disaster sites.

An FAA spokeswoman said the agency had no comment on what it will do with the NTSB recommendation, but will respond to it by early March. The NTSB, a federal independent agency charged with investigating aircraft and railroad accidents, has no regulatory power.

In its four-page "safety recommendation" letter to the FAA, the NTSB said its concerns are based on several cases its investigators turned up "in which aircraft operating in the area of a fire or a hazardous material spill added to the severity of the incident,

hampered rescue and clean-up efforts, or resulted in the need for medical treatment for the operator or the emergency response personnel."

The NTSB initiative has raised concerns among broadcasters who fear that any new FAA regulations could prevent them from covering stories from the air.

Bob Brunner, executive news editor, WSAZ-TV Huntington-Charleston, W. Va., and chairman of the Radio-Television News Directors Association, told BROADCASTING last week that RTNDA is forming an Aviation Safety Committee to work with the NTSB and FAA in developing regulations to improve aircraft safety around disaster sites: "We are all interested in that.

"I'm not saying there isn't a problem," Brunner said. "I'm saying that to indicate that the fact that broadcasters want pictures from disaster scenes is somehow threatening the safety and lives of people needs to be a little bit better supported.

"I don't know of a single news director anywhere in the country who would order a helicopter pilot to do anything that would endanger the lives of anybody in any situation in order to get a picture. It's ludicrous to even insinuate that that is the case."

The presence of news aircraft at disasters is far more beneficial than detrimental, Brunner said. "I think that any fair-minded person can cite a number of instances where broadcast helicopters have helped saved lives, help direct emergency personnel to victims and, generally, been of magnificent public benefit."

Brunner said there were First Amendment

implications. When a government bureaucrat or agency is put in the position of authorizing or denying access to an area, he said, "there is a potential problem."

The seven cases of misconduct by news aircraft cited in the NTSB letter go back to 1974. The NTSB describes the incidents, but does not identify the stations that were involved.

The most recent incident occurred July 28, 1987. According to the NTSB, the FAA, at the request of the U.S. Forest Service, issued a Notice to Airmen (NOTAM) about the crash of a Navy helicopter near Ojai, Calif., that killed two and caused a fire. A NOTAM prohibits nonrescue aircraft from entering the specified area without permission.

The FAA's NOTAM are inadequate to address the problem, the NTSB said. The issuance of NOTAM's "is a time-consuming process, during which flights can be continued into potentially hazardous situations and exacerbate the situation or interfere with the emergency-response operations."

Specifically, the NSTB recommended that the FAA amend its regulations "so that flight of aircraft is prohibited within a specified safe distance from areas of disaster, including but not limited to hazardous materials accidents and fires."

It also said the FAA should caution pilots about the hazards of flying too close to disaster sites and should notify emergency-response organizations of the FAA "services available to them to restrict flights over disasters and offer guidance or instruction about obtaining flight restrictions." □

October, 1987

SOLD

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COMMUNICATIONS
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Stock Index

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	330	353 1/2	- 23 1/2	-06.64	23	5,335
N (CBS) CBS	156 1/8	163 3/4	- 7 5/8	-04.65	9	3,684
A (CCU) Clear Channel	12 1/2	13 7/8	- 1 3/8	-09.90	24	40
O (INFTA) Infinity Broadcast	18 1/4	19 3/4	- 1 1/2	-07.59	-140	153
O (JCOR) Jacor Commun.	4 7/8	5 1/2	- 5/8	-11.36		27
O (LINB) LIN	41 1/2	44 5/8	- 3 1/8	-07.00	22	2,225
O (MALR) Malrite	6 1/4	7 1/2	- 1 1/4	-16.66	-8	85
O (MALRA) Malrite 'A'	6	7	- 1	-14.28	-8	81
O (OBCCC) Olympic Broad.	4 1/4	4	1/4	06.25		10
O (OSBN) Osborn Commun.	5 1/4	6	- 3/4	-12.50	-4	21
O (OCOMA) Outlet Commun.	9 1/4	11	- 1 3/4	-15.90		60
A (PR) Price Commun.	11 5/8	11 1/2	1/8	01.08	-5	99
O (SAGB) Sage Broadcasting	5 1/4	5 1/4		00.00	7	17
O (SCRIP) Scripps Howard	78	78		00.00	26	805
O (SUNN) SunGroup Inc.	1	7/8	1/8	14.28	-1	2
O (TLMD) Telemundo	7 1/2	8	- 1/2	-06.25	-1	43
O (TVXG) TVX Broadcast	3	3 1/4	- 1/4	-07.69	-1	17
O (UTVI) Unilted Television	23	22	1	04.54	38	252

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	48 1/4	50	- 1 3/4	-03.50	15	519
O (ASTV) Amer. Comm. & TV	1/8	1/8		00.00		9
N (AFL) American Family	13 3/4	14 3/8	- 5/8	-04.34	13	1,107
O (ACCMA) Assoc. Commun.	26	26		00.00		247
O (BMAC) Bus. Men's Assur.	26 1/2	27 1/2	- 1	-03.63	10	277
N (CCN) Chris-Craft	17 3/4	19	- 1 1/4	-06.57	20	358
N (DNB) Dun & Bradstreet	53 1/4	55 1/2	- 2 1/4	-04.05	22	8,097
O (DUCO) Durham Corp.	22 3/4	22 3/4		00.00	13	194
N (GCI) Gannett Co.	36	38 1/2	- 2 1/2	-06.49	19	5,817
N (GY) GenCorp	21 1/4	22 3/8	- 1 1/8	-05.02	11	1,424
O (GACC) Great Amer. Comm.	11 1/4	12 7/8	- 1 5/8	-12.62	11	262
N (JP) Jefferson-Pilot	27	28 1/4	- 1 1/4	-04.42	9	1,085
N (KRI) Knight-Ridder	38 7/8	40 1/4	- 1 3/8	-03.41	15	2,230
N (LEE) Lee Enterprises	22 3/4	24 1/8	- 1 3/8	-05.69	13	566
N (LC) Liberty	35 1/8	35 1/8		00.00	12	336
N (MHP) McGraw-Hill	50 1/4	53 1/4	- 3	-05.63	16	2,539
A (MEGA) Media General	36 3/8	36 1/2	- 1/8	-00.34	53	1,025
N (MDP) Meredith Corp.	29 1/2	31 1/4	- 1 3/4	-05.60	15	566
O (MMEDC) Multimedia	49 1/2	54	- 4 1/2	-08.33	4950	544
A (NYTA) New York Times	30 3/4	31 7/8	- 1 1/8	-03.52	17	2,518
N (NWS) News Corp. Ltd.	17	18	- 1	-05.55	10	2,154
O (PARC) Park Commun.	24 3/4	25 3/4	- 1	-03.88	21	341
O (PLTZ) Pulitzer Publishing	28 3/4	29 3/4	- 1	-03.36	23	301
N (REL) Reliance Group Hold.	6	6 5/8	- 5/8	-09.43	6	450
O (RTRSY) Reuters Ltd.	53 3/4	58 3/4	- 5	-08.51	25	22,314
T (SKHA) Selkirk	20	22 1/2	- 2 1/2	-11.11	43	162
O (STAUF) Stauffer Commun.	135	135		00.00	22	135
A (TO) Tech/Ops Inc.	25 7/8	24 3/8	1 1/2	06.15	10	56
N (TMC) Times Mirror	35	39	- 4	-10.25	14	4,515
O (TMC) TM Communications	7/8	1	- 1/8	-12.50	4	6
O (TPCC) TPC Commun.	1/4	1/4		00.00		2
N (TRB) Tribune	36 1/4	40 1/2	- 4 1/4	-10.49	13	2,856
A (TBSA) Turner Bcstg. 'A'	11 7/8	12 1/4	- 3/8	-03.06	-1	258
A (TBSB) Turner Bcstg. 'B'	8 3/4	9	- 1/4	-02.77	-1	190
A (WPOB) Washington Post	191	203	- 12	-05.91	20	2,453

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O (SP) Aaron Spelling Prod.	5 5/8	4 5/8	1	21.62	4	104
O (ALLT) All American TV	1 1/2	1 3/8	1/8	09.09		1
O (BRRS) Barris Indus	8 1/8	8 1/4	- 1/8	-01.51	4	72
N (KO) Coca-Cola	37 5/8	39 1/2	- 1 7/8	-04.74	14	14,222
A (CLR) Color Systems	4 1/2	3 5/8	7/8	24.13	-2	23
O (CAVN) CVN Cos.	9 1/8	9 3/8	- 1/4	-02.66	-27	166
A (DEG) De Laurentiis Ent.	1 5/8	1 1/8	1/2	44.44	-1	18
O (dcp1) dick clark prod.	6 1/8	6 1/4	- 1/8	-02.00	15	50
N (DIS) Disney	59 1/8	63 1/2	- 4 3/8	-06.88	20	7,766
N (DJ) Dow Jones & Co.	29 1/2	31 3/8	- 1 7/8	-05.97	14	2,856
O (EM) Entertainment Mktg	3 1/4	3 7/8	- 5/8	-16.12	10	39
O (FNII) Financial News	7 1/2	8	- 1/2	-06.25	46	88
A (FE) Fries Entertain.	2 3/4	2 5/8	1/8	04.76	11	14
N (GW) Gulf & Western	69 7/8	73 5/8	- 3 3/4	-05.09	16	4,245
O (HRSI) Hal Roach	4 1/2	4 3/4	- 1/4	-05.26	-10	31
A (HHH) Heritage Entertain.	3	3		00.00	3	13
A (HSN) Home Shopping Net.	5 5/8	5 3/4	- 1/8	-02.17	15	483
N (KWP) King World	18 1/2	20 3/4	- 2 1/4	-10.84	19	553
O (LAUR) Laurel Entertain.	1 3/8	1 1/4	1/8	10.00	3	3
A (LT) Lorimar-Telepictures	10 7/8	11 1/4	- 3/8	-03.33	-8	497
N (MCA) MCA	36 1/8	36	1/8	00.34	17	2,745
N (MGM) MGM/UA Commun.	8	7 3/4	1/4	03.22	-10	400
A (NHI) Nelson Holdings	5/8	3/4	- 1/8	-16.66	-6	16
A (NWE) New World Enter.	2 7/8	3 1/4	- 3/8	-11.53	2	31

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O (NNET) Nostalgia Network	1 3/8	1 1/8	1/4	22.22	-1	7
N (OPC) Orion Pictures	11	11 1/8	- 1/8	-01.12	17	189
O (MOVE) Peregrine Entertain.	2 1/8	1 7/8	1/4	10.33	-70	5
N (PLA) Playboy Ent.	12 7/8	13	- 1/8	-00.96	-8	121
O (QVCN) QVC Network	5 1/8	5 7/8	- 3/4	-12.76		33
O (RVCC) Reeves Commun.	6 1/4	7 1/8	- 7/8	-12.28	625	78
O (RPICA) Republic Pic. 'A'	5	4 5/8	3/8	08.10	55	21
O (RPICB) Republic Pic. 'B'	5 1/2	5 1/2		00.00	39	4
A (RHI) Robert Halmi	1 1/2	1 5/8	- 1/8	-07.69	6	33
O (SMNI) Sat. Music Net.	3	3 1/8	- 1/8	-04.00	-75	26
O (TRSP) Tri-Star Pictures	7 5/8	8	- 3/8	-04.68	13	234
N (WCI) Warner	27 5/8	29 3/4	- 2 1/8	-07.14	16	3,455
O (WWTW) Western World TV.	5/16	3/8	- 1/16	-16.66	1	
O (WONE) Westwood One	19	20 1/4	- 1 1/4	-06.17	25	235

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
SERVICE						
O (BSIM) Burnup & Sims	8 5/8	8 5/8		00.00	17	137
N (CVS) Compact Video	3 3/8	3	3/8	12.50	-2	22
O (QOI) Comsat	27 1/2	28 1/2	- 1	-03.50	-11	504
N (FCB) Foote Cone & B.	42	44 1/2	- 2 1/2	-05.61	12	175
O (GREY) Grey Advertising	105	103	2	01.94	15	127
O (IDBX) IDB Communications	7	8 1/4	- 1 1/4	-15.15	28	28
N (IPG) Interpublic Group	30 1/4	31 1/2	- 1 1/4	-03.96	14	672
A (MOV) Movielab	6 3/4	6 3/4		00.00		11
O (OGLI) Ogilvy Group	27	26 1/8	7/8	03.34	14	372
O (OMCM) Omnicom Group	18 1/8	19	- 7/8	-04.60	-82	444
N (SAA) Saatchi & Saatchi	22 1/8	24 1/8	- 2	-08.29	11	3,223
O (TLMT) Telemation	1 1/4	1 1/2	- 1/4	-16.66	5	5
A (TPO) TEMPO Enterprises	7 1/2	7 1/2		00.00	25	43
A (UNV) Unitel Video	8	8 1/4	- 1/4	-03.03	11	17

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
CABLE						
A (ATN) Acton Corp.	13	13 1/2	- 1/2	-03.70		15
A (ACN) American Cable	44 7/8	44 3/4	1/8	00.27	-87	421
O (ATCMA) Amer. TV & Comm.	21 1/8	24 1/4	- 3 1/8	-12.88	81	2,311
A (CVC) Cablevision Sys. 'A'	23 3/4	26 1/2	- 2 3/4	-10.37	-40	499
N (CNT) Centel Corp.	35 3/8	37	- 1 5/8	-04.39	13	1,025
O (CCCOA) Century Commun.	14 1/2	17 1/4	- 2 3/4	-15.94	1450	419
O (CMCSA) Comcast	22	23 1/8	- 1 1/8	-04.86	-100	912
O (ESSAC) Essex Commun.	15 3/4	16 3/4	- 1	-05.97	-35	58
A (FAL) Falcon Cable Systems	18	18 1/2	- 1/2	-02.70	-56	115
O (JOIN) Jones Intercable	10 3/8	10 5/8	- 1/4	-02.35	32	132
T (MHRQ) Maclean Hunter 'X'	20 1/2	20 1/8	3/8	01.86	28	755
O (RCCA) Rogers Cable A	22 5/8	22 5/8		00.00		116
O (TCAT) TCA Cable TV	26 1/2	27	- 1/2	-01.85	54	286
O (TCOMA) Tele-Commun.	22	23 3/4	- 1 3/4	-07.36	36	3,192
N (TL) Time Inc.	81 1/4	85 5/8	- 4 3/8	-05.10	13	4,823
O (UACI) United Art. Commun.	24 1/2	25	- 1/2	-02.00	204	1,006
N (VIA) United Cable TV	22 1/8	23	- 7/8	-03.80	-368	836
N (UJT) Viacom	18	19 1/2	- 1 1/2	-07.69	959	
N (WU) Western Union	2 1/2	2 5/8	- 1/8	-04.76		60

	Closing Wed Jan 13	Closing Wed Jan 6	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
ELECTRONICS MANUFACTURING						
N (MMM) 3M	60 3/4	66	- 5 1/4	-07.95	16	13,911
O (AMCI) AM Communications	3/8	3/8		00.00		1
N (ARV) Arvin Industries	19 3/4	21 5/8	- 1 7/8	-08.67	7	369
O (CCBL) C-Cor Electronics	6	6		00.00	16	12
O (CATV) Cable TV Indus.	2 1/8	2 1/4	- 1/8	-05.55	-14	6
A (CEC) Cetec	4 7/8	4 7/8		00.00	162	8
N (CHY) Chyron	4 7/8	5	- 1/8	-02.50	18	49
A (CXC) CMX Corp.	1 1/8	1 1/4	- 1/8	-10.00	16	7
A (COH) Cohu	7 1/4	7 3/8	- 1/8	-01.69	17	13
N (EK) Eastman Kodak	49	51 7/8	- 2 7/8	-05.54	12	11,070
N (GRL) Gen. Instrument	29 3/8	32 3/8	- 3	-09.26	-12	956
N (GE) General Electric	44 1/4	47	- 2 3/4	-05.85	16	40,445
O (GETE) Geotel Inc.	13/16	15/16	- 1/8	-13.33	-2	3
N (HRS) Harris Corp.	25 7/8	27 3/8	- 1 1/2	-05.47	14	759
N (MAI) M/A Com. Inc.	9 3/4	10 1/8	- 3/8	-03.70	4	314
O (MCDY) Microdyne	3 1/8	3 1/8		00.00	-2	13
N (MOT) Motorola	45 7/8	52	- 6 1/8	-11.77	25	5,898
N (OAK) Oak Industries	1 1/8	1 1/8		00.		

Beta no longer Sony's one and only

Sony decides to begin selling VHS VCR's in addition to its own format

Beta, long the only consumer half-inch videocassette tape format to bear the Sony label, will soon share the store shelf with its rival. The Japanese-based Sony Corp., which 12 years ago launched the home videotape recording market, will soon add VHS recorders and related items to its product list. Apparently bowing to market pressure, the more popular VHS format will appear on VCR's with the Sony name first in the European market and soon afterward in other parts of the world, including the United States.

Sony will enter into a contract with Matsushita Electrical Industrial Co. for the right to sell VHS. According to Alec Shapiro, spokesman for Sony Corp. of America, the company does "not in the least" believe that the move to sell VHS equipment signals an eventual end to consumer marketing of Beta, and Sony continues to stand by its belief that Beta is technically superior.

Sony was the first to offer home VCR's when the Betamax LV-1901 was introduced in the U.S. in November 1975. The original retail price of \$2,295 bought a single unit that included a 19-inch color TV set and the

player/recorder. Soon afterward, Sony began selling the VCR unit separately for \$1,300. The first consumer half-inch Beta blank tapes were sold in a 60-minute length, priced at \$15.95, and 30 minutes for \$11.95.

