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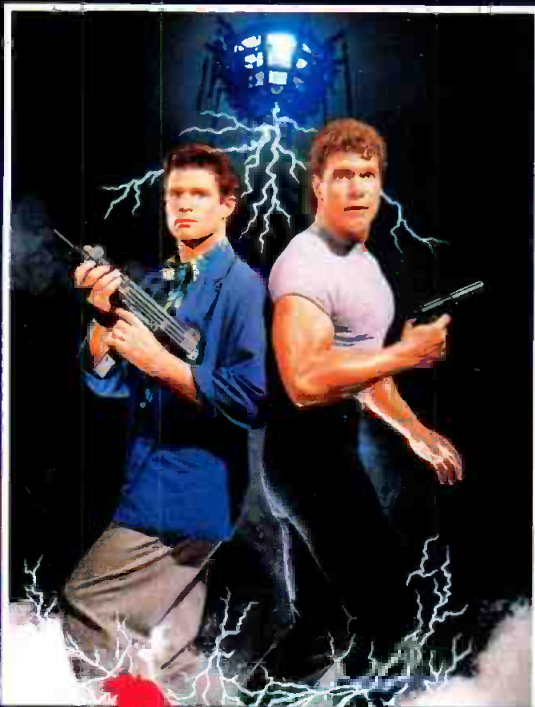
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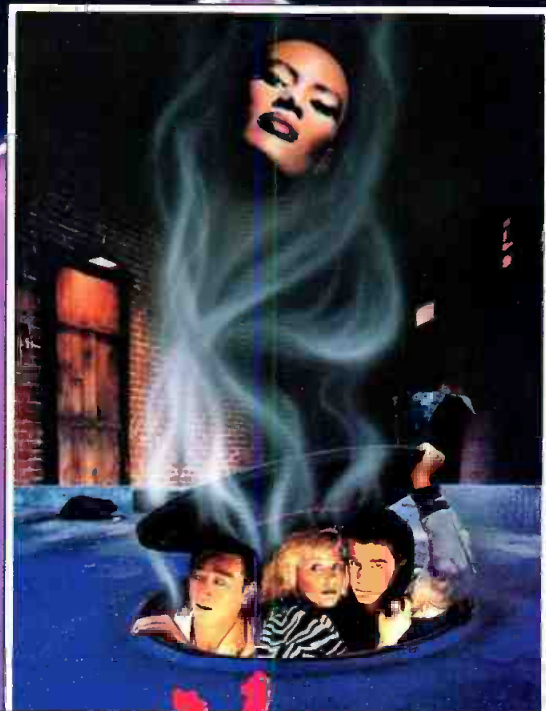
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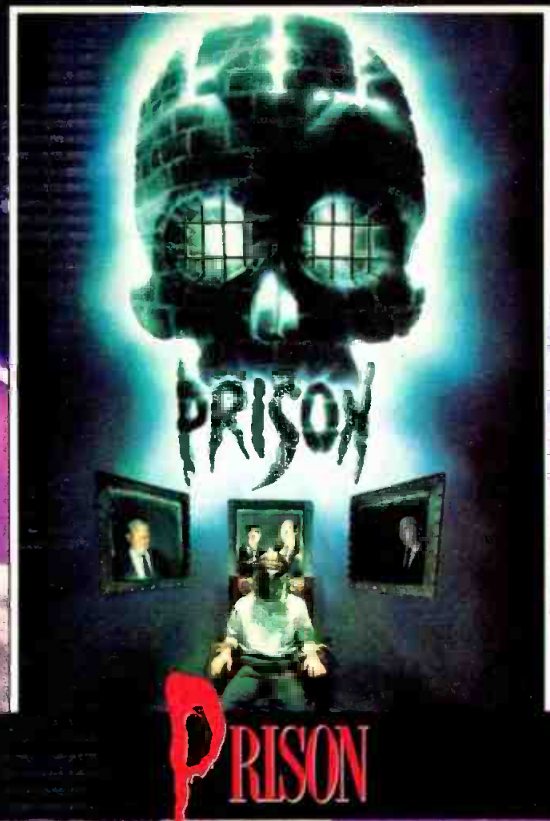
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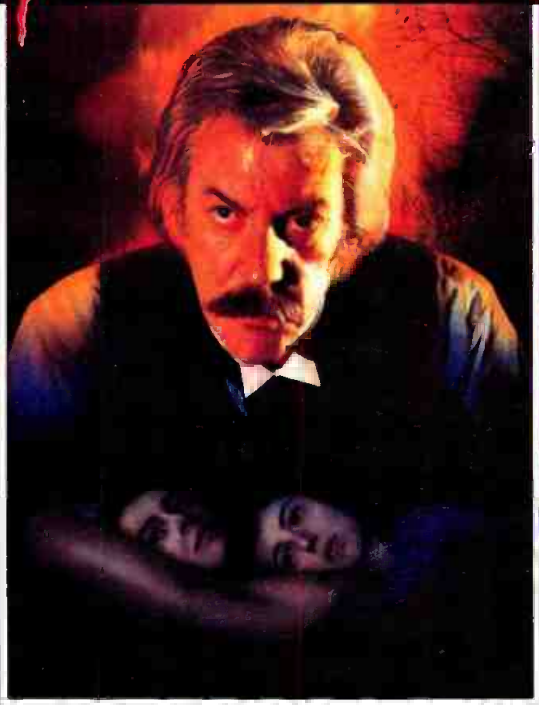