Since then, the market for consumer VCR's has expanded rapidly with 170 million now operating worldwide with 50% penetration in Japan and nearly 50% in the U.S. and Europe, according to Sony. The Electronics Industries Association reported that 11,535,412 VCR's were sold to American retail stores in 1987 through November, an increase of 2.5% over the previous year's total.

But the Beta portion of the VCR market began to erode when VHS was introduced in 1977. The rival half-inch tape format, sold in a slightly larger videocassette not compatible with Beta recorders, was developed by JVC (Japan Victor Co.), a subsidiary of Matsushita, Japan's largest electronics manufacturer. It was preceded by an earlier Matsushita home recording model, the VX-2000 introduced in June 1976, which was the first product to record up to two hours. Sony did not counter with a three-hour tape for Betamax until the spring of 1978. The first VHS machines in the United States

were sold through Matsushita's Quasar line for about \$1,000.

By the Christmas season in 1977 VHS recorders were sold in America under the brand names RCA, Sylvania, Magnavox, Curtis Mathes, Panasonic, JVC and Sharp. At the same time, Beta was sold by Zenith, Sears, Sanyo, Toshiba and Pioneer, as well as Sony. The signing of RCA as a marketer of VHS in America proved especially beneficial for the new format, when RCA immediately launched a \$4-million advertising campaign through television, newspapers and direct mail, and placed VHS machines in 5,000 retail stores, competitive with the 6,000 American stores then selling Beta. Within a few years VHS closed the gap Beta had created by being first and surpassed it in sales.

Part of the home video recording future seems to lie with the Sony-developed 8 mm standard used in many consumer camcorders. According to EIA, more than 1.5 million camcorders were sold last year to retailers, an increase of about 35% over 1986. Meanwhile, an era of higher-resolution VCR's began last year with the introduction of Super VHS by JVC. Sony had not decided last week whether it will sell S-VHS equipment. □

Satellite Footprints

Foreign interest. Viewers in Western Europe, England, Ireland and Japan will watch Super Bowl XXII Jan. 31 compliments of the National Football League, ABC, Trans World International, Brightstar Communications, Washington International Teleport, Wold Communications, American Uplinks and Unitel Mobile. Trans World represents sports event rights holders, such as the NFL and the United States Golf Association, and events such as the Professional Golfers Association Championship, grand slam tennis events (except the French Open) and the Kentucky Derby, selling those rights to broadcasters overseas. TWI will also coordinate production and transmissions out of San Diego, having contracted Unitel for television production facilities—nine of 50 foreign customers will be at the game providing their own audio and some others will pick and choose from ABC's "host feed," inserting commentary at the receive end during commercial breaks at ABC. American Uplinks will provide the C-band uplink. Wold will beam the game from its Santa Paula international gateway to JISO, the Japanese consortium of broadcasters, and Brightstar, from WIT, will send two signals across the Atlantic—one for TWI's pan-European customers and another to London's Channel 4. Interest in the NFL, said TWI's director of technical services, Mary Schuler, is spreading as far as Thailand and Malaysia, where broadcasters have signed to receive the playoff games and Super Bowl packages via videotape. Even war-torn Lebanon, she said, is a potential customer.

□

Foreign problem. Pan American Satellite Corp.'s difficulty in obtaining landing rights in several European countries is receiving cabinet level attention. The Economic Policy Council, composed of cabinet members, is considering how the government could aid PAS—and other U.S. separate satellite systems that would compete with Intel-

sat—obtain landing rights. The issue is part of an overall "space commercialization" package that is on EPC's agenda. Meanwhile, an official of Commerce Department's International Trade Administration said its government is proceeding "full speed ahead" in efforts to help PAS in Great Britain, West Germany and at least one other European country. Two weeks ago PAS Chairman Rene Anselmo wrote to President Reagan to seek his help in obtaining landing rights in Great Britain (BROADCASTING, Jan. 11).

□

Not just talk. Stepping beyond its established identity as a Ku-band satellite news cooperative, Conus Communications has produced its first teleconference, in addition to handling satellite transmission of the event. Minneapolis-St. Paul-based Conus went to the World Theater in Minneapolis (origination site for Minnesota Public Radio's *Prairie Home Companion* and that show's replacement, *Good Evening*) and used three studio cameras, one handheld camera and three wireless microphones to produce and direct the eight-hour business education conference before a live audience. "We wanted to take it beyond the production level of the typical 'talking head' of most business teleconferences, and Conus helped us do just that," said John Helgerson, general manager of the Corporate Learning Center, sponsor of the event. Conus provided transmission to 25 locations nationwide; a toll-free telephone number was used to allow satellite viewers to participate in workshop sessions.

□

Space wave. United Video's Space Communications System (SCS) radio network service has added Satellite Radio Network (SRN) and Satellite Music Network's (SMN) newest format, "The Wave," to its

list of users. SRN delivers 24 hours of religious programming to 238 affiliates nationwide via a subcarrier of Hughes Communications' Galaxy I, and now also via SCS. Said SRN President Mike Gliner in a prepared statement: "Delivery by SCS will enable some of the current program producers to reach the growing number of radio stations carrying SCS-delivered services," which include another religious broadcaster, Moody Broadcasting Network. SRN's program mix includes syndicated talk programs, live call-in talk shows and news. "The Wave," SMN's eighth music format transmitted by SRN, was launched last September and currently serves eight affiliates.

Prepare the testimony. The office of House Copyright Subcommittee Chairman Robert Kastenmeier announced last week a tentative date for a final hearing on the Satellite Home Viewer Copyright Act

(H.R. 2848) before markup—Jan. 27. The legislation would create a compulsory copyright license for distribution of broadcast signals via satellite to owners of backyard earth stations. Whether broadcast signals can now be distributed to dish owners is the question at the center of several lawsuits. The measure enjoys the support of the motion picture and cable industries and a large segment of the home satellite industry, but broadcasters tend to oppose it, seeing it as a further loss of control over distribution of their product.

The witness list is not yet settled, but the subcommittee expects the final version to include representatives of the Copyright Office, the Department of Commerce, the television networks and their affiliates, independent television stations, the home satellite industry and the national rural electric cooperatives. Kastenmeier aide Mary Dixon said the list may be available by the end of this week, but cautioned that changes could be made up to the day of hearing.

In Sync

Audio aid

A nine-market test will begin today (Jan. 18) of a service designed to provide television to the blind. It is hoped that Descriptive Video Service (DVS), developed by noncommercial WGBH-TV Boston, will allow blind people to follow television dramas by providing spoken descriptions of the action during pauses in dialogue.

Consumers with stereo television receivers or multichannel sound converters will hear an announcer over the second audio program (SAP) channel give brief descriptions of settings and costumes and other key visual elements needed to follow a story's action. If the sideband switch is turned off during a DVS broadcast, regular audio will be heard. Today "99 out of 100 [stereo TV receivers and stereo simulators] have an SAP channel," said Margaret Pfanstiehl, president of Washington Ear, a Washington-based reading service for the blind. The DVS signal does not interfere with regular stereo, monaural or closed-caption reception, according to WGBH-TV.

The system was developed by Pfanstiehl and her husband, Cody, retired publicity chairman of the Washington Metropolitan Transit Authority, who started his career as

promotion director at WTOP-AM-FM-TV when those stations were owned by Post-Newsweek. Washington Ear is providing volunteers to help produce the DVS service. Margaret Pfanstiehl, who is blind, called DVS "an important breakthrough for the blind. It expands our universe of experiences as it increases our independence."

Episodes of PBS's *American Playhouse* (produced by WGBH-TV) will be broadcast with DVS during the test period. Along with WGBH-TV, noncommercial stations in New York; Washington; Cleveland; Dallas; Milwaukee; Rochester, N.Y.; Bowling Green, Ohio, and Augusta, Me., will take part in the test. Expansion to other cities will depend upon increased funding.

The station's goal is to produce three to five hours of DVS programming a week by the end of 1988. It is hoped that production costs can be lowered to less than \$1,000 per hour. That compares to about \$2,700 in added cost to provide closed captioning for the deaf.

Total stereo sets in use in the U.S., according to the Electronics Industries Association, now stand at 9.2 million and should reach 14.5 million by the end of 1988. Adapters for TV's without stereo can be purchased for \$100-\$200.

Radiation roundtable

The theme for the fourth annual conference on radio frequency radiation sponsored by Electromagnetic Energy Policy Alliance (EEPA) will be "Full Spectrum of Electrophobia—D.C. to Daylight." The conference will be held April 20-22 at the Radison Mark Plaza, Alexandria, Va. Fees for the conference, which is open to all interested parties, will be determined during an EEPA meeting this month.

Dick Ekfelt, EEPA executive director, said the conference will be divided into four panel sessions: "Powerlines and Cancer?"; "Search for Evidence," featuring RF radiation researchers; "Regulatory Impact," with representatives of the FCC and the Environmental Protection Agency expected to attend, and "Electrophobia on Trial," with a panel of lawyers speaking on past litigation.

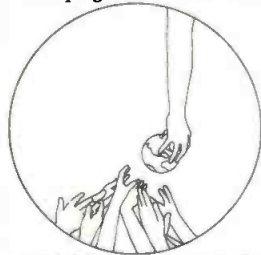
TV via PC

A new system has been developed to send NTSC color television pictures through the use of personal computers and telephone lines. StarSignal Inc., San Jose, Calif., claims that its PC Image Phone System will send broadcast-quality still images to any point in the world in five to 15 seconds. A 40-megabit hard disk unit included with the system will store 2,000 color video frames.

VIDEO EQUIPMENT NEEDED

**1/2" Off-line, 3/4" On-line editing equipment
Cameras•Lights•Control Room equipment**

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Other equipment included in the full \$12,995-system: computer and keyboard; red-blue-green NTSC monitor; a Starlite video compression board; color video camera; 9,600 baud modem; software, and mouse. The video compression board can be bought separately for \$1,995.

StarSignal says that the system can be used for law enforcement, medical, real estate and several other applications. Clark Viehweg, president of StarSignal, claims that the PC Image Phone system is more practical than earlier systems since it costs less and transmits with higher resolution and greater speed. Viehweg also

claimed the system is easy to operate, taking only minutes to learn.

Landis Mahaffey, marketing director, said that StarSignal has "not yet hit the broadcasters," but that the broadcasting market would be explored. "I would certainly think there is a need to store and possibly transmit several video images," he said.

Cubicomp gets Vertigo

Cubicomp Corp., the Hayward, Calif., manufacturer of PictureMaker, low-to-middle-priced graphics and animation equipment, has completed a merger with

high-end graphics manufacturer Vertigo Systems International. The Vancouver, B.C.-based Vertigo makes the V2000 system, priced at \$150,000. Cubicomp is now marketing all Vertigo products, having acquired the Canadian company's assets and patents for an undisclosed price. Vertigo products will now be manufactured in California, while the engineering group, which develops Vertigo software, will remain in Canada. Some 10%-20% of the newly merged company's sales will now be to broadcasters, with most broadcast customers buying PictureMaker, according to Cubicomp spokeswoman Carol Byram.

For the Record

As compiled by BROADCASTING Jan. 6 through Jan. 13 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. A.L.J.—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio loca-

tion. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

Ownership Changes

Applications

■ KTZO-TV Denver, CO (ch. 20; ERP vis. 3148 kw; aur. 425 kw; HAAT: 2548 ft.)—Seeks assignment of license from Alden Communications of Colorado Inc. to Twenver, Inc. for \$500,000. Seller is Los Angeles-based group of three TV's principally owned by Michael R. Forman. It is also selling KTDZ-TV Portland, OR. (see below). Buyer is

owned by N. Richard Miller, Hugh Rosenthal, Robert C. Fisk and his wife, Linda, and Allen Boorstein. It owns cellular telephone system in Lancaster, PA, and recently sold seven cellular systems in Northeast. Filed Dec. 18, 1987.

■ KUBC(AM)-KKXK-FM Montrose, CO (AM: BAL871228ED; 580 KHZ; 5 kw-D; 1 kw-N; FM: BALH871228EE; 94.1 mhz; 31.5 kw; HAAT: 1750 ft.)—Seeks assignment of license from Woodland Broadcasting Co. to Woodland Communications Corp. for \$725,000. Seller is owned by Lowell R. Hale, president. Buyer is owned by J. Stephen Glasmann and Jack E. McKain, who are vice presidents with regional TV network, Kansas State Network. Filed Dec. 28, 1987.

■ KPAG(AM)-KRQS-FM Pagosa Springs, CO (AM: BAL871229EB; 1400 khz; 1 kw-D; FM: BALH871229EC; CP on 106.3 mhz)—Seeks assignment of license from Rod-Mar

This announcement appears as a matter of record only.

January 6, 1988

\$71,000,000

Arlington Cable Partners

an affiliate of

Hauser Communications, Inc.

\$56,000,000 Senior Secured Notes
\$15,000,000 Senior Subordinated Notes

This private placement has been arranged with Institutional Investors.

Salomon Brothers Inc

Daniels & Associates

Inc. to Morphew Broadcasting Inc. for \$250,000. Seller is principally owned by Bob Roddy and Wayne Marcy, who have no other broadcast interests. Buyer is owned by Roger Morphew, who has no other broadcast interests. Filed Dec. 19, 1987.

■ **WSTI(FM)** Quitman, GA (BALH871229HF; 105.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Star FM to WSTI Inc. for \$695,000. Seller is owned by R.C. Edmondson, who has no other broadcast interests. Buyer is owned by John M. Van Der Aa, Wedell Borrink, and his wife, Carolyn, and Robert A. Cook and his wife, Coreen. It also owns WCVG(AM) Tallahassee, FL. Filed Dec. 29, 1987.

■ **KTOZ(FM)** Marshfield, MO (BALH871228HJ; 104.9 mhz; 2.4 kw; HAAT: 360 ft.)—Seeks assignment of license from Ladco Communications Inc. to H. Allan Thompson for \$165,000. Seller is owned by Larry D. Campbell. Buyer also has interest in KGBX(AM) Springfield, MO. Filed Dec. 28, 1987.

■ **KNMZ(TV)** Santa Fe, NM (ch. 2; ERP vis. 89.1 kw, aur. 8.91 kw; HAAT: 2000 ft.)—Seeks assignment of license from New Mexico Media Ltd. Holding Co. to Coronado Communications Co. for \$3 million. Seller is owned by Edwin A. Bowen, who has no other broadcast interests. Buyer is owned by James E. Rogers, his wife, Janet, Louis Wiener Jr., and Rolland Cleaver. It also owns KVBC-TV Las Vegas. Filed Dec. 24, 1987.

■ **KMXQ(FM)** Socorro, NM (BALH871223HH; 92.7 mhz; 3 kw; HAAT: minus 234 ft.)—Seeks assignment of license from Haynes Communications Corp. to H&HSB Corp. for \$50,000. Seller is owned by Carl Haynes, who has no other broadcast interests. Buyer is owned by Arthur Holt, his wife, Phyllis, Carl Haynes and Christine Berger. Holts own Bethlehem, PA-based group of four AM's and five FM's. Filed Dec. 23, 1987.

■ **New TV Jacksonville, NC** (ch. 35; ERP vis. 1140 kw, aur. 114 kw; HAAT: 870 ft.)—Seeks assignment of license from Jacksonville Broadcasting Co. to William Munden for \$37,500. Seller is owned by Sidney Popkin, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 19, 1987.

■ **KTDZ-TV** Portland, OR (ch. 24; ERP vis. 5000 kw, aur. 500 kw; HAAT: 1775 ft.)—Seeks assignment of license from Greater Portland Broadcasting Corp. to National Minority TV Inc. for \$520,000. Seller is Los Angeles-based group of three TV's principally owned by Michael R. Forman. Buyer is nonprofit. Santa Ana, CA-based group of 15 TV's headed by Paul F. Crouch, president. Filed Dec. 18, 1987.

■ **WUNA(AM)** Aguadilla, PR (BAL871228EC; 1340 khz; 250 w-U)—Seeks assignment of license from Noroeste Broadcasting Corp. to Nos Inc. for \$226,000. Seller is headed by Israel Roldan Gonzalez. It has no other broadcast interests. Buyer is principally owned by David Ortiz Anglero, who has no other broadcast interests. Filed Dec. 29, 1987.

■ **WJSE(AM)** Cejiba, PR and **WJYT(AM)** Quebradillas, PR (WJSE: BAP871223EC; 890 khz; 1 kw-D; WJYT: BAL871223ED; 960 khz; 500 w-U)—Seeks assignment of license from Jose J. Martinez & Assoc. to Radio Redentor Inc. for \$472,250. Seller is principally owned by Jose J. Martinez, who has no other broadcast interests. Buyer is nonprofit corporation headed by Castolino Ramos, president. It also owns WERR-FM Utuado, PR. Filed Dec. 23, 1987.

Actions

■ **KAVR-AM-FM** Apple Valley, CA (AM: BAL871026EA; 960 khz; 5 kw-D; FM: BALH871026EB; 102.3 mhz; 1.3 kw; HAAT: 53 ft.)—Granted assignment of license from BHA Enterprises to Crown Broadcasting for \$1.7 million. Seller is principally owned by Dick Schofield, who has no other broadcast interests. Buyer is principally owned by Ron Strother, who recently purchased KLOV(FM) Loveland, CO ("Changing Hands," Oct. 26, 1987). Action Dec. 18, 1987.

■ **KWIZ-AM-FM** Santa Ana, CA (AM: BAL871112EA; 1480 KHZ; 5 kw-U; FM: BALH871112EB; 96.7 mhz; 3 kw; HAAT: 115 ft.)—Granted assignment of license from KWIZ, Ltd. to Liberman Broadcasting Inc. for \$6.25 million. Seller is owned by Phillip C. Davis, principal in Davis-Weaver Broadcasting, San Jose. CA-based group of two AM's and two FM's. Buyer is owned by Jose Liberman, former owner of KNTQ(AM)-KLVE(FM) Los Angeles. Granted Dec. 22, 1987.