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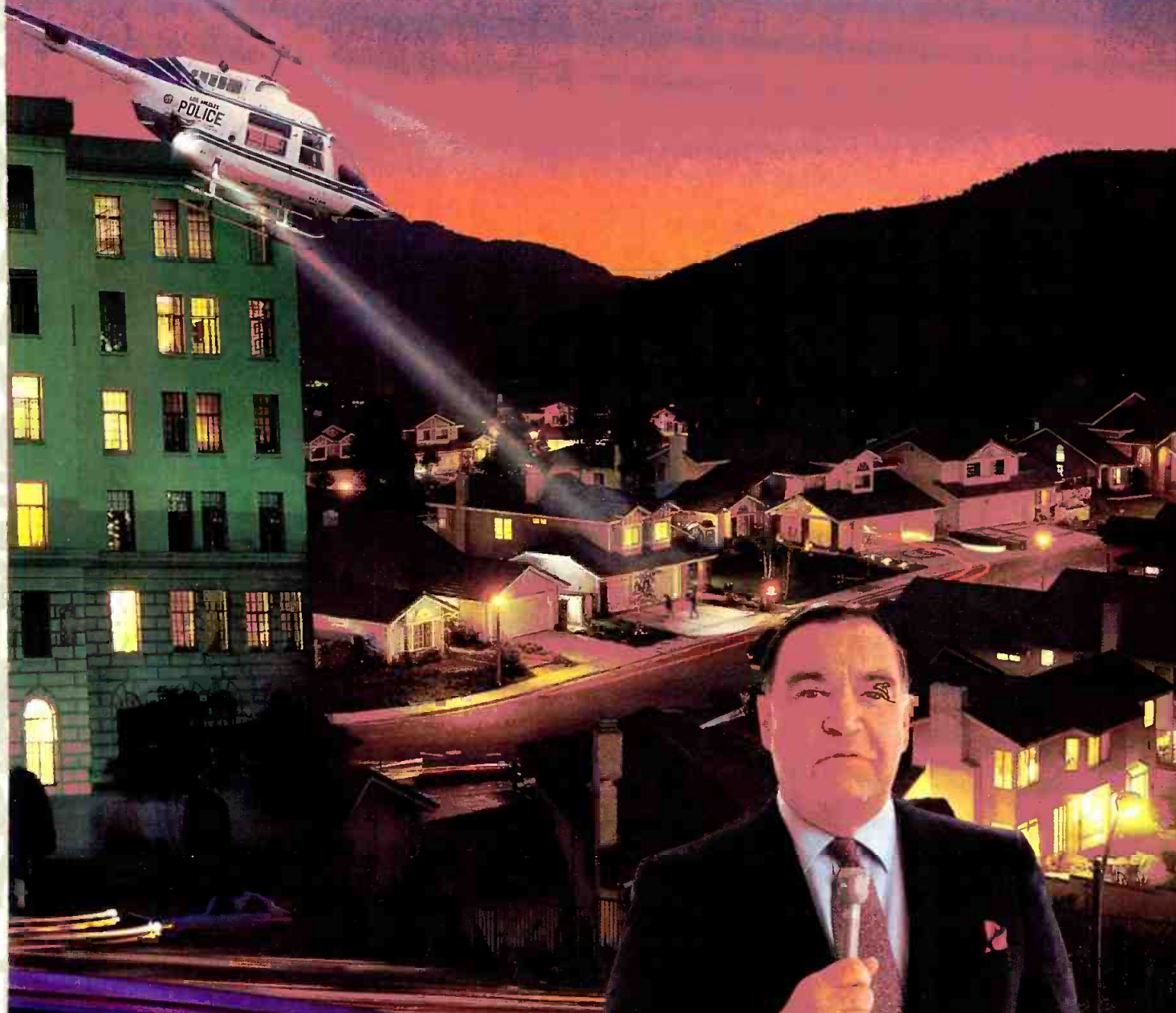
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N Street versus M