KRZN(AM)-KMJ(FM) Denver: **KSMJ(AM)-KSFM(FM)** Sacramento, CA: **KONO(AM)-KITV(FM)** San Antonio and **KBTS-FM** Killeen, both Texas (KRZN: 1150 khz; 5 kw-D; 1 kw-N; KMJ: 100.3 mhz; HAAT: 100 kw; HAAT: 1,302 ft. KSMJ: 1380 khz; 5 kw-U; KSFM: 102.5 mhz; 50 kw; HAAT: 500 ft. KONO: 860 khz; 5 kw-D; 1 kw-N; KITV: 92.9 mhz; 100 kw; HAAT: 500 ft. KBTS-FM: 93.3 mhz;

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
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

100 kw; HAAT: 1,948 ft.)—Granted assignment of license from Duffy Broadcasting to Genesis Broadcasting for \$74 million. Seller is Dallas-based group of four AM's and seven FM's principally owned by Robert Duffy. Buyer is principally owned by Booth American Co., four AM's and six FM's, principally owned by Ralph C. Booth. New company is headed by Marty Greenburg, former president and CEO of Duffy. Action Dec. 31, 1987.

■ **WHOI(TV)** Peoria, IL: **KOSA-TV** Odessa, TX: **WTRF-TV** Wheeling, WV, and **WMTV(TV)** Madison and **WSAW-TV** Wausau, both Wisconsin. (WHOI: ch. 19; 2,240 kw-V, 224 kw-A; HAAT: 636 ft.; KOSA-TV: ch. 7 with 316 kw-V, 39.8 kw-A; HAAT: 740 ft.; WTRF-TV: ch. 7 with 316 kw-V, 30.9 kw-A; HAAT: 960 ft.; WMTV: ch. 15 with 794 kw-V, 79.4 kw-A; HAAT: 1,160 ft.; WSAW-TV: ch. 7 with 316 kw-V, 63.2 kw-A; HAAT: 1,210 ft.)—Granted assignment of license from Forward Communications Corp. to Adams Communications Corp. for \$126.5 million. Action Dec. 23, 1987.

■ **WDAO(AM)** Dayton, OH (BAL871009EC; 1210 khz; 1 kw-D)—Granted assignment of license from Stoner Broadcasting System of Ohio Inc. to Johnson Communications Inc. for \$725,000. Seller is Annapolis, MD-based group of six AM's and nine FM's principally owned by Tom Stoner. It had earlier announced sale of all its stations to ML Media Partners ("Changing Hands," Aug. 10), but that deal fell through. Buyer is owned by James W. Johnson Jr., station manager. Attorney for buyer and seller: Latham & Watkins. Action Dec. 18, 1987.

New Stations

AM

■ **Camas, WA** (BP871230AD)—Family Stations Inc. seeks 700 khz; 25 kw-D; 1 kw-N. Address: 290 Heegenberger Rd., Oakland, CA 94621. Principal nonprofit station group headed by Harold Camping. Filed Dec. 30, 1987.

FM's

■ **Darien, GA** (BPH871228MJ)—Resort Communications seeks 107.7 mhz; 50 kw H&V; 149 m. Address: 12 Abbott Andrews Terrace, Brunswick, GA 31520. Principal is owned by Sandra L. Ulmer, who has no other broadcast interests. Filed Dec. 28, 1987.

■ **Darien, GA** (BPH871228MK)—MMC Partnership seeks 107.7 mhz; 50 kw H&V; 150 m. Address: 233 Georgia St. St. Simons Island, GA 31522. Principal is owned by Mary M. Carnes, William L. Taylor and W. Keith Weekly, who have no other broadcast interests. Filed Dec. 28, 1987.

■ **Reidsville, GA** (BPH871223MN)—Reidsville Broad-

casting Corp. seeks 104.1 mhz; 1.35 kw H&V; 142 m. Address: 114 Church St., Reidsville, GA 30453. Principal is owned by Robert E. Ritchie, who also owns WTNL(AM) Reidsville, GA. Filed Dec. 23, 1987.

■ **Washington, MO** (BPED880104MA)—Missouri River Christian Broadcasting, Inc. seeks 89.9 mhz; 1 kw H&V; m. Address: P.O. Box 87, Washington, Mo. 63090. Principal is nonprofit corporation headed by James C. Goggan. It has no other broadcast interests. Filed Jan. 4.

■ **Bartlett, TN** (BPH871228MM)—Greater Memphis Broadcast Partnership seeks 92.9 mhz; 3 kw H&V; 100 m. Address: 6957 Winding Lane, Memphis 38134. Principal is owned by Steven M. Nobkes, who has no other broadcast interests. Filed Dec. 28, 1987.

■ **Manchester, TN** (BPH871228ML)—Phase One Communications Inc. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. 189, Manchester, TN 37355. Principal is owned by Roger H. Dotson and James B. Gilmore, who have no other broadcast interests. Filed Dec. 28, 1987.

TV

■ **Burlington, VT** (BPCT871224)—WCVQ Inc. seeks ch. 44; ERP vis. 1718 kw; 379 m. Address: P.O. Box 2110, Starksboro, VT 05487. Principal is owned by Christopher McClure. It has no other broadcast interests. Filed Dec. 24, 1987.

Facilities Changes

FM's

■ **Carrollton, AL**, **WAQT**, 94.1 mhz—8771211-Mod of CP (BPH850712JA) to change ERP: 99 kw (H); change HAAT: 307 m. H&V.

■ **Merced, CA**, **KBCY**, 106.3 mhz—871209-Mod of CP to change TL: 7.5 mi. (12.07 km) N (N 15 degree E) of Merced, CA: 37 25 04N 120 26 30W.

■ **Roseville, CA**, **KRXQ**, 93.5 mhz—871210-Application for CP to change FREQ: 93.7 MHz (Per Docket #86-473); change TL: 3500 Old Auburn Rd, 0.6 mi. W of Sierra College Blvd, Placer County, CA: change ERP: 25 kw H&V; change HAAT: 98.83 m. H&V; change to Class B1. 38 43 12N 121 14 09W.

■ **Naples, FL**, **WRGI**, 93.5 mhz—871214-Application for CP to make changes ERP: 2.2 kw H&V; change HAAT: 116 m. H&V.

■ **Wrightsville, GA**, **WIML**, 106.3 mhz—871214-Application for CP to change antenna supporting structure height.

■ **Rupert, ID**, **KNAQ-FM**, 92.1 mhz—871224-Mod of CP to change FREQ: 92.5 MHz (Chan. 223); change class of station; change TL: Conner Ridge, Cassia County, 8.7 km from Albion, ID on a bearing of N 15 E degrees; change ERP: 53.15 kw H&V; HAAT: 752.4 m. H&V and make changes in ant sys. 42 20 06N 113 36 16W.

■ **Beaverton, MI**, **WMRX-FM**, 97.7 mhz—871211-Mod of CP to relocate main studio outside community of license to co-locate with WMPX(A m.), Midland, MI.

■ **Midland, MI**, **WKQZ**, 93.5 mhz—871208-Mod of CP (BPH860326IF) to change FREQ: 93.3 mhz (Per Docket #86-517); change TL: 0.4 mi. W of Garfield Rd & 0.45 mi. N of Newman Rd, Mt. Forest, Bay Co, MI; change ERP: 39.2 kw H&V; change HAAT: 169 m. H&V; change to Class C2. 43 50 46N 84 05 32W.

■ **Lincoln, NE**, **KHAT-FM**, 106.3 mhz—871110-Application for CP to change TL: 4949 Yankee Hill Rd, 11.1 km SE of Lincoln, NE; change ERP: 2.375 kw H&V; change HAAT: 113 m. H&V 40 43 31N 96 39 04W.

■ **Healdton, OK**, **KTYX**, 105.5 mhz—871214-Application for CP to change FREQ: 105.7 MHz (Per Docket #87-44); change TL: Section Line Rd, 1.45 km N of Oswalt, 26 km SE of Healdton, Oswalt, OK; change ERP: 33 kw H&V; change HAAT: 182.9 m. H&V; change to class C2. 34 02 27N 97 20 00W.

■ **Media, PA**, **WKSZ**, 100.3 mhz—871224-Application for CP to change ERP: 9.2 kw H&V; change HAAT: 349 m. H&V and make changes in antenna supporting-structure height.

■ **Parris Island, SC**, **WBHH**, 92.1 mhz—871127-Application for CP to change TL: On St. Helena Island, 320 M SE of intersection of Land's End Rd and Hwy 195, Beaufort Co, SC; change ERP: 3 kw H&V; change HAAT: 100 m. H&V. 32 21 26N 80 35 27W.

■ **Lamesa, TX**, **KUFO**, 104.7 mhz—871214-Application for CP to change FREQ: 100.3 mhz.

■ **Montpelier, VT**, **WNCS**, 96.7 mhz—871224-Application for CP to change FREQ: to 104.7 MHz (Chan. 284); change TL: Ricker Mtn., Chittenden County, 7 mi. NW of Waterbury, VT; change ERP: 1.9 kw H&V; HAAT: 638 m.

H&V and make changes in ant sys. 44 25 14N 72 49 42W.

■ Richland, WA, KOTY-FM, 106.5 mhz—871229-Mod of CP (BPH870302IS) to change coordinates: 46 05 47N 119 05.

TV's

■ Naples, FL, WNPL-TV, ch. 46—871209-Mod of CP (BPCT850315KF) to change ERP vis.: On Oil Pipe Line Rd, 2 km N of SR 858.

■ Bellevue, WA, KBGE, ch. 33—871223-Mod of CP (BPCT840413LF) to change ERP vis.: 5000 kw; HAAT: 588 m.; ANT: Andrew ATW-30-H3-HSC-33(DA); TL: Atop Gold Mountain, 36KM, 263 degrees T from Bellevue, WA 47 32 53N 122 48 22W.

Actions

AM's

■ Madera, CA, KQMD, 1250 khz—880105-Application (BP870331AY) returned for CP to increase power to 1 kw/1.5 kw; install DA-2.

■ Perry, GA, WPGA, 980 khz—880105-Application (BP870709AC) returned for CP to increase power to 5 kw.

■ Hope Valley, RI, WJFF, 1180 khz—880105-Application (BP870330AQ) returned for CP for experimental synchronous AM station at Wakefield, RI to operate simultaneously with primary WJFF facility at Hope Valley, RI, on same frequency 1180 khz, but with 1 kw-D.

FM's

■ Allentown, PA, WFMZ, 100.7 mhz—871230-Application (BPH870331IL) granted for CP to make changes ERP: 11.5 kw H&V; change HAAT: 319.3 m. H&V Petition for Reconsideration filed July 23, 1987.

■ Dallas, KRSM, 88.5 mhz—880105-Application (BPED861119MD) granted for CP to change FREQ: 93.3 mhz; (Chan. 227D).

TV's

■ Honolulu, KFVE, ch. 5—871224-Application (BMPCT870331L9) granted for Mod of CP (BPCT830223KK) to change ERP: 95.5 kw (VIS), 9.55 kw (AUR); HAAT: 2063 ft. (629 m.); ANT: DCATCP-SPO6-6

1(5)(DA); TL: 4.8 km NE of town on Palehua Rd at Palehua Communications Site, Nanakuli, HI 21 24 03N 158 06 10W. *Amended Aug. 12, 1987 to change ANT: ADC T5C 6.S SH20S. *Amended Sept. 18, 1987 to change ERP: VIS 51.9 KW.

■ Linville, NC, WUNE-TV, ch. 17—871229-Application (BPET870828KE) granted for CP to change ERP: 918KW-VIS; HAAT: 1558 ft.

■ Christiansted, VI, WTFM-TV, ch. 27—871229-Application (BMPCT870330KR) granted for Mod of CP to change ERP vis.: 10.33 kw; HAAT: 304.6 m.; ANT: Scala SL-8; TL: Blue Mountain, near Christiansted, VI 17 45 25N 64 48 00W.

■ Charleston, WV, WVAH-TV, ch. 11—871229-Application (BMPCT870917KF) granted for Mod of CP to change ERP vis.: 51 kw; HAAT: 525 METERS; ANT: Dielectric TCP-SPO9-3-1-R(11); TL: S side of Poplar Fork Rd, 2.2 km S of Scott Deport, Putnam Co, WV.

Actions

FCC Actions

FCC reverses prior decision and states it may decide obscenity issues in first instance—MM Dockets 83-575-76. (Report DC-1077, Action in Docket Case.) Reversed its prior decision and stated it may decide obscenity issues in first instance. Reversal came in comparative proceeding involving renewal application of Video 44, licensee of WSNS-TV, Chicago, and mutually exclusive application of Monroe Communications Corp. for construction permit. Action by commission Jan. 12 by MO&O (FCC 88-4).

Allocations

Applications

■ Scottsboro, AL, Trenton, GA, and Signal Mountain, TN—At request of Kea Radio Inc., proposed substituting channel 251C2 (98.1 MHz) for channel 252A (98.3 mhz) at Scottsboro and modifying license of WKEA(FM) to operate on C2 channel; at request of RA-AD of Trenton Inc., proposed allocating channel 251A to Trenton; at request of SonCom Inc., proposed allocating channel 251A to Signal Mountain. Comments Feb. 29, replies March 15. (MM Docket 87-591 by NPRM [DA 87-1918] adopted Dec. 14, 1987 by chief, Allocations Branch.)

■ Lake Lorraine, FL—At request of Michael J. Pollaek, proposed allocating FM channel 227A (93.3 mhz) to Lake Lorraine. Comments Feb. 29, replies March 15. (MM Docket 86-470 by further NPRM [DA 87-1893] adopted Dec. 8, 1987 by chief, Allocations Branch, Mass Media Bureau.)

■ Hutchinson, KS—At request of KWHK Broadcasting Co. Inc., proposed allocating FM channel 246A (97.1 mhz) to Hutchinson as its third FM service. Comments Feb. 29, replies March 15. (MM Docket 87-586 by NPRM [DA 87-1923] adopted Dec. 8, 1987 by chief, Allocations Branch, Mass Media Bureau.)

■ Junction City, KS—At request of Chronicle Broadcasting of Omaha Inc., extended until Jan. 11, time to file comments in proceeding involving substitution of UHF TV channel 31 for VHF channel 6 at Junction City. (MM Docket 87-414 by order [DA 87-1946] adopted Dec. 29, 1987 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Iron River and Kingsford, MI—At request of Northland Advertising Inc., proposed substituting FM channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz) at Iron River and modifying license of WIKB-FM to operate on C2 channel; proposed also deleting channel 255A (98.9 mhz) at Kingsford and replacing it with channel 251A (98.1 mhz); ordered Edward and Alice Slater, permittee for channel 255A to show cause why their permit should not be modified to specify operation on channel 251A. Comments Feb. 29, replies March 15. (MM Docket 87-592 by NPRM and order to show cause [DA 87-1919] adopted Dec. 14, 1987 by chief, Allocations Branch.)

■ Endwell, NY—At request of Harold Kozlowski, proposed allocating channel 298A (107.5 mhz) to Endwell as its first FM service. Comments Feb. 29, replies March 15. (MM Docket 87590 by NPRM [DA 87-1917] adopted Dec.

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1988-89

The William Benton Fellowship Program at The University of Chicago, now entering its sixth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 7. Fellows will be notified by June 1. The 1988-89 Program begins September 19, 1988.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

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14, 1987 by chief, Allocations Branch.)

■ Byng, OK—At request of Don Carmichael, proposed allocating channel 261C2 (100.1 mhz) to Byng as its first FM service. Comments Feb. 29, replies March 15. (MM Docket 87-587 by NPRM [DA 87-1922] adopted Dec. 14, 1987 by chief, Allocations Branch.)

■ Creswell, OR—At request of Visionary Radio Euphonics of Oregon Inc., proposed substituting channel 237C2 (95.3 mhz) for channel 237A at Creswell and modifying license of KZAM(FM) to operate on C2 channel. Comments Feb. 29, replies March 15. (MM Docket 87-589 by NPRM [DA 87-1920] adopted Dec. 14, 1987 by chief, Allocations Branch.)

■ University Park, PA—At request of State College Communications Corp., proposed substituting channel 246A (97.1 mhz) for channel 244A (96.7 mhz) at University Park and modifying license of WQWK(FM) to operate on channel 246A. Comments Feb. 29, replies March 15. (MM Docket 87-588 by NPRM [DA 87-1921] adopted Dec. 14, 1987 by chief, Allocations Branch.)

Actions

■ Apple Valley, CA—Dismissed several proposals for

allocation of noncommercial educational FM channel 201A (88.1 mhz) to Apple Valley, Palomar Mountain, Long Beach, Riverside, and Thousand Oaks. (MM Docket 85-230 by R&O [DA 87-1896] adopted Dec. 4, 1987 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Santa Rosa, CA—Effective Feb. 22, substituted FM channel 269B1 (101.7 mhz) for channel 269A at Santa Rosa and modified license of Visionary Radio Euphonics Inc. for KVRE-FM to operate on B1 channel. (MM Docket 87-303 by R&O [DA 87-1889] adopted Dec. 21, 1987 by chief, Allocations Branch, Mass Media Bureau.)

■ Lake Lorraine and Niceville, FL, and Evergreen, AL—Effective Feb. 22, amended FM Table to allot channel 262A (100.3 mhz) to Niceville as its first FM allotment; filing window Feb. 22 to March 24. (MM Docket 86-470, by First R&O [DA 87-1895] adopted Dec. 8, 1987 by chief, Allocations Branch.)

■ Baldwinsville, NY—Effective Feb. 22, substituted FM channel 221B1 (92.1 mhz) for channel 221A at Baldwinsville and modified license of Buckley Broadcasting Corp. of New York for WSEN(FM) to operate on B1 channel. (MM Docket 87-198 by R&O [DA 87-1894] adopted Dec. 17, 1987 by chief, Allocations Branch.)

■ Burnet and Mason, TX—Effective Feb. 22, allocated

FM channel 223A (92.5 mhz) to Burnet and FM channel 250C2 (97.9 mhz) to Mason. (MM Docket 86-324 by R&O [DA 87-1892] adopted Dec. 21, 1987 by chief, Allocations Branch.)

■ Palestine, TX—Effective Feb. 22, substituted FM channel 252C2 (98.3 mhz) for channel 244A (96.7 mhz) at Palestine and modified license of Hawthorne Broadcasting Co. Inc. for KNET-FM to operate on C2 channel. (MM Docket 87-234 by R&O [DA 87-1891] adopted Dec. 14, 1987 by chief, Allocations Branch.)

Call Letters

Applications

Call	Sought by
New FM	
KOAU	RLS Radio Inc., Honolulu, HI
New TV	
WKOP-TV	East Tenn. Public Communications, Knoxville, TN
Existing FM	
WMJW	WSJC-FM CSB Communications Inc., Magee, MS
Existing TV	
WACH	WCCT-TV FCV Communications Inc., Columbia, SC

Grants

Call	Sought by
New AM	
KWRP	Raquel Mendoza, Cibola, TX
New FM	
WLPT	Georgia Radio Fellowship, Jesup, GA
New TV	
WRAH-TV	Sonora S. Wray, Sturgeon Bay, WI
Existing AM's	
WQYK	WCBF Infinity Broadcasting Corp. of Tampa, Seffner, FL
WOAM	WSR G B & E Broadcasting of Kentucky Inc., Elkton, KY
KRAM	KFMS Broadcast Associates Inc., Las Vegas
WZZZ	WOSC Crystal Radio Inc., Fulton, NY
WLNL	WIQT Lighthouse Broadcasting Co. of New York Inc., Horseheads, NY
WLKK	WBLQ Greater Erie Economic Development Corp., Erie, PA
KPHD	KMUV Sweeney Broadcasting Co., Conroe, TX
KMMX	KCHL Vision Communications Inc., San Antonio, TX

Existing FM's

KENA-FM	KUOL Quachita Communications Inc., Mena, AR
KWCK	KSER KWCK Inc., Searcy, AR
KESZ	KLZI Duffy Broadcasting Corp. of Phoenix, Phoenix
KMBY-FM	KMBY KMBY Radio Inc., Seaside, CA
KBUZ	KSPG-FM Gary Violet, El Dorado, KS
WKNN	WPMO-FM Southern Starr of Mississippi Inc., Pascagoula, MS
KAMI-FM	KOOC Vectoradio Inc., Cozad, NE
WSFM	WJYW N. Eric Jorgensen, Southport, NC
KMMX-FM	KMMX Vision Communications Inc., Terrell Hills, TX

Existing TV's

KVTN	KZRQ Agape Church Inc., Pine Bluff, AR
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RADIO

HELP WANTED MANAGEMENT

Rare opportunity for sales manager: Sales people with successful radio group. Good people are hard to find, as are good companies! Join the best with sales - not excuses. Resume, salary history, references to Harry Dyer, KCII AM, Box 524, Washington, IA 52353. EOE.

General manager wanted: Attention sales managers. We trained young man as general manager at our small market AM station; today he's GM of a major market station. If you can make decisions, take overall responsibility, are promotional minded, and can supervise station's monthly throw-away newspaper, we'll teach you the rest, particularly financial management. This is not a sit down job, as it requires you to spend most of your time on the street, selling. This profitable, heavily-promotional north Alabama station (WXXR, Culman) is in unique market -- wonderful place to live and raise children. Send resume detailing your sales experience to Helen Millar, 2011 South 25th Street, Suite 101, Ft. Pierce, FL 34947. EOE.

G.S.M. with career path to G.M. \$13M top 100 market. Class C, high rated CHR. See at RAB/Send resume to: K/E Stephens, KTUX, Shreveport, LA 71109.

We're #1 - 12+, 18-34, 24-54 Extremely active country station in highly competitive top 40 market has need for a bright, energetic, experienced promotion/marketing manager to assume a key position on our management team. Will be responsible for creating and executing station and sales promotions, designing materials, buying media, administering budget. EOE. Reply Box C-31.

Sales manager needed, new FM near Yellowstone Park, Starting May, 1988. Winter ski resort town. Resume to Box 6324, Fort Smith, AR 72906. EEO/AEE.

Media Monitors, Inc., the leading publisher of radio and newspaper advertising activity, seeks an experienced and proven sales leader for its new eastern sales manager position. Must have the ability to deal with GM's and GSM's, and must know how to close. Extensive travel. Knowledge of top ten markets and personnel preferred. Contact Bob Gould 317-547-1362.

General sales manager for Pacific Northwest medium market combo. Excellent facilities, good market, and solid revenue history. Applicant must be an aggressive self-starter capable of training and motivating sales staff and implementing ideas and systems. Must have prior local sales management experience plus a proven industry track record and positive references. Solid producer could become next G.M. Attractive compensation package and benefits. If you are ready for an exciting and challenging career move, send resume and income history in confidence to Sales Manager, P.O. Box 3205, Bellevue, WA 98009. EEO/MF.

General manager needed to run medium market North-east "country" FM station with major growth potential. Excellent opportunity for bright, aggressive person. Work towards profit participation. Send resume and salary history. Box C-63.

Mid Atlantic major market coastal FM seeking GM with previous management and sales experience. Write to Box C-61. Format AC.

General manager: Northern California class B FM wants dynamic leader with proven ability in sales and management of people. Resume, references, salary history. Box C-60.

General manager: WSR, Winter Haven, Florida. Sales oriented community minded professional with understanding of total station operations. Turnaround situation. Submit resume, salary history and references to: Steve Rall, 2900 Genesee Street, Buffalo, NY 14225. All responses kept confidential. EOE.

HELP WANTED SALES

Potential sales managers and goal oriented individuals. Excellent financial and professional opportunity. Forget about snow chains for your car or boots for your feet. Come join us in Charlotte, North Carolina. Newest station in this growth oriented major market group. If you have stopped growing where you are at now, call me today. Patrick Foy, 704-335-1029. Confidential. EOE.

California...KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Outstanding list available. Draw against commission. Outstanding benefits. Contact Russ Beckmann, P.O. Box 4265, Fresno, CA 93744. 209-268-8801. EOE M/F.

General sales manager: AM/FM capitol city of southern state. Group broadcaster seeks eager individual with an eye on advancement. Previous experience as a LSM preferred. Send resumes to Box C-45. EEO employer.

Top billing station in 34th metro wants professional AE with proven track record. Joe Cole, LSM, WTVN, 42 East Gay Street, Columbus, OH 43215. EOE.

Sales manager for growing Connecticut AM. Candidate could be a high performance salesperson seeking a management shot or successful sales manager seeking to move up in market size. WJBX is turned around and positioned to cross the goal line. Candidates must be aggressive marketers, believe in AM's potential and committed to sales training. Send resume to Greg Scirrotto, WJBX, 1862 State Street Extension, Bridgeport, CT 06605.

Texas Gulf coast country combo. KRYS AM/FM Corpus Christi is looking for people who can sell retail. A great opportunity exists for someone to make a lot of money. You must be creative, motivated, organized, and know how to sell! We can give you the tools, support, and training plus a good pay plan and benefits. If you're good, we want to talk. Contact Scott Wovinkie at 512-289-0111.

Expanding public radio station seeks bright, resourceful development associate to be responsible for solicitation of underwriting grants. Commercial broadcasting experience may be helpful. Send resume to: Kathleen Taylor, WAMC, P.O. Box 13000, Albany, NY 12212.

Sarasota, Florida! Excellent opportunity, good account list, exciting changes. Resumes to: P.O. Box 3618, Sarasota, FL 34230, or contact Jim Day at 813-954-4653. EOE.

HELP WANTED ANNOUNCERS

Top ten market classical music station seeks announcers for future openings. Substantial previous experience in classical music radio essential. Applicants must have in-depth knowledge of music and recordings, as well as facility with foreign pronunciations and a personable, conversational style. Send resumes to Box C-17. An EOE employer.

Afternoon announcers: Love of big band/MOR preferred. Send tape/resume to WGN, Box 3591, Newburgh, NY 12550.

Classy FM - eastern seacoast resort: Needs AM drive personality. Resume to Box C-35.

Sportscasters needed for national radio network. Sports talk necessary. Minimum 3 years experience. Personalities preferred. Contact Judy Sherlock. 617-477-5888.

HELP WANTED TECHNICAL

Chief engineer wanted for AM/FM combo in Newark, Ohio. Should be experienced in all aspects of broadcast engineering with strong maintenance background. Send resume to WCLT Radio, Inc., Box 880, Newark, Ohio, 43055. Attn: Doug Pricer.

Chief engineer wanted for radio stations in Oklahoma City. Candidate should have FM and AM experience. Imtpr. and current audio processing experience imperative. \$30,000+. Box C-30.

Chief engineer. Rare opportunity for experienced person with extensive audio and FM/AM transmitter background to take charge of the technical operations of our Louisville, Kentucky, CHR giant. Must have DA experience. Good salary and benefits. Send resume, references, and salary history to: Great Trails Broadcasting, Corporate Director of Engineering, 717 East David Road, Dayton, OH 45429. EOE.

Assistant chief engineer for Tampa Bay 10 kW AM and class C FM. Requires trouble-shooting to component level, knowledge of FCC rules, and ability to handle remote broadcasts. Prefer at least two years studio and transmitter experience. SBE certification, and FCC license. Send resume, references, and salary history to: DTO, PO Box 42195, St. Petersburg, FL 33742. EOE/MF.

Sunny Arizona. 98KUPD FM/KUKQ AM1060, Phoenix, Arizona, now accepting resumes for chief engineer position. One of Arizona's top radio stations. 100K Collins FM with STL and translators in Tucson and Flagstaff. 5KW Collins AM (500w directional night). New facility '86. Written applications to: Ern Gladden, VP Programming, 98KUPD/Q-Country, 1900 W. Carmen, Tempe, AZ 85283. EOE.

HELP WANTED NEWS

NYC suburb. Active local news station seeks evening editor/reporter/anchor. Writing samples. T&R: WRKL, Pomona, NY 10970. EOE. M/F.

News director for award winning department. Large staff, state of art equipment, one of Ohio's top news stations. Tape and resume to GM, WHBC, Canton, OH 44711. EOE.

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

NPR affiliate looking for experienced talent to host week-day program. Must be able to cover diverse topics and issues--local, state, national, politics, social concerns, arts, sports, etc. Looking for experience, four year degree, creativity, smooth sound. Send tape and resume to WXXI Personnel Office, PO Box 21, Rochester, NY 14601. EOE.

Family Life Broadcasting: Seeks announcer with experience with non-commercial Christian broadcasting with minimum 2 years news and PA experience to direct news department at station opening in Detroit market April, 1988. Excellent benefits. Qualified persons with desire to be part of ministry oriented radio station should send resume to Steve Wright, Family Life Radio, P.O. Box 35300, Tucson, AZ 85740. Respond before January 22, 1988. EOE.

News announcers, reporters, street reporter needed for WSR, Winter Haven, Florida. Submit resume to Dave Prescott. WECK, 2900 Genesee Street, Buffalo, NY 14225. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Music director. KRPS, Pittsburg State University's new public radio station, is accepting applications for music director. Here's your chance to build a new music library from the ground up and help put a new public radio station on the air. Duties include selection, purchasing, cataloguing, programming, care and replacement of the KRPS music library; supervision of KRPS program operations, schedule and air shifts; training staff in classical pronunciation; working with regional arts, music and cultural organizations; and a daily board shift. The music director will be in charge of overall station activities in the absence of the general manager. Required qualifications include a bachelor's degree, preferably in music, broadcasting or communications; knowledge of classical music; two years' experience on-air at a fine-arts radio station; and experience in programming classical music for broadcast. Additional qualifications desired include knowledge of the arts and other forms of music, concert recording and program production, and experience in dealing with students and volunteers. Salary from a base of \$19,000, excellent benefits. Applications close January 29, 1988. Send cover letter, resume, audition tape, and names, addresses and phone numbers of three references to: Frank Baker, KRPS, Wilkinson Alumni Center, Pittsburg State University, Pittsburg, KS 66762. Pittsburg State University is an affirmative action, equal opportunity employer. Women and minorities are encouraged to apply.

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I know what it takes to be #1 at the bank, #1 in the community, and even with the staff. Meet me @ MSC '88. Call 516-331-6383.

The general manager no one wants to loose. Team builder/motivator. My success speaks for itself. Consistent sale increases while costs remain steady. Be quick, I won't be available for long! Box C-28.

Just finishing start-up set-up for new station. Several years ownership/management experience have taught the sales/expense/profit formula. Sales oriented medium market station preferred. Turnarounds welcome. Call Mike Hassan, 505-296-8112.

Major market sales manager seeks GSM position. Over 7 years experience in local, national and building retail. Strong trainer, motivator, outstanding references. Prefer top 50 market. Box C-48.

20 years experience: including general manager in Montgomery, Columbus, Macon, Savannah, Little Rock. Hi-power FM construction - upgrades. Programming in Atlanta. Currently G.M. with major group successfully turning around southern small market combo. Prefer southern rated market as your next general manager or group VP programming-operations. Need new challenge. Box C-47.

One man radio station does it all! Veteran warhorse GM SM immediately available small market Southeast One price gets you management, sales, result producing copy, ideas, and the golden throat! 1—703—885-4850.

SITUATIONS WANTED ANNOUNCERS

Spanish announcer: Radio & television IDs, commercials, documentaries, training videos Demo tape available. P. Espinoza 619 -945-8589

Over two years experience in radio announcing, writing, and production Ten hour days are too short Willing to work any market. any shift T & R. Toby 503—726-1663

SITUATIONS WANTED NEWS

PBP/sportscaster. Available April Strong professional academic backgrounds 10 years radio-TV M S communications Solid on off air Show include major college PBP and or pro baseball Box C-57

12 year radio news veteran, with post graduate degree, seeks position as news director or assistant in a major market Currently anchor reporter at all-news major market station Box C-54

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Available now: Station reorganizing staff and highly recommending very talented personality with program director experience Background includes jazz urban contemporary, AC plus cable TV Wide experience Now seeks settling in good market All areas considered, preferably South Minority status 914—762-9266

Perfection is my forte: announcing, production, TV, MCO, programming Medium market ace Ready Bil 812—853-3664

TELEVISION

HELP WANTED MANAGEMENT

General sales manager, local sales manager and national sales manager The Gillett Group seeks aggressive innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by challenge, send resume to Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451

General sales manager: WDRB-TV, Louisville, KY has opening for experienced independent station GSM. Strong leadership qualities to direct an aggressive local and national sales effort required. If you feel you qualify, contact Elmer Jaspán, General Manager, WDRB-TV, Independence Square, Louisville KY 40203 Equal opportunity employer

General manager to direct staff of major east coast production, satellite and videotape facility Must have knowledge of industry with proven track record Send resume with full details to Box C-20 EOE

Promotion manager: WCBD-TV is seeking an individual with a strong background in TV production, writing and media buying Prefer degree in marketing advertising or television Management experience desirable Send resume to GM, POB 879, Charleston, SC 29402 EOE, M/F

Development director: Responsible for managing a staff of six engaged in fund-raising marketing and public-relations activities at two university-licensed public television stations, and one public radio station Qualifications include a college degree, along with strong fund-raising, community relations and managerial skills Southern Illinois University, located at the edge of the Shawnee National Forest only two hours from St. Louis, offers a \$30,000 + salary along with an excellent array of fringe benefits. The area is characterized by mild winters in a semi-rural setting which provides a wide range of outdoor recreation opportunities Send letter of application, resume & three professional references to Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University, Carbondale, IL 62901 EOE/AA employer.

Station manager WSIU-TV: Southern Illinois University at Carbondale invites applications for the position of station manager for its public television station-channel 8 in Carbondale The station manager is responsible for programming, and managing the day-to-day operations of the television station Qualifications include a college degree, five years experience in broadcasting, management and programming experience in public television, and a good working knowledge of the national public television system. The successful candidate must also be able to demonstrate strong leadership and management capabilities Send letter of application, resume, and three professional references to Lee D. O'Brien, Executive Director, Broadcast Service, Southern Illinois University at Carbondale, 1048 Communications Bldg., Carbondale, IL 62901 EOE/AA employer

HELP WANTED SALES

The Gillett Group is seeking aggressive, highly motivated, experienced account executives with exceptional track records Also seeking trainee for challenging career opportunity Send resume to Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451

Vendor support consultant. The Gillett Group is seeking a highly motivated individual for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills Send resume to Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Duplication, satellite sales representative for established house. Experienced only. Excellent package for right person Send resume to Box C-21 EOE

Cable exec. STN, fast growing Shop Television Network, seeks executive director of affiliate sales. Strong cable experience required. Excellent salary and benefits Send letter and resume to STN, Suite 52, 8033 Sunset Blvd., Los Angeles, CA 90046.

Regional sales rep. Southeast top 30 network affiliate Must have previous experience in TV sales and must be willing to travel Send resume to Box C-50 EOE.

General sales manager wanted for small market affiliate. National and local sales experience required. EOE, M/F, Box C-46

General sales manager: Mid-south network affiliate. Should have three years competitive marketing experience in local sales/sales management knowledge of nat'l sales at the station or rep level Thorough knowledge of rating books Be familiar with computer sales/traffic system. Must be aggressive, goal-oriented, with strong people and organizational skills. Must also have the ability to motivate & train our excellent local sales staff EOE Please forward all replies to Box C-70.