Tension between National Association of Broadcasters and FCC over latter's spectrum policies is building again as agency prepares to act on proposal to permit short-spaced FM stations and use of directional antennas and reduced power and antenna gain to prevent interference as result of short spacing. NAB believes plan will lead to "AM-ization" of FM band—that is, shoehorning in of new stations and eventual degradation of FM service. FCC feels plan will do no more than give broadcasters greater flexibility in locating antenna and plotting coverage.

Matter was to have come up for vote at meeting this Friday (Dec. 2), but meeting was postponed and tentatively rescheduled Dec. 12. Also slipped: one-to-market decision (until Dec. 12) and price caps (until January, when Congress is back in town).

Time for a change

Reports persist of possible major realignment of daytime programming at NBC, as early as January. Informed sources suggest network is considering dropping at least one game show, several of which have poor clearances. NBC is considering returning to sitcoms in daytime, with likely first candidate being *Golden Girls*. Network is still considering what to do about noontime, and may—at upcoming meeting of affiliate delegates—float idea of returning half hour to affiliates.

Hitch

FCC has thrown wrench into closing of Tele-Communications Inc. \$46 million purchase of Tempo Enterprises, sending letter to TCI questioning its character qualifications to be broadcast licensee in light of judgment against company in Jefferson City, Mo., \$36 million antitrust case, affirmed by appeals court two years ago (BROADCASTING, Sept. 8, 1986). TCI's purchase of Tempo includes WHT(TV) Ann Arbor, Mich.; KGCT-TV Tulsa, Okla., and WTPQ(AM) Conyers, Ga., but cable MSO has no intention of becoming broadcaster, having had stations on block for some time. FCC Mass Media Bureau Chief Lex Felker said in letter that TCI could place stations in trust while character questions are being sorted out, and complete deal that is set to close by Dec. 31. TCI, which used trustee model when it bought Liberty Communications in 1983, indicated last week it would follow similar course in this case.

FCC letter, which notes several parties that have independently challenged transfer, said factors it would consider were willfulness, frequency and seriousness of misconduct, nature of participation by TCI

officials, time elapsed since violation and efforts to remedy situation, all relating to Jefferson City case. Felker noted in letter that decision on character qualification could have "precedential value." TCI's response is due within 30 days.

In thing

Minority-ownership tax certificates seem to be increasingly important in media sales. One television station seller says he has been approached by 10 different minority buyers in past two weeks with offers to qualify him for tax break. Knight-Ridder may, it is said, favor minority buyers for three of its stations: WJRT-TV Flint, Mich.; WPRI-TV Providence, and WTEN(TV) Albany, N.Y. While strategy has been used occasionally in cable, bigger system sales may also go to minority buyer, with imminent New York Times sale said to be possibility. Certificates, used to encourage minority purchases of media properties, permit sellers to defer capital gains taxes on property sold to minority-owned companies if proceeds are reinvested in certain media properties within two years of sale.

Staying put (cont'd)

Further evidence that FCC Chairman Dennis Patrick will remain at agency for good long while despite upcoming change in administration came during last week's regular Monday meeting with bureau chiefs and other department heads. Patrick told top staffers he has no plans to leave and ordered them to come up with ideas for improving efficiency through procedural and organizational changes and, as one department head put it later, "to prepare policy initiatives for upcoming year." Patrick has stated publicly he wants to stay, and word is that Bush administration is in no hurry to replace him.