HELP WANTED TECHNICAL

Maintenance engineer. WJKS-TV has an immediate opening for an experienced studio maintenance engineer. We are equipped with Sony Betacart and BVU, Panasonic MII, Grass Valley switchers, Utah Scientific routing, RCA and Ikegami studio cameras and Hitachi 1" VTRs. Our graphics are done with Chyron 4100, IRIS-C NEC System 10, Aurora and Artstar If ENG is your specialty, we need your maintenance skills on Ikegami HL-79E, HL-95 and Sony BVP-300 cameras, BVU and MII field recorders, 2 microwave trucks, a helicopter and a Hubcom uplink truck. Send your resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216 EOE, M/F.

Transmitter maintenance engineer. WJKS-TV is seeking a qualified transmitter engineer with experience on the Harris BT-110U and General Electric TT-59A. We have a well maintained facility and an excellent staff to help you. Some night hours are required. Send resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216, EOE, M/F.

Maintenance person with BVU experience Work will include general studio and RF maintenance with emphasis on ENG & EFP. Send resume to, Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591 or call 606—255-4404 EOE

Television broadcast maintenance engineer. Top 20 VHF network affiliate is seeking a studio/ENG maintenance engineer. Applicant must have had at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to Jimmy Gamble, Asst. Engineering Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733, EOE.

Master control operator: KRIV-TV, Fox Television is seeking a qualified master control operator. Requirements include a minimum of 3 years television experience, FCC license or SBE 5 year certification required. Knowledge of GV1600 beta cart machines, and Ampex 2A & B 1 inch machines. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Engineering Dept. No phone calls EOE.

WDTN-TV, a VHF ABC affiliate in Dayton, Ohio, is seeking a chief engineer. Candidate must currently be chief with excellent interpersonal skills and current state-of-the-art knowledge Send resume to: WDTN-TV, P.O. Box 741, Dayton, OH 45401, Attention Personnel Dept WDTN-TV is a Hearst Broadcasting EOE

ENG Beta technician: Minimum 3 years experience in the installation and maintenance of ENG Beta cameras, videotape equipment and related systems Electronic school training and FCC general calls radiotelephone license required Heavy background in broadcast desired Must be willing to work flexible hours and holidays. Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

Maintenance technician sought with minimum 5 years experience in the installation and maintenance of broadcast audio, video, microwave, two-way communications satellite and support equipment Experience with maintenance of RF transmitters helpful Must be willing to work flexible hours and travel as necessary Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F

Broadcasting maintenance engineer wanted for last growing ABC affiliate in South Florida Must be capable of maintaining studio equipment. Two years maintenance experience required Send resume and salary requirements to Personnel Manager, WPEC-TV-12, P.O. Box 24612 Palm Beach, FL 33416-4612 Equal opportunity employer M/F

HELP WANTED NEWS

News director. We are looking for an achiever who will lead a news department to achieve Contact: Don Locke, GM: KGBT-TV, Harlingen, Texas 512—423-3910.

Assignment editor. Southwest CBS affiliate, immediate opening Aggressive motivated individual to lead staff of 20. Resume, salary needs to News Director, KFDA, Box 1400, Amarillo, TX 79189, EOE.

Weather anchor: We still haven't found a weather anchor to do our noon and 5 p.m. weather. Must be good with live field reporting Send tape and resume to Jon James, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50308. Previous applicants need not apply

Hard-charging, #2-rated NBC affiliate looking for aggressive news leader. Market and station ripe for new ideas Be part of our success story. Send resume to James DeSchepper, VP/GM, WLSL-TV P.O. Box 2161, Roanoke, VA 24009, M-F EOE

Top 50 Midwest network affiliate needs experienced, aggressive news director with excellent management skills Send resume and salary requirements to Box C-29 EOE.

News director: WRBL Columbus, GA, is seeking a qualified news director. Applicants with three years of newsroom leadership and strong people skills send resume and salary history to WRBL, P.O. Box 270, Columbus, GA 31994 EOE.

NBC affiliate in southwest Florida seeking skilled director for six and eleven news Two years experience directing fast-paced news required Contact Lisa Faas, Production Manager, WBBH-TV20, 3719 Central Ave., Ft. Myers, FL 33901, 813—939-2020, EOE

Reporter. We are looking for the best If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113 EOE, M/F.

News assignments manager: Top 50 mkt news leader. Must know why news is important as well as what to cover. One year news management experience plus two years commercial TV news. Resume and news philosophy to: William Cummings, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701 EOE, M/F.

Shine in the Tampa Bay sun! Seeking news/weather/sports talent, production personnel, and promotion specialists. Our exciting market offers career challenge, professional growth, and financial fulfillment. Send resume/references/salary history/non-returnable demo tape P.O. Box 22607, Tampa Bay, FL 33622-2607.

Award winning news team in 100+ market needs strong anchor who is an outstanding writer and producer with a proven track record Our standards are as high as our ratings. No beginners Send resume to Box C-53 EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

The Gillett Group is seeking production directors, editors and innovative copywriters to staff expanding sales service departments. Must have two years minimum experience Send demo tape 1/2" with resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451

Creative services director. ABC affiliate serving newly expanded coverage area needs a hands-on creative services director to oversee production-promotion and sales service. Production experience a must. Send resume, references and salary requirements to: Jerry Heilman, General Manager, KTVO-TV, Box 949, Kirksville, MO 63501.

Director. Station in number one market seeks television director, to direct live news show and special events. Minimum of five years experience and working knowledge on Spanish Position available immediately Experience necessary, no beginners, please We are an EOE Box C-24

Photographer/editor. Creative eye with instincts. Editing touch that finds new ways to tell stories. Desire to develop producing skills. The local programming department at the South's premier television station needs that person to work on documentaries and entertainment specials. Experience required; long-form preferred. Tape/resume to: Mark S. Engel, WSB-TV, 1601 W. Peachtree Street, Atlanta, GA 30309. Equal opportunity employer.

Pacific Northwest CBS affiliate station seeks talented and experienced promotional writer/producer. Conceive and writes creative entertainment and news promos for on-air and radio. Writes copy for all print advertising. Supervises post production of all promos and oversees daily scheduling of promotional inventory. 1-2 years experience as a television writer/producer. Knowledge of television production techniques. College degree preferred. EEO/AA, M/F/H. KREM-TV, P.O. Box 8037, Spokane, WA 99203.

Promotion manager: New Mexico's number one independent station is seeking a knowledgeable professional promotion manager. Will be responsible for all areas of station promotion - writing, producing and strategy. Programming experience helpful as position will include program involvement. We are an aggressive independent station ready to put your ideas to work. Send resume and tape or portfolio to Erick Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. EOE.

Producer/director: Create, produce and direct local and national programs for top notch PBS affiliate. Strong production skills a must with the ability to creatively package segments & programs. Minimum two years professional experience required. Competitive salary and excellent benefit package. Resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Promotion-advertising director. Creativity and knowledge in all aspects of on-air TV/radio, print, billboards, media placement, sales promotion required at this Gilmore-owned CBS affiliate. If you're aggressive, idea-oriented and can execute, the job's yours at top-50 market salary. Send printed, writing and taped samples to Ernest Madden, EVP/General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE, M/F.

Research director. No. 1 TV station in 45th market seeks person with research background for newly created position. Knowledge of TV ratings, computer skills, and minimum of two years research experience required. This position will involve news research, sales promotion, ratings, local research, and cable systems. Please send resume and salary requirements by February 1, 1988, to Marijane Landis, Personnel Director, WGAL-TV (Pulitzer Broadcasting Company), P.O. Box 7127, Lancaster, PA 17604.

TV traffic manager: If you have experience in television traffic, are familiar with the Columbine system, can take charge with a minimum of supervision, and want to live in New England's most pleasing environment, you could be our next traffic manager. Box C-59.

Producer/director. Highly motivated director needed for local 6:00 and 10:00 newscasts. The successful candidate will contribute to pre and post production, blocking and visualizing on the graphic look of the news product. Three years experience with fast paced newscasts, commercial and promotional production is required. Send resume to: Mike Smith, Production Manager, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

Promotion manager. Top 50 Midwest NBC affiliate seeking aggressive self-starter with 3-5 years experience and ready to move up. Copywriting, innovative production and media planning skills essential. Send resume to Box C-62. EOE

TV producer: Major university broadcast production center seeks energetic, talented producer. Responsible for producing and assisting in production of TV specials, a major football coaches show and non-broadcast academic productions. Excellent opportunity to expand your abilities, while pursuing an advanced degree. BA/BS degree and three years production related experience required. \$16,000 plus liberal benefits. Deadline: February 1. Resume, tape, references to: Tom Rietland, The University of Mississippi, Communication and Resource Center, 201 Bishop, University, MS 38677. AA/EOE.

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.

Program and promotion manager: Top 50 CBS affiliate seeks individual with proven promotion experience and strong management skills to provide creative leadership for program and promotion departments. Must have experience in marketing and positioning in a competitive environment. Send resume and tape to: David Comisar, WWMT, 590 West Maple St., Kalamazoo, MI 49008.

SITUATIONS WANTED MANAGEMENT

Controller/business manager with over 15 years experience in TV and radio. Wish to be part of your team. Box C-51.

SITUATIONS WANTED NEWS

Award winning sportscaster Show host, with 15 years experience. Great PBP & interviewer. Sports director or weekends. The personality for your newscast. 415-8780716.

Reporter: Former ND and 70's weather anchor wants to report news. Award-winning writer. Talented and articulate. Hard to beat as weekend anchor/weekday reporter. Al Peterson 206-824-6918.

You want me! Experienced female reporter looking for a move to a higher market, seeking 100's or higher. More than willing to take a newsroom position. BS in communications. Internship in #1 market. Hardworking and very dedicated to the business. Please call 201-543-6030.

Meteorologist, AMS seal, 5 years experience, seeking challenge in a larger market. Award winner. Box C-49.

Sports pro seeking new opportunity 1 1/2 yrs. experience in top 40 market. Accomplished play-by-play, producing, reporting, photography skills. Will relocate. Looking for the best, then call me. Guaranteed resolutions. Jeff 205-655-2822.

7 year major market pro. Experienced in both radio and TV sports. Interested in a similar position. All markets considered. Call Steve Shane at 305-431-0880.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production/operations manager. Exemplary organizational skills, plenty of experience in video and a proven track record in start-up operations. Looking to stay in Dallas area. Jim 214-231-0736.

TV production ace seeks a creative position with a dynamic company. Experienced in directing, editing, lighting, set design, and equipment operations. Energetic and enthusiastic about using my talents in a Spanish or English market. P.O. Box 161103, San Diego, CA 92116.

Got the "Kid Vid" blues? A talented, humorous and interesting host can boost your children's programming to more profitable heights. Currently on-camera 16 hours each week, hosting a live, national cable program. Professional magician, college-educated musician and a natural teacher. I love and respect kids and have excellent references. Call Steve at 609-784-1678.

MISCELLANEOUS

Attention sportscasters! Forthcoming availabilities nationwide. Anchor/reporter/talk/play-by-play. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo People: Hosts, interviewers, entertainment critics and reporters we need you. Send a tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Career videos. Make an impact on employers with your personalized video resume tape prepared by our major market broadcast team. 312-272-2917.

TV reporters who want to improve. Award-winning major market reporter will help your writing, style, presence, voice. Send 7 stories, \$35 to Feedback, 2766 NE 15 St., Ft. Lauderdale, FL 33304.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast engineer: instructor position. Teach some broadcast classes, repair and maintain broadcast equipment. Salary: competitive nationally, twelve month appointment. Qualifications: Master's degree and professional experience. Knowledge of the theory, techniques and methods associated with the operation and maintenance of modern audio and video television broadcast and non-broadcast equipment. Must know FCC rules and regulations, must have 1st class radiotelephone operator's license or SBE broadcast technologist's certificate or SBE engineering certificate or NARTE certification. Employment date: July 1, 1988. For initial screening send letter, vita, three letters of recommendation and official transcript to: Dr. E. Joseph Broussard, Head, Department of Communication, University of Southwestern Louisiana, P.O. Box 43650 USL, Lafayette, LA 70504. EEO. Affirmative action employer.

Broadcast journalism assistant professor tenure-track appointment, fall semester 1988. Teach and research broadcast news and public affairs, including writing, editing, production; plus other radio-TV and mass communication based on abilities and interests. Candidates should have earned doctorate (ABD, or MA with extensive experience will be considered); professional experience desirable. Send letter of application, resume, academic/professional references: Dr. James Brown, Broadcast & Film Communication Dept., The University of Alabama, Box D, Tuscaloosa, AL 35487. Affirmative action/equal opportunity employer.

Position available: Instructor/assistant professor speech communication: Radio and Television beginning September 7, 1988. One year, salary range \$19,432-\$28,648. Teaching courses in radio production and performance and public speaking with possibility of courses in television and writing; advise and supervise student involvement in radio program productions. Master's degree in Radio/Television or closely related field. Teaching experience preferred; bachelor's degree with teaching experience will be considered. Professional radio experience desired. Send letter of application, resume, transcript and names, addresses and phone numbers of three references by March 31, 1988 to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an equal opportunity educator and employer.

Mass communications: Kentucky Wesleyan College invites applications for a tenure track position in public relations and video production at the instructor or assistant professor level. The successful candidate will teach a wide range of introductory and upper level courses in public relations, basic communications and video production. Ph.D. and professional experience preferred, masters degree required. Salary is competitive. Preference will be given to applications received by February 22, 1988. Please submit a resume, graduate school transcripts and three letters of reference to: Bill Kolok, Chair, Department of Communications and Fine Arts, Kentucky Wesleyan College, Owensboro, KY 42302-1039. EOE.

TV production faculty. TV production specialist. Teach courses in video production and work with students in producing video projects for outside clients. Tenure track position, beginning August 1988; assistant or associate professor rank. Ph.D. and professional experience preferred. Masters required. Salary competitive. Send letter of application, vita and three references to: Chairman, Search Committee, Department of Journalism and Mass Communications, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506. Equal opportunity employer. Deadline for applications: February 15, 1988 or until suitable pool of candidates has been formed.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director of distribution for a NYC based production company specializing in syndicated features and fashion news stories. Newsroom experience required. Job entails heavy phone contact with TV news producers nationwide. Send resumes to Box C-26.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Video production. Looking for entry level position in an agency or production house. Have been independent producer during college. Video experience includes producing director, budgeting and live formats. Will relocate. Contact Mark Verduin, 616-429-5358, 1574 Oak Terrace, St. Joseph, MI 49085.

Award-winning investigative team. Two producers with crew and writing skills and over 15 years investigative experience available for freelance assignments. Credits, references and sample reel upon request. Call: 718-875-9722.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Make demo tape. 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 Ilurbide Street, Laredo, TX 78404. 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 antennas(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. Telex 910-240-3856

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976) RCA BTF20E1S (1983)** Harris FM10HK (1974). RCA BTF10D9 (1968)** Collins 830E (1965)** Sintronics-SF35 (1986) CCA 30000DS (1968) Transcom Corp 215-884-0888. Telex 910-240-3856

AM transmitters **Continental 315F (1975), Collins 820E (1978)** Gates BC-50C (1966) **Harris MW1A (1983), Harris BC-1H1, CSI T1A, Gates BC-1T, Gates BC-1J** Transcom Corp 215-884-0888. Telex 910-240-3856

50KWAM **Gates BC-50C (1966) on air w/many spares. in STEREO** Transcom Corp 215-884-0888. Telex 910-240-3856

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767

1000' Kline tower Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141

Silverline UHF transmitters new best price. latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141

FM antennas. CP antennas. excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas. Inc 916-383-1177

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc 916-383-1177

39 AM trans. 65 FM trans in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas TX 75248 214-226-8967 214-630-3600 Telex # 510-1011-588

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store 818-845-1999

Kline tower: overall height is 645 feet with two platforms. Tower will be dismantled after completion of new tower. RCA TT25FL transmitter operating on channel 6 - very good condition. WBRC-TV 205-322-6666

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

Copper! #8 & #10 ground radials. 2.3,4,6,8" strap fly screen. ground screen 317-962-8596. Ask for copper sales.

Sony BVH-1000s, BVH-1100s, BVH-1100As Ampex VPR-1Cs, VPR-2, VPR-2Bs, and 3s RCA and Hitachi triax cameras. Squeezezoom, ADO-1000, and other DVEs. Sony 1" VTRs as low as \$11,000.00. Come see us at the NRB convention in booth #665. Call Media Concepts for a complete list 919-977-3600 ext 45

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456

Just Telecine: RCA TP66s from \$5,500 TP-7B from \$1,000 TP-15B \$3,000. FR35B \$17,500. TK-27B \$3,500. Eastman 285 16MM \$4,900. PD-1 multiplexer \$1,500. Nor-elco FP16TV 16MM \$6,950. FP20TV 35MM \$12,750. We take trades. International Cinema. 6750 NE 4th Ct. Miami FL 33138. 305-756-0699 FAX 758-2036

AM transmitters: 50, 10, 5, 2.5, 1, 5 and 25kw Continental Communications. Box 78219, St Louis, MO 63178 314-664-4497

FM transmitters: 25, 20, 15, 5, 1 and 25kw Continental Communications. Box 78219, St Louis, MO 63178 314-664-4497

RADIO

Help Wanted Management

UNIQUE RADIO OPPORTUNITIES

- Sacramento, CA
- Annapolis, MD

Duchossois Communications is seeking aggressive radio station Business Managers for the Sacramento, CA and Annapolis, MD markets. Responsibilities will include all financial statement preparation, billing, A/P, credit and collection, personnel and general administrative duties.

For our Sacramento start-up operation, you must have at least 3-5 years experience in the business department of a radio or TV station and a working knowledge of computerized traffic and accounting systems, preferably Marketron. Previous experience in a start-up operation desired.

For our Annapolis station, qualifications include at least 2-3 years business department experience and exposure to either CBSI, Marketron or Colombine systems.

For both positions excellent communication skills are required and a Bachelor's degree in Accounting and LOTUS software experience are preferred.

To be considered for either of these challenging opportunities, submit a resume and salary history to: Corporate Recruiter, Duchossois Communications Company, 845 Larch Avenue, Elmhurst, IL 60126. Equal opportunity employer m/f.

DUCHOSSOIS COMMUNICATIONS COMPANY

GENERAL MANAGER

WOAI

SAN ANTONIO, TEXAS

Clear Channel Communications, America's fastest growing radio group (Duncan #29), seeks General Manager for its San Antonio flagship, WOAI. Tough shoes to fill, as station has led market in sales and profitability 10 straight years. Experienced professional with leadership skills and business savvy required. Overnight mail brief resume to Lowry Mays, CEO, Clear Channel Communications, 6222 NW IH 10, San Antonio, Texas 78201. For questions and details, call John Barger, 512-734-7301. EEO/MF.

One of the nation's larger radio group operators seeks promotion-minded sales and marketing manager with proven track record to hire, train and motivate local radio sales personnel throughout the chain. Attractive pay incentives. Send resume, including references, to: Box C-36. EOE.

Help Wanted Sales

Sales Manager

to take charge of 7 person FM sales staff in medium Midwest market. Need aggressive leader, highly motivated with desire to go into upper management. This rapidly growing group is looking for experienced fast starter. Replies strictly confidential. Box C-56.

If you are tired of the snow and cold mornings, and have a proven track record in sales/marketing, we want you to come join our sales team in sunny, warm, major market Florida. Resume and salary to Box C-42.

Help Wanted Programing Production and Others

Washington-based radio network is seeking an Editor for its Performance Today program. Responsibilities include the supervision of the preparation of air material, editorial integrity and quality of air product, assisting in program and coverage planning and monitoring programming and providing critiques. Must have BA degree, or equivalent with a minimum of four years music and arts experience, which includes national arts and administrative/editorial experience. Demonstrated writing ability and familiarity with national institutions and with individuals in music and other performing arts required. Broadcast experience extremely desirable. Please send resume with salary expectations to:

**NATIONAL PUBLIC RADIO
Personnel Department
2025 M Street, NW
Washington, DC 20036**

Minorities are encouraged to apply.

PROGRAM DIRECTOR WFYR-FM CHICAGO, IL

Prior experience as PD of medium-large market contemporary music station. Demonstrated people management skills. Prior Chicago or Midwest job experience helpful. Demonstrated success with music selection, promotion planning and implementation with proven track record in development of successful contests, sales and on-air promotions.

Send resumes, taped examples of air product, promotions, written examples of promotion pieces to:

**Dick Rakovan
WFYR-FM
130 E. Randolph
Suite 2303
Chicago, IL 60601**

WFYR is an EOE/AA employer.

Situations Wanted Management

EXPERIENCED PROFESSIONAL

Over twenty years experience, seeking opportunity back in radio. G.M. or S.M. Strong sales background, fully qualified to educate, guide and motivate personnel in all phases. Have created winning attitude and bottom line in all past positions. Mid market size preferred but will consider all with real potential. Call Randy Opitz 308-532-9019.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Situations Wanted Announcers

PROVEN PERFORMER

Veteran personality, 15 years in various formats, versatile, creative, well-read, funny, ratings success in both drivetimes. Seeks fresh challenge in full-service, news/talk, or sports-oriented radio. Majors preferred, but all markets considered. 914-949-8596.

TELEVISION

Help Wanted Management

GENERAL MANAGER MAJOR MARKET NORTHEAST

UHF Independent is looking for an experienced General Manager or Station Manager who is a sales-oriented people person. Not a start-up but some of the same challenges. Growing company. Excellent salary & benefits. Reply in confidence. Box C-39.

Help Wanted News

PRODUCER / REPORTER

WANTED: Creative Producer/Reporter to work an award-winning news magazine program. Able to find unusual twist to a story a must.

Minimum three years experience as Producer/Reporter. Strong writing skills essential. If you're looking for a creative, challenging work environment, send your resume and tape to:

Marina Angleton
Dir. of Public Affairs, WTVJ
316 N. Miami Ave.
Miami, Florida 33128

An Equal Opportunity Employer
M/F/H/V

MORE WEATHER!!!

Medium market Sunbelt affiliate needs an experienced weathercaster to assume weekday on-air duties for morning and noon newscasts. Weather is a priority in our aggressive news market and we have the high-tech gear to prove it! Send resume and salary history to Box C-25. EOE, M/F

Help Wanted Programing Production and Others

CATHOLIC MAGAZINE

New, international Catholic magazine program needs story producers, tape editor, videographer, PAs. Top professionals sought with understanding of the the people and traditions of the Church. Resumes only, no calls or tapes yet.

JOURNEY
P.O. Box 131, Mount Vernon, VA 22121.

NORTHERN NEW JERSEY PRODUCTION HOUSE SEEKS FREELANCERS

**Experienced Voiceover Announcers for Newscasts, marketing and Sales Tapes.
**Computer Graphic Artists Specializing in the Dubner System for Animations and Still Frames.
Please send resume and tapes (any format) to: Anita Feibes, DWJ Associates, One Robinson Lane, Ridgewood, NJ 07450.

Help Wanted Programing Production, Others Continued



WRAPS PRODUCER

Our high energy PM team needs a wraps producer. If you're creative, aggressive and looking to produce a first class program at a station committed to PM, we want to talk to you. Send tape, resume and salary requirements to:

Pat Weaver, Producer
WTSP-TV
P.O. Box 10,000
St. Petersburg, Florida 33733

No telephone calls.

We are an equal opportunity employer.

LAWYER:

NYC Cable Television Network has an immediate opening for a lawyer with 2 - 3 years of legal experience. Basic knowledge of cable television industry and affiliation agreements preferred. Qualified, interested applicants should forward a resume and salary history to Box C-64.

Situations Wanted Sales

BOSTON LOCATION SYNDICATION

Relocated N.Y. sales exec. seeking opportunity to base in New England. Wide background in TV sales, marketing and programming. Impressive success and credentials at midcareer mark. Box C-44.

ALLIED FIELDS Employment Services

BROADCAST JOBS!!!

Disc Jockeys--Newscasters desperately needed. Weekly newsletter lists hundreds of openings. Only \$5.25 per week or six weeks for \$27.00. Mail check or money order to Broadcast Job Services, 15200 A Shady Grove Rd., Suite 532, Rockville, Maryland 20850. 301-340-1882.

Help Wanted Management

ASSISTANT CORPORATE CONTROLLER

Expansion-oriented, publicly held media company with broadcasting, publishing and outdoor advertising operations seeks an aggressive, responsible individual with entrepreneurial flair for Assistant Corporate Controller at New York City headquarters.

Duties include: responsibility for all accounting functions, monthly consolidations, preparation of internal and external financial reports, and development of policies. Individual should be "hands on" with supervisory experience to oversee controllers at operations. Some travel.

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Public Notices

The Executive Committee of Public Broadcast-
 ing Service will meet at 9:00 a.m. on February 4,
 1988 at the PBS offices, 1320 Braddock Place,
 Alexandria, VA. Tentative agenda includes FY
 1989 budget, National Program Funding Stan-
 dards and Practices, satellite replacement, an-
 nual meeting arrangements, and various oper-
 ational reports.

The Interconnection Committee will meet
 on February 5, 1988 at 9:30 a.m. in the
 offices of the Public Broadcasting Service,
 1320 Braddock Place, Alexandria, VA. Tenta-
 tive agenda includes transponder utiliza-
 tion, satellite replacement, FY 1989 inter-
 connection and Satellite Replacement
 Office budgets.

The Board of Directors of National Public Radio will
 meet in open session on Thursday, February 4,
 1988, beginning at 9:30 a.m. in the Board Room of
 National Public Radio, 2025 M Street, N.W., Wash-
 ington, DC. The Committees will meet on February
 3 at the same location. Subject to amendment, the
 agenda includes: Chair's Report, President's Re-
 port, and committee reports.

Miscellaneous

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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. All orders must be in writing.

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, and 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.**

When placing an ad, indicate the EXACT category desired: Television, Radio 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. No personal ads.**

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

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For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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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 count as one word each.

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.

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.

Fates & Fortunes

Media

Harry Delaney, station manager, Gaylord Broadcasting's KTVT(TV) Fort Worth, Tex., joins Pegasus Broadcasting's KSCH-TV Stockton, Calif., as president and general manager. He succeeds **Gary Anderson**, who was promoted to co-owned WAPA-TV San Juan, P.R., as president and general manager.

Jerry Danziger, VP and general manager, KOB-TV Albuquerque, N.M., named president of KOB-TV, KOBFTV) Farmington, and KOBRTV) Roswell, all New Mexico.

Jeff Rosser, VP and director of news, WNEV-TV Boston, joins WVTM-TV Birmingham, Ala., as VP and general manager.

Joseph Perkins Jr., director of operations, WTKR-TV Norfolk, Va., named VP.

Appointments at WUSA(TV) Washington: **Larry Herbster**, director, business affairs, to VP, business affairs; **Sandra Butler-Jones**, director, broadcast operations, to VP, broadcast operations.

Larry Maisel, station manager and VP for news, WBNS-TV Columbus, Ohio, joins Mount Carmel Health, Columbus, Ohio-based nonprofit hospital system, as director of public affairs.

Al Brady Law, VP, general manager, KOAI(FM) Denton, Tex., joins KKBQ-AM-FM Houston in same capacity.

Appointments at WMJI(FM) Cleveland: **Connie Edelman**, VP and general manager, retires. She is succeeded by **Phil Levine**, former general sales manager, who becomes general manager; **Rick Torcasso**, program director, to operations manager-program director.

Jay Clark, program director, WOMC(FM) Detroit, named station manager.

Keith Wright, music director and assistant program director, WHIO-AM-FM Dayton, Ohio, named assistant director of operations.

Appointments at Burnham Broadcasting Co., Chicago-based group owner of five television stations: **Tyler Sheffield**, director of finance, to chief financial officer; **Darrel Grove**, financial analyst, to manager of business affairs.

Jack Hart, senior market analyst, *New York Daily News*, New York, joins Fisher Broadcasting, Seattle-based group owner of one AM and two TV stations, as marketing research specialist.

Marketing

Appointments at McCaffrey & McCall, New York: **Robert Cherins**, president and chief executive officer, named chairman of

board and chief executive officer; **Gary Landis**, vice chairman of McCaffrey & McCall and chairman, Rumrill-Hoyt, New York, which has been formally merged into McCaffrey & McCall, named president and chief operating officer; **David McCall**, chairman of board and co-founder, named chairman of executive committee.

Simon Mellor, corporate development director, Saatchi & Saatchi Co., London, named deputy chief executive officer of communications group.

Donald Mitchum, president, BBDO West, Los Angeles, named president and chief operating officer of BDA/BBDO, Atlanta.

Henry Yaggi III, director, sales, WUSA(TV) Washington to VP, sales.

Robert Ferro, general sales manager, KOIT-AM-FM San Francisco, named VP of sales.

Leni Salz, director of local broadcast buying, Lintas: New York, New York, named VP.

Lee White, manager of marketing information, Maryland Cup Corp., Owings Mills, Md., joins Ehrlich Manes Associates, Bethesda, Md.-based advertising, marketing and public relations agency, as VP of media.



White



Duffy

Patrick Duffy, sales manager, KABC(AM) Los Angeles, named general sales manager.

Jim Bernardin, general sales manager, WERE(AM)-WNCX(FM) Cleveland, joins WRIF(FM) Detroit in same capacity.

Appointments at KOLR(TV) Springfield, Mo.: **Albert Riggs**, local sales manager, to general sales manager; **Malcolm Hukriede**, account executive, to national sales manager.

Rickie Ellis, national sales manager, KSBW(TV) Salinas, Calif., joins WVVA(TV) Bluefield, W.Va., as general sales manager.

Lise Markham, national marketing manager, KMPH(TV) Visalia, Calif., named general marketing manager.

Appointments at Mintz & Hoke Advertising and Public Relations, Avon, Conn.: **Brian Decker**, associate media director, to media director; **Mary Ann Gates**, broadcast producer, to director of broadcast production; **Gwenn Rees**, media assistant, to media buyer.

Brad Leggett, sales manager, WJBO(AM)-WFMP(FM) Baton Rouge, joins WQXY-AM-FM Baton Rouge in same capacity.

Donna Evan, account executive, WILI-AM-FM Willimantic, Conn., named sales manager.

David Coy, account representative, WKBN-TV Youngstown, Ohio, named assistant sales manager.

Appointments at WTVD(TV) Durham, N.C.: **Gilford Fitts**, account executive, WPVI-TV Philadelphia, to local sales manager; **Virginia Scott**, media buyer, McKinney & Silver, Raleigh, N.C.-based advertising agency, to account executive.

JoAnn Spaziani, account executive, KYUU(FM) San Francisco, joins KOIT-AM-FM San Francisco as national sales manager.

Appointments at MMT Sales, New York: **Ron Garfield**, manager of San Francisco marketing division, named manager of Los Angeles marketing division; **Jim Warner**, account executive, KESQ-TV Palm Springs, Calif., named Los Angeles-based account executive; **Rick Landon**, Los Angeles-based salesman, TeleRep, New York, named ac-



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Appointments at ESPN. Bristol, Conn.-based cable sports network: **William Allmendinger**, account executive, advertising sales, to director, advertising sales-Western region; **Brad Fox**, senior account executive, Southeast region, to national accounts manager, Southeast region; **Chris Petersen**, senior account executive, Northeast region, to national accounts manager, Northeast region.

Appointments at BBDO Chicago: **Lauren Abbe**, account supervisor, D'Arcy Masius Benton & Bowles, Los Angeles, to same capacity; **Jim Roth**, account executive, Ketchum Advertising, Pittsburgh, to same capacity.

Elizabeth Ann (Betsey) Dalbeck, account executive, HDM Dawson Johns & Black, Chicago, named account supervisor.

Appointments at KFRC(AM) San Francisco: **Ashley Fox**, account executive, KCBS(AM) San Francisco, to retail sales manager; **Annie McGurk**, account executive, Katz Radio, New York, to local sales representative.

Margaret Mollo, account executive, Worldvision Enterprises, New York-based program distributor, joins Turner Broadcasting Sales, division of Atlanta-based Turner Broadcasting Systems, as New York-based account executive.

Norman Wondero, director of affiliates, Home Box Office, New York, joins Banner Radio there as account executive.

Tom Byrne, media planner-account executive, Vitt Media International, New York, joins Hillier, Newmark, Wechsler & Howard, New York, as account executive.

Appointments at Duncan, Nelson, Lambert, Bloomington, Minn.: **Rick Ewing**, director of business development, AMI Inc., technical equipment dealer, Edina, Minn., and **Jeff Piper**, sales representative, The Connection, Minneapolis-based advertising and information service, to account executives, marketing and advertising group; **Anne Anderson**, intern, DNL, and **Tracy Nelson Welper**, promotional consultant, T. Owen Enterprises, Minneapolis, to account executives; **Dave Noonan**, owner-operator, Dave Noonan Designs, Minneapolis, to creative director; **Christopher Schmid**, Minneapolis-based freelance art director and illustra-

tor, to art director.

Kristy Simpson, account executive, KOFY-TV San Francisco, joins KGO-TV San Francisco in same capacity.

Ross Newsome, local sales manager, KSLA-TV Shreveport, La., joins TeleRep Inc., New York, as Dallas-based account executive.

Melissa Keane, account executive, KOY(AM) Phoenix, joins KAET(TV) Phoenix in same capacity.

Diana Dixon, general sales manager, KTPX(TV) Odessa, Tex., joins WOWT(TV) Omaha, as account executive.

Brian Fenneman, local sales manager, WKQQ(FM) Lexington, Ky., joins WEHT(TV) Evansville, Ind., as account executive.

Appointments at WSOC-AM-FM Charlotte, N.C.: **Jessica Smith**, account executive, WRAL(FM) Raleigh, N.C., to same capacity; **Brent Millar**, national sales manager, WBBF(AM) and WMJQ(FM) [now WBEE-FM] Rochester, N.Y., to account executive.

Scott Edwards, account executive, KSAF(AM)-KAYQ(FM) Warsaw, Mo., joins KFMZ(FM) Columbia, Mo., in same capacity.

Michael Alhadeff, account executive, Executive Marketing Consultants, Seattle-based advertising agency, joins KOMO(AM) Seattle in same capacity.

Richard Scheffler, graduate, Stephen F. Austin University, Nacogdoches, Tex., joins Eisaman, Johns & Laws-Southwest, Houston, as traffic-production coordinator.

Programing



Bennett

Alan Bennett, president, marketing and distribution, L.B.S. Communications, New York, joins Blair Entertainment, Los Angeles-based program production and distribution subsidiary of John Blair Communications, as president and chief executive officer. He

succeeds **Richard Coveney**, who has not yet announced his plans for future.

Chase Carey, executive VP, Columbia Pictures International, Los Angeles, joins 20th Century Fox Film Corp., Los Angeles, as senior VP.

Appointments at The Disney Channel, Burbank, Calif.: **Frederick Kuperberg**, VP, business affairs, Group W Productions, Los Angeles, to same capacity; **Carrie Torne**, controller, *Harvard Review*, Boston, to manager, business analysis; **Lynn Cutter**, manager, sales strategy, to director, sales strategy.

Kevin Lavan, assistant controller, Viacom International Inc., New York, named controller, chief accounting officer.