Noodling with newscast

Fox Broadcasting Co. has just completed survey of its 122 affiliates to determine interest in half-hour national newscast and, according to network executive involved, stations, by about 2 to 1 margin, are favorably disposed to idea. "That doesn't mean it is going to happen," executive stressed. Currently, about 20% of Fox affiliates (including owned station group) are in local news business. One non-Fox-owned affiliate executive interested in FBC newscast said it was "logical progression" for network to take. But he conditioned his support on such yet to be answered questions as "what will it look like?" and "how much will it cost us?" Some affiliates don't believe FBC should expand current two-minute nightly news brief, noting as one station executive did last week that it

would be hard to match job now done by big three and CNN.

Changing territories

Word on street is NBC *Today* correspondent Bob Berkowitz will be host of Financial News Network *Focus*, new prime time show debuting Dec. 5 at 10 p.m. It's part of new prime time programming block network has rolled out throughout November. Show, akin to business news version of ABC's *Nightline*, will focus on day's leading news item and include interviews. NBC's Consumer News and Business Channel, which many in cable industry regard as direct competition to FNN, plans to launch next year.

East meets West

Increased Soviet presence in international television circles, post-Perestroika, was in evidence at prestigious gathering of world TV executives in New York last Monday (Nov. 21). For first time, Soviet TV official participated in annual meeting of Board of International Council of National Academy of Television Arts and Sciences. Among topics discussed by Vladimir Popov, vice chairman of state broadcaster Gosteleradio, was Soviet-ABC exchange.

The beat comes on

NAC and Buck Productions are pitching to basic cable networks new half-hour show, *Nashville Beat*, starring *Adam-12* stars Kent McCord and Martin Milner, whose series ran on NBC-TV from 1968 to 1975. Milner plays "old-fashioned" chief detective who recruits McCord, "hip" undercover cop from Los Angeles. Show's producers plan to use entertainment and music environment in Nashville as backdrop. NAC and Buck plan to produce two-hour movie plus 26 half-hour episodes. Company is in negotiation with two large basic cable networks and one broadcast group for carriage in syndication aftermarket.

Widening the breach

As relationship between cable and cities deteriorates, telcos appear eager to take advantage of situation by building alliance with National League of Cities. Two weeks ago U.S. Telephone Association's Ward White and James Graf, lobbyist for Contel, independent telco, met with Tucson Mayor Thomas Volgy, who chairs NLC steering committee that is pushing for reforms to Cable Communications Policy Act of 1984 (see page 130). Committee is endorsing idea of telco entry into video business. Volgy described session as friendly and said there is "need to talk about a great many things."

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Where Things Stand

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

AM-FM Allocations

NAB and other broadcast groups oppose

FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allo-

cation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS ²	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	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 ³ & intercity relay	2,836	166	3,002

C A B L E †	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils down to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next-year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