Andy Denemark, director of programing, NBC Source and NBC Radio Entertainment, New York, named director of programing, East Coast, Westwood One Radio Networks, Culver City, Calif.



Denemark



Padratz

Beverly Padratz, VP and general manager, Radio Today Entertainment, New York-based programing and distribution company, named executive VP.

Danielle Korn, VP, director of business affairs, Saatchi & Saatchi DFS Compton, New York, joins Elias Associates, New York-based commercial music production company, as senior VP.

Don Golden, Western sales manager, Fries Distribution, Los Angeles-based syndicator, named VP of Western sales.

Henry Price, director, programing and marketing, WUSA(TV) Washington, to VP, programing and marketing.

Robert Benya, director of marketing, Paragon Cable Manhattan, New York, named VP of marketing and programing.

David Paul Tressel, marketing director, WTKR-TV Norfolk, Va., assumes direction of programing unit due to elimination of director of operations position.

Appointments at *CBS This Morning*, New York: **Al Berman**, broadcast producer, to senior producer. He succeeds **Missie Renne**, former senior coordinating producer, who moves to national editor.

Appointments at KKHI-AM-FM San Francisco: **Victor Ledin**, music director, KQED-FM San Francisco, to program director; **James Starkey**, programing assistant, to music director.

Phillip McCutcheon Armstrong, writer-producer in marketing department, WTKR-TV

SALES MANAGER

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rfolk, Va., named production manager.

Clifford Pine, program director and general manager, WDSI-TV Chattanooga, joins WLOS(TV) Asheville, N.C., as program manager.

Jim Schmeichel, production manager, KTTO(TV) Rochester, Minn., joins KOLR(TV) Springfield, Mo., as program operations manager.

Marilyn Wilson, producer, Dick Clark Productions, Burbank, Calif., named director of game show development.

Kenneth Bliven, graphic artist, WILL-AM-FM Willimantic, Conn., named production director.

Jonathan Knopf, executive producer, KTBS-TV Shreveport, La., joins WVUE(TV) New Orleans as executive producer of special projects.

Appointments at YOU TV, Hollywood, Calif.-based cable network: **Paul Sergios**, producer, Transamerica Corp., Los Angeles, to producer, *Nutri-You* and *After Work Workout*; **Carol Garsten**, Los Angeles-based freelance producer, to associate producer.

Rich Stevens, on-air personality, WTHZ(FM) Tallahassee, Fla., joins WPLJ(FM) New York as weekend air personality.

News and Public Affairs

Appointments at Movietime, Los Angeles-based entertainment network: **John Rieber**, news producer, KOMO-TV Seattle, to news director; **Merle Ginsberg**, writer, *People Magazine*, Los Angeles, to news executive producer; **Rob Sheffele**, talent coordinator, to talent coordinator and news assignment editor.

Appointments at Shadow Communications Corp., parent company of Shadow Traffic Network, Philadelphia: **Domenick Fioravanti**, senior VP, Independent Media Services, New York, to executive VP, chief operating officer, Shadow Traffic, New York; **Marc Goldstein**, director of media services, to VP of media services.

Mark Savage, news director, WNWO-TV Toledo, Ohio, joins Consumer Power Co.'s Palisades nuclear plant, Jackson, Mich., as public affairs director.

Dave Pearce, director, news, WUSA(TV) Washington, to VP, news.

Appointments at KCRA-TV Sacramento, Calif.: **Bill Bauman**, news director, KSLA-TV Shreveport, La., to assistant news director; **Bob Hogue**, sports director, resigns. No replacement has been named.

Elliott Rodriguez, anchor and reporter, WPVI-TV Philadelphia, joins WPLG(TV) as weekend anchor and general assignment reporter.

Dave Sweeney, principal weathercaster, WJLA-TV Washington, joins WTVJ(TV) Miami as 11 p.m. weathercaster. **Bob Weaver** will continue to report weather at 6 p.m.

Appointments at WTVC(TV) Chattanooga: **Bill Race**, chief weather anchor, WBBJ-TV St. Louis, to weekend meteorologist; **Mike Dunne**, anchor, producer and reporter, KODE-TV Joplin, Mo., to general assignment reporter.

Donna Bryson, Kansas City-based newspaper, Associated Press, New York, named Springfield, Mo.-based correspondent.

John Cwikla, coordinating sports producer, WXYZ-TV Detroit, named executive producer of sports.

Paula Lin, freelance news reporter, WELI-AM New Haven, Conn., joins WJBX(AM) Bridgeport, Conn., as afternoon drive news anchor and reporter.

John Grosvenor, intern, KTIV(TV) Sioux City, Iowa, named reporter.

Brian Patrick McDonough, family medicine practitioner, St. Francis Hospital, Wilmington, Del., and assistant clinical professor of medicine, Temple University, Philadelphia, joins KYW(AM) Philadelphia as medical reporter.

Catherine Herendeen Behrendt, anchor-producer, WWTW(TV)-WWUP-TV Cadillac, Mich., joins WZZM-TV Grand Rapids, Mich., as news producer-reporter.

Deana Reece, 6 p.m. news producer, WBBH-TV Fort Meyers, Fla., joins WLBT(TV) Jackson, Miss., as 6 and 10 p.m. news producer.

Lynette Taylor, 11 p.m. news producer, KSBW(TV) Salinas, Calif., joins WLKY-TV Louisville, Ky., as producer.

Technology

Appointments at Centel Corp., Chicago: **J. Stephen Vanderwoude**, president, Centel Business Systems, named executive VP. He is succeeded by **George Kemple**, former president, Centel Communications Systems. **Robert Reuss**, former VP-marketing development succeeds Kemple; **Maxwell Davis**, VP, secretary and assistant general counsel, named VP-market development; **Karl Berolzheimer**, senior VP and general counsel adds duties as secretary.

Appointments at Arriflex Corp., Los Angeles-based manufacturer of professional motion picture equipment: **Manfred Klemme**, VP of sales, Nagra Magnetic Recorders, Los Angeles, to Western division manager; **Howard Jones**, manager of design engineering, technicare division, Johnson & Johnson, Cleveland, to manager of medical products division.

Michael Meltzer, VP, national marketing and sales, Consumer Video Products Division, Sony Corp., Park Ridge, N.J., joins General Instrument, San Diego, as VP, sales and marketing.

John Demshock, director of engineering, KHOU-TV Houston, joins WESH(TV) Daytona, Fla., in same capacity.

Mary Gruszka, senior project engineer, CBS Engineering and Development Department, New York, to independent consultant and owner of MCG Audio Consulting.

Broadcasting

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Edgewater, N.J.

Philip Ritti, director of marketing, Ampex Corp., Redwood City, Calif., named general manager, audio and videotape, magnetic tape division; **Greg Emery**, product manager, instrumentation tape products, named product marketing manager.

Bob Burrell, national manager of technical services, mechanical and optical (film service), Victor Duncan Inc., Irving, Tex., named Dallas branch general manager.

Ivan Schwartz, sound engineer, Western Washington University, Bellingham, Wash., joins Electro-Voice, Buchanan, Mich.-based supplier of microphones, speakers and electronics and subsidiary of Mark IV Industries, based in Amherst, N.Y., as broadcast-production marketing specialist.

Promotion and PR

Brian (Barney) Lennartson, on-air promotion director, KOAA-TV Pueblo, Colo., joins KTIV(TV) Sioux City, Iowa, as promotion director.

Lisa Brancato, research analyst, WDIV(TV) Detroit, joins WMTG(AM)-WNIC-FM Dearborn, Mich., as promotion director.

Dan Reese, senior producer, WTAJ-TV Philadelphia, joins WPHL-TV Philadelphia as on-air promotion manager.

Joan Wilson, manager, affiliate marketing, Northeast region, ESPN, Bristol, Conn.-based cable sports network, to manager, affiliate marketing promotions.

Appointments at WHTM-TV Harrisburg, Pa.: **Carol Crago**, promotion producer, to promotion manager; **Debra Haller**, promotion assistant, WTVQ-TV Lexington, Ky., to promotion writer-producer.

Susan Coleman, assistant promotion and creative services director, KSLA-TV Shreveport, La., joins KMOV(TV) St. Louis as writer-producer in promotion department.

State activity. Two deputies to Ambassador Diana Lady Dougan, coordinator and director of the State Department Bureau for International Communications and Information Policy, will be leaving those posts in next several weeks. Tom Ramsey, who handles International Telecommunication Union activities, in February will join the Washington law firm of Squire, Sanders & Dempsey. Rush Taylor, senior deputy who deals with international organizations, including Intelsat, is expected to be appointed ambassador to Togo. He leaves the bureau this month to begin French language training. Taylor is being replaced by Parker Borg, career foreign service officer. Ramsey's successor has not yet been named. Ramsey and Taylor say their departures, long planned, are not related to latest crop of rumors regarding Dougan's departure ("Closed Circuit" Jan. 11).

Linda Cecere, New York-based freelance writer, joins John Blair Communications, New York, as editorial director.

Salvatore Valletta, field production assistant, WVIT(TV) New Britain, Conn., named promotion assistant.

Allied Fields

Kevin Cobb, financial director, MTV Europe, London, to president, ESS Management, new corporation for sports and entertainment personalities, based in New York.

Roger Morcomb, VP, finance and planning, Arbitron Ratings Co., New York, named president, Radio TV Reports (RTV), New York-based division of Arbitron which does broadcast monitoring and supplies storyboards to advertising industry.

Appointments at Henry Ansbacher Inc., New York-based media mergers and acquisitions investment banking firm: **William McCluskey**, VP, to managing director; **Gregory Daugherty**, VP, Satellite Music Network, Dallas, to same capacity.

Tom Dahl-Hansen, senior public relations officer, Norwegian Telecommunications Administration, named executive director for The International Telecommunications Union's (ITU) World Telecommunications Exhibition and Forum (TELECOM), Geneva, Switzerland.

Ronald Guttman, associate general counsel, head of litigation, CBS Inc., New York, joins law firm of Cozen & O'Connor, Philadelphia, as partner in commercial and general litigation department.

Raymond Kowalski, chief, special services division, FCC, Washington, joins law firm of Blooston and Mordkofsky, Washington, as attorney.

Lee Rockwell, senior administrator of educational telecommunications, University of Nebraska-Lincoln Television and Nebraska Educational Telecommunications Commission, adds duties as assistant general manager for educational telecommunications for KUON-TV Lincoln and Nebraska ETV and becomes director of Great Plains National Instructional Television Library, service agency of KUON-TV-Nebraska Educational Television Network, University of Nebraska-Lincoln. **Stephen Lenzen**, acting director of Great Plains National, named associate director there.

Deaths



Brown

George Brown, 79, technology trailblazer, died of hardening of arteries Dec. 11, at Medical Center, Princeton, N.J. Brown began with RCA in 1933 as research engineer. During his early years there he took part in design of original transmitting antenna and developed

new type of transmission filter (vestigial sideband) whose basic design is still used today. In 1949-1950 Brown was technical witness at FCC during color television hearings and he led conversion of NBC's Washington television station WNBW(TV) (now WRC-TV) to color. He later participated in National Television Systems Committee (NTSC) production of current U.S. television system based largely on RCA developments. Brown retired from RCA in 1972 as executive VP, patents and licensing and member of board of directors. In 1982 his autobiography *And Part of Which I Was* was published. Brown was awarded National Association of Broadcaster's Engineering Achievement Award in 1986. Survivors include his wife, Elizabeth, and two sons.

Frank Pace Jr., 75, first chairman of Corporation for Public Broadcasting (CPB), died of heart attack Jan. 8 at Greenwich hospital in Connecticut. Pace was selected as chairman in 1968 after serving as secretary in army from 1950 through 1953. He remained at CPB until 1972. Pace also founded two nonprofit consulting service organizations (International Executive Service Corps. and National Executive Service Corps.) where he served as chairman of board and chief executive officer. Pace is survived by his wife, Margaret Morris Janney, and three daughters.

Ralph Novik, 73, long-time broadcast engineer at CBS, New York, died of heart attack Jan. 12 while walking down street in New York. Novik began at CBS as volunteer engineer during World War II. He was later chosen by U.S. Department of Engineering to participate in its advance radar study group. After working secretly on development of radar, Brown remained at CBS. He served on engineering staff first with radio and then with TV until his retirement three years ago after 40 years of service. Brown is survived by his wife, Pauline, and two sons.

Joe diNatale, 76, long-time Nebraska radio broadcaster, died after undergoing treatment for diabetes Dec. 4 at North Platte hospital in Nebraska. DiNatale served as sports director, sales manager, general manager and part owner during his association with KODY(AM) North Platte, Neb., from 1938 through 1973. He was also announcer at Nebraska state track and field meets earning Distinguished Service Award from Nebraska School Activities Association. DiNatale served as president of Nebraska Broadcasters Association and was inducted into its Hall of Fame in 1982. He is survived by his wife, Ann, and two sons.

William (Bill) Burns, 45, VP and general manager of KKQB-AM-FM Houston, died of coronary arrest Dec. 2 at his home in Houston. Burns began his broadcasting career in Philadelphia where he was account executive at WFIL(AM)-WUSL(FM) from October 1967 through February 1979. He was subsequently promoted to general sales manager. In August 1982 Burns moved to WIP(AM) Philadelphia where he also held post of general sales manager until October 1983. Burns then served as VP and general manager at WWBA(FM) Tampa until joining KKQB in March 1987. He is survived by his wife, Leslie, and two sons.

Rich MacDonald: Following Fifth Estate ups and downs

In the summer of 1980, Rich MacDonald, Olympic high hurdler and Yale economics graduate turned taxi driver, left Canada for New York to make his way on Wall Street.

His first job, research on the oil services industry for the investment bank, First Boston Corp., lasted about a day.

Fortunately for the trainee, a First Boston managing director, Jim Freeman, thought there might be a better use for MacDonald's talents and offered him a research assignment on the new technologies then emerging in the media.

The 39-year-old MacDonald has become one of the television industry's most highly regarded securities analysts.

Colleagues and clients alike praise his ability to spot and understand long-term industry developments, buck consensus views and get behind the personalities running the companies. A few also tag him as overly aggressive and opinionated.

MacDonald has made his reputation during this decade by astutely analyzing the performance of such established stocks as CBS, Capital Cities/ABC and Time-Life, and being among the first to pick newcomers including Turner Broadcasting, Rupert Murdoch's News Corp. and several European media stocks.

That success has also earned MacDonald his place in the analyst industry winner's circle; *Institutional Investor* magazine has selected him for its all-American research team for several years running.

Although MacDonald has had years of training, much of it had nothing to do with finance. His background, in fact, is more notable for the athletic talent that sent him into the high-hurdle semifinals for Canada during the 1972 Munich Olympics.

And although he graduated from Yale in economics and history, he abandoned the financial world, spending the next two years in art school, then driving a cab in Toronto to put himself through teacher's college.

But MacDonald, who finally got a taste of media issues doing theoretical research on cable franchising while pursuing his doctoral studies at Montreal's McGill University, still recalls the excitement of that first media research report at First Boston.

"I really got gassed. I thought it was so exciting what was happening," he says. "Those years, especially 1982 to 1986, were spectacular. There were very important dynamic shifts in the strategic balance in the industry. By early 1986, it was clear everything predicted about cable would happen, that the networks wouldn't be able to maintain their share and that in the last stages of this shakeout we would have very large purchases."

"When Capcities took over ABC," he continued, "the network, which had basical-



RICHARD JOSEPH MACDONALD—Director, senior broadcast analyst, The First Boston Corp., New York; b. May 21, 1949, Toronto; BA, history and economics, Yale University, New Haven, Conn., 1972; Ph.D. candidate, McGill University, Montreal, 1976-79; retail broker, Richardson-Greenshields Securities Inc., Montreal, 1979-80; associate research analyst, First Boston, New York, 1980-85; VP, First Boston, 1985-87; assistant adjunct professor of finance, Columbia University Graduate School of Business Administration, 1985; present position since January 1988; m. Anna Della Valle, Aug. 29, 1981; child—Claire Elizabeth, 2.

ly been the pathfinder, was effectively viewed as a necessary inconvenience when it came to owning a station in a major market... At CBS, there was the dismantling of the greatest media enterprise in the country in less than nine months."

During that period, MacDonald, who frequently begins his work day at 7:30 a.m. and contacts 10 clients a day in addition to examining companies, began amassing a track record of research projecting company fortunes and industry trends, often in contradiction to what other analysts were saying.

One such turning point came in the summer of 1982, when despite all the talk about the growth of the cable industry at the expense of the broadcast networks, MacDonald, believing the cable-network shift was taking longer than first predicted, recommended first ABC, then CBS.

MacDonald's expectations about the growth of cable stocks leading into last year's rate deregulation also "made a lot of money for a lot of people," notes a First Boston investment banking colleague, Jeff Epstein.

But MacDonald stops short of omniscience. One of the first companies he covered was Metromedia, and he managed to miss a doubling of that stock's value. A report on Rogers Cable was never even printed because an acquisition sent the stock

into a tumble.

More recently, when CBS, at \$130 per share, began a move that would take the stock to over \$200, MacDonald recommended it, but then bailed out at \$160. Even News Corp. threw him when he recommended it at \$19 per share, and, after climbing to \$36, it crashed to \$13.

Hits and misses aside, MacDonald's perspective on equity analysis is nothing if not outspoken. "The most important thing an analyst can do is think. There's a great tendency to hide behind lists [breaking down a company's financial performance]. Stock prices, especially of large companies, move on the basis of large developments. If you can think, then you'll be able to make people money."

MacDonald's outspokenness does not endear him to all. "I am the least hesitant person when it comes to telling people what to do with their business," he admits, and twice he's had conflicts with major industry business leaders. "It doesn't make any friends when it happens," he notes.

But with "the truly big personalities, the Murdochs, the [Ted] Turners, the [John] Malones, the [Barry] Dillers, the [William] Paleys, those guys may not do what you want them to do, but you don't say anything that throws them," he adds.

If MacDonald hasn't thrown them, it has not been for lack of trying. His outlook on broadcast networks includes significant erosion leading to the elimination of one of the big three networks as a full-service, high-priced programming source, accompanied by the emergence of a wide variety of less cost-intensive networks. Although the broader entertainment industry is not strictly in his sights, he also sees the worldwide strength of the big Hollywood producers declining unless they can find a way to cut costs by as much as 70%, producing far less expensive TV programs for a wider variety of media outlets. "All that may say," he explains, "is that old ways of doing business have got to change."

But in the wake of Black Monday, when the stock market took its biggest price plunge in history, MacDonald, who admits to being bearish about the general economy, especially coming into 1989, believes the broadcasting industry will do "OK" in any recession, and cable will be even better positioned.

MacDonald may not have come to his post by the usual route. And he will admit he didn't know he wanted to do what he is doing until he had been doing it for at least two years. But by now he sees himself as doing more than analyzing the television business; he feels he is a part of it.

"I like the business I cover more than the business I'm in," MacDonald says. "In fact, I consider myself to be in the broadcasting business. It's incredibly exciting. I think it's one of the most important businesses in the whole damn country."

Turner Broadcasting System said talks with NBC over equity/programming participation in company have been suspended, with no further meetings scheduled. Source said NBC's bid to take minority interest in TBS has foundered on price of its equity participation. NBC, however, is continuing discussions with number of other cable services, as well as with "leading" cable operators on participation in development of cable programming and cable programming services and "expressed interest in exploring all opportunities aimed at expanding its business base through entry into the cable programming business," according to NBC VP Tom Rogers. Rogers, point man in three-month Turner negotiations, said discussions with TBS "have not succeeded in finding a basic framework upon which an investment by NBC in Turner could be made. The price [TBS] sought has not made it possible to find an acceptable basis upon which a deal structure could be premised at this time."

Turner Broadcasting System board, meeting in Atlanta last week, received updates on status of refinancing corporate debt, Turner Network Television and NBC talks, which company said have been suspended (see above). Board also discussed issues relating to speculation in press about naming of president. TBS spokesman said board has no intention of making any management changes. More complete report on progress of TNT network is expected in 45 days, but no target date for launch has been set.

NBC became first TV network to reach \$3 billion in annual sales last year, up 4% from 1986 in three-network economy characterized last week as less than robust by NBC Executive Vice President Ray Timothy. NBC President Robert Wright, who was joined by Timothy and other NBC top management in live, satellite-delivered video report to NBC employees from New York last Tuesday, Jan. 12, said both NBC's TV network and its station division had record-setting revenues in 1987, despite three-network audience erosion and competition from other broadcasters and cable. NBC News division also came in on budget last year, according to News President Larry Grossman. Operation is expected to break even beginning this year, even with news budget up 10% for increased political coverage, he added.

In his first appearance before nation's TV press as CBS Entertainment president, Kim LeMasters last week said network's chances



Getting there. Those who continue to hope that the Supreme Court will one day admit live television cameras might have been encouraged by last Monday's broadcast from that chamber by C-SPAN. It came during a special report on America and the courts. Court had permitted earlier documentaries on taped basis; this was first live entry.

of finishing in second place this season will depend on how well winter Olympics and Super Bowl perform on ABC. LeMasters is apparently less optimistic than David Poltrack, CBS VP, marketing, who during separate appearance before reporters in Los Angeles said his projections show CBS would "definitely" finish second. However, LeMasters said CBS now has "plethora of problems on the schedule." But he noted improvement with move of *Cagney & Lacey* to 10 p.m. Tuesday, inclusion of *Simon & Simon* in 9 p.m. Thursday slot, and recent Saturday night moves that have boosted ratings. CBS will also face problem from summer Olympics on NBC. LeMasters said CBS may start season early or stunt with mini-series to attract audience. Addressing other issues, LeMasters said: CBS will probably put *Summer Playhouse* back on to get some return on investment in failed pilots and will consider changes for its prime time soaps. He also contended that NBC Productions deal with Stephen J. Cannell Productions to cover deficit financing for *Sonny Spoon* "is probably pushing the envelope on the financial interest rule." LeMasters said last original hour episode of *Magnum, P.I.* will air Feb. 17, with two-hour finale slated for May.

Four members of House Telecommunications Subcommittee asked Subcommittee Chairman Edward Markey (D-Mass.) last week to attempt to build "record" at upcoming cable industry hearings that would support reimposition of some form of must-carry rules. Congressmen—Dennis Eckert (D-Ohio), John Bryant (D-Tex.), Dan Coats (R-Ind.) and Michael Oxley (R-Ohio)—said that appeals court, in striking down FCC's must-carry rules last month, did not find rules unconstitutional per se, "but instead pointed to the failure to provide a record adequate to support the proposed regulations. The comprehensive cable hearings... have the potential to provide an appropriate record, a record on which the Congress, the courts and the FCC can rely." They said it is time for Congress to "directly examine the legal and market foundations which might justify a must-carry obligation."

Like members of House Telecommunications Subcommittee (see above), FCC Commissioner **Jim Quello suggested**, in speech prepared for delivery Jan. 16 at Alabama Broadcasters Association convention, **that Congress hold "comprehensive hearings" on must-carry rules** to demonstrate "substantial governmental interest" so that rules have chance of passing muster in courts. "Congress would have a convincing record for the court," he said. "The court has traditionally displayed more deference for a congressional record than a regulatory agency record." Quello also said FCC deserves "primary responsibility" for federal appeals court last month striking down latest version of must carry as unconstitutional. Calling FCC rationale for rules "flawed or miscalculated," Quello said FCC "never provided sufficient justification to support" rules. Commissioner said FCC "should have justified our rules on our established public interest and localism policies enunciated...in the Communications Act." Quello called court decision "disastrous for free television service to the public and for local broadcast service in the public interest."

Supreme Court has held that high school journalists do not have same degree of First Amendment protection as do others who practice that profession. Court, in 5-3 decision involving high school in Hazlewood, Mo., said public school officials have broad authority to censor school newspapers and other forms of student expression. Decision upheld right of principal of high school to remove from school newspaper articles dealing with pregnancy or three of school's students and effect of divorce on children. Justice Byron R. White, in writing majority opinion, said: "A school need not tolerate student speech that is inconsistent with its basic educational mission even though the government could not censor similar speech outside the school."

NAB last week announced election of 14 members to board of directors, eight to radio board (adding to four elected in first balloting stage last November) and six to television board. Eighteen directors beginning their two-year terms next June include

even new and five incumbent radio directors; one new and five incumbent television directors. An asterisk indicates an incumbent. **Radio:** *District 2* (N.Y., N.J.) Richard Novik, president, WKIP-AM Poughkeepsie, N.Y.; *District 6* (N.C., S.C.) William L. McEllen, president-general manager, WNOK-AM-FM Columbia, S.C.; *District 8* (La., Miss.) *Art Suberbielle, president-general manager, ANE(AM) New Iberia, La.; *District 12* (Kan., Mo.) Robert C. Templeton, station manager, KAYS(AM) Hays, Kan.; *District 16* (Colo., Neb.) Rusty Shaffer, general manager, KBOL(AM) Boulder, Colo.; *District 17* (south Tex.) *L. Lowry Mays, president and CEO, Clear Channel Communications, San Antonio (opponent withdrew); *District 19* (Ariz., Nev., Utah, N.M.) *Ronald Sack, managing partner, WMO(FM) Santa Fe, N.M.; *District 24* (southern Calif., Hawaii, Guam, Amer. Samoa) Pat Michaels, president-KWRM(AM) Corona, Calif.-KOLH(AM) San Bernardino, Calif. **Television:** Michael J. Conly, president and general manager, KENS-TV San Antonio, Tex.; *William Duhamel, president, Duhamel Broadcasting Enterprises, Rapid City, S.D.; *Thomas L. Goodgame, president, Westinghouse Broadcasting Co., New York; *Benjamin McKeel, VP of television, Nationwide Communications, Columbus, Ohio; *Hal Potter, VP and general manager, WVTM(TV) Milwaukee; *Patricia Smullin, president, California-Oregon Broadcasting, Medford, Ore. (Elected to radio board last November were: *District 10:* *Jeffrey Smulyan, president and chairman, Emmis Broadcasting Corp., Indianapolis; *District 4:* William Eure, chairman, WKEZ-FM Parktown, Va.; *District 14:* William Sanders, president and owner, KD-AM-FM Spencer, Iowa; *District 20:* James Fox, president, WIK(AM)-KPKY-FM Pocatello, Idaho.

able system operators **United Cable TV and United Artists are back at bargaining table**, three months after initial \$2-billion merger proposal collapsed in wake of stock market crash and apparent dissent by UCT stock holders over terms of deal. Companies have not agreed to new terms, but said acceptable transaction, if it could be structured, would differ from earlier deal calling for exchange of 1.05 shares of UCT stock (worth about \$25 at time of offer) for one share of new company. One source said although UCT stock could be valued as high as \$40 per share, new offer could probably not go higher than \$28-\$30 per share.

comments on National Telecommunications and Information Administration's **petition asking FCC to assume regulation over Bell operating companies** (BOC's) and allow them to provide cable TV and other information services (BROADCASTING, Dec. 7, 1987), **National Cable Television Association** called petition "an unabashed attempt to circumvent the rulings of the U.S. District Court.... NCTA's petition is premised upon gross misinterpretations of applicable case law regarding exclusive jurisdiction and implied restraints of the antitrust laws," NCTA said. "Congress never intended that the commission have the exclusive jurisdiction that NCTA asks it to exercise over information services."

Three large cable multiple system operators—Tele-Communications Inc., United Artists and United Cable—are working on establishing **political advertising representation firm in Washington** worth millions of dollars. Discussions are in initial stages and organizers are throwing open participation to other cable companies. Washington presence, it is felt, will provide cable operators with closer contact with buying strategists of presidential campaigns and other federal candidates running for office in 1988.

Icon Cable closed on \$106-million purchase of 12 Jones Interchange systems serving 60,000 subscribers in Los Angeles area. Company has secured \$80-million loan from Bank of Boston to finance purchase. Three systems will be folded into existing Icon partnership. Other nine will form core of new company, Icon Cable Media.

ABC has changed program that will follow Super Bowl telecast on Jan. 31. Originally it said it would go with two-hour pilot premiere of *China Beach*, about U.S. servicewomen in Vietnam. Now, word ABC will air half-hour premiere of comedy, *The Wonder Years*,

from husband-wife team of Neal Marlins and Carol Black (co-creators of *Growing Pains*) in association with New World Television. Program, about 12 year old growing up in late 1960's, will have initial six-episode flight after premiere, at day and time to be announced. Network officials decided that if game runs long (it's scheduled to start shortly after 6 p.m.), *China Beach* pilot could end up going past midnight, losing much of its Super Bowl lead-in audience in process. Last week, ABC said *Beach*, from Sacret Inc., with Warner Bros., and another pilot for one-hour drama, *Supercarrier*, about life on aircraft carrier, from Maynard/Tinsel Productions with Fries Entertainment, will air later this season.

Judge Robert Bork last week announced his decision to resign from U.S. Court of Appeals in Washington in order to answer what he said was "unanswered campaign of misinformation and political slogans" that led Senate to reject his nomination to U.S. Supreme Court. Bork, who had been on appeals court six years, will be



remembered by broadcasting industry primarily as author of decision in *Telecommunications Research and Action Center v. FCC*, in 1986, which led to repeal of fairness doctrine. Bork panel held that fairness doctrine had not been codified into law by Congress and that FCC was free to repeal it.

Late last Friday, NATPE International announced that CBS's **Walter Cronkite** will be **moderator** for Feb. 28 **debate between Democratic party presidential candidates** to be held during association's annual convention at Houston's George Brown Convention Center.

As it said it would two weeks ago, **Rupert Murdoch's News America Corp. asked FCC last week for further waivers of FCC's newspaper-broadcast crossownership rules** that have allowed it to own *New York Post* and WNYW-TV in New York and *Boston Herald* and WFXT-TV in Boston since purchasing stations in 1986. Request came despite prohibition against extension of any waivers to rules, which was added to appropriations bill last month. News America said measure "obviously violates a number of provisions of the...Constitution and should accordingly be disregarded by the commission." News America has said that if FCC denies waiver request because of congressional measure, it will challenge it in court on constitutional grounds.

Ed Vane, president and chief executive officer of Group W Productions, resigned from company last week for personal reasons. Vane has been president of company since 1979. He will remain in that post until successor is named. Vane did not attend INTV convention because of his wife's poor health. As head of Group W Productions, Vane is responsible for successful launch of such syndicated programs as *Hour Magazine* and animated programs *He-Man*, *Masters of the Universe* and *She-Ra, Princess of Power*.

Editorials

Things to ponder while awaiting a wave

The joint board of directors of the National Association of Broadcasters has an important charge this week. Meeting in Hawaii, in the flush of the greatest First Amendment victories yet won by broadcasting, it will have opportunity after opportunity to stand tall in asserting the Fifth Estate's historic—and so far thwarted—claim to first-class citizenship. Or, it will have an equal number of chances to sell out the long-term future for short-term gain. We sense that the issue is in good hands.

Certainly that holds for NAB President Eddie Fritts, who has rallied his staff and forces in remarkable fashion in recent months, and whose victory over Senator Ernest Hollings's transfer tax proposal (linked to reimposition of the fairness doctrine) has inspired admiration in the industry and on Capitol Hill. Fritts has indicated the NAB will stand firm with the President (who put his own political prestige on the line in opposing fairness) and with the FCC (which declared fairness unconstitutional). Given the choice between being liked and being respected, Fritts has said he'll take the latter, an attitude others might emulate.

Although far more than popularity is at stake. Retribution is what Congress has in mind, threatening to exact fairness doctrine codification as the price for any favorable legislation the industry might seek. Topping the list is must carry, which virtually every television owner considers essential to his future.

There are, regrettably, a number of broadcasters who would sacrifice what they consider a First Amendment nicety for the political plum of the moment. That is the prevailing attitude within the Association of Independent Television Stations, which makes no bones about its willingness to forgo principle for advantage. And within the NAB itself there are those who profess to wonder what the fuss is about, given the heat from the Hill.

The fuss, of course, is about the nature of the medium, as well as its future. Is broadcasting to enjoy the same constitutional protection as the printed press? Is it, indeed, to enjoy protections accorded its principal rival, the cable industry? Is it to be the pawn of every politician, as many in the Congress would so transparently have it be?

All that and more rides on the ultimate acting out of this drama. If, as now seems possible, the Supreme Court of the United States upholds the FCC in its declaration that the fairness doctrine is unconstitutional, a new day will dawn for every broadcaster. The present proprietors of the medium must never deal away the future. For the NAB, in Hawaii and beyond, this is a time to take the heat and pay the price.

□

As noted above, it is the must-carry issue that comes repeatedly to the fore in regard to the reimposition of fairness. Now that the Court of Appeals has twice ruled negatively on broadcasters' hopes for mandatory carriage, the prospect of reaching another judicial result in the future is negligible. The way to go is via voluntary agreement.

The cable industry made clear, in the wake of the *Quincy* decision, that it was willing to accept a reasonable accord with broadcasters. Even now, in the wake of *Century*, it continues to adhere in general to the now-invalidated industry compromise. As we read cable's state of mind, it has no desire to discontinue carriage of popular broadcast signals, although it would like to decide for itself how much of its channel capacity will be devoted to cable-proprietary programming.

For the most part, thoughtful industry leaders on both sides of

the divide are of a mind to work something out. Others take the view that the opponent must be brought to his knees before negotiations can begin. In our view, both industries and their common public will be best and longest served by a quiet accommodation based on mutual respect.

□

On page 38 of this issue there is a "Monday Memo" by Bill Clark, a respected member of the NAB's radio executive committee, celebrating the so-called "unification" that brought the National Radio Broadcasters Association into the NAB fold. The problem, as we see it, is one of leadership and identity. The unified NAB has so far been unwilling to enlist a prominent leader/spokesman to represent its aural medium (television, of course, doesn't appear to need one, although that could change). There's talk of using the radio board chairman, who changes every year, in this role, but few think that will amount to much.

This page feels a special responsibility in this area. It has been preaching the gospel of federation for decades, and supported the NAB/NRBA merger as the first step in this direction. But we always thought that each of the merged organizations would retain its own identity, not simply that one would be silenced.

Within the NAB, radio merits a wider orbit and a louder voice.

Deeper and deeper

The FCC sent a letter to a television station in Kansas City, Mo., last week, warning that it had been accused of airing indecent programming and giving it 30 days to respond—the first time a TV station had been cited under the FCC's new get-tough policy. Also last week, the FCC said it will now feel free to assert initial jurisdiction in obscenity complaints, rather than referring them first to the Justice Department, where the decision rightly belongs. Taken together, the portents are ominous—not only for the industries being regulated, but for the FCC itself. It is on a slippery slope of censorship, and accelerating downhill.

Readers of this page will not be surprised to find that our concern for freedom of the media—and for the first-class citizenship of the Fifth Estate—is of greater volume than any offense we might take at a fleeting picture of an undraped female form. By all accounts, including our staff's opinion, the movie at issue—which has been widely available via cable and VCR's—is reasonably innocent by modern community standards. That it should not be available on broadcast TV for reasons short of inciting to riot we find far more offensive than the film itself.

More to the point, our opinion doesn't matter any more than should Dennis Patrick's, or Jim Quello's or Patricia Dennis's. It's the broadcaster's right to make those calls, and to rise or fall subsequently at the hands of his audience. The pity is that "Private Lessons" may soon be used to teach poor public policy.



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