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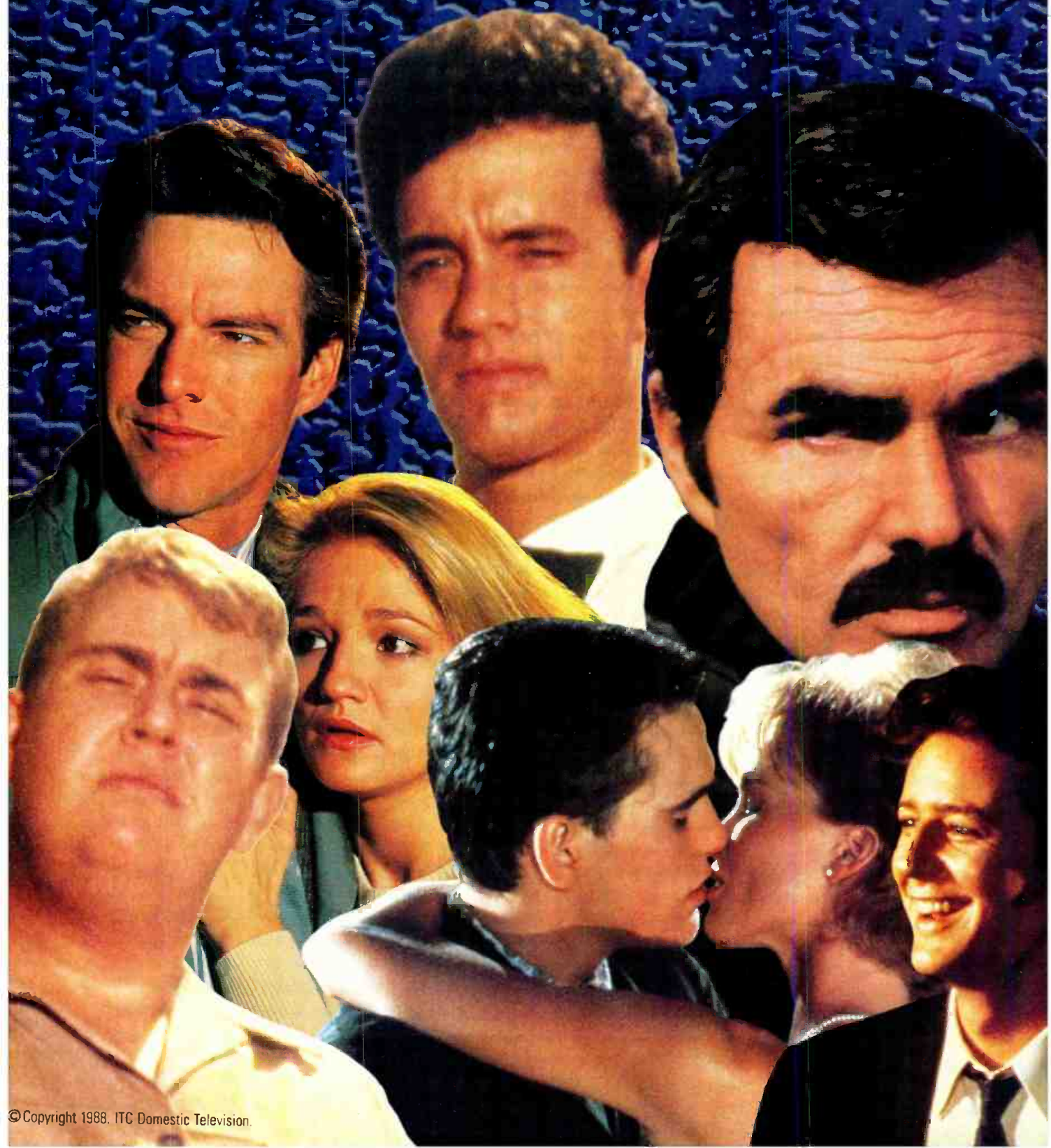
* VOLUNTEERS
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ROGER HAUER
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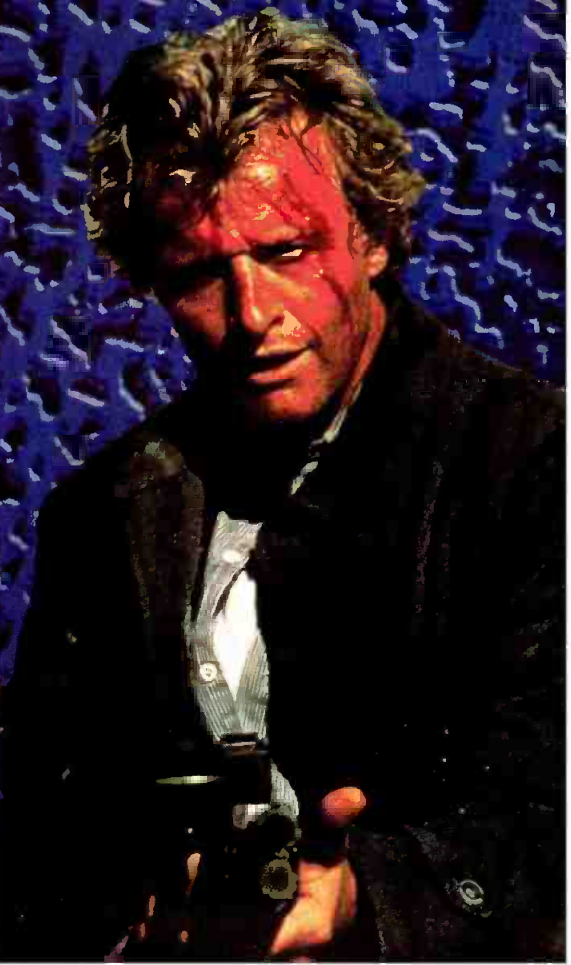
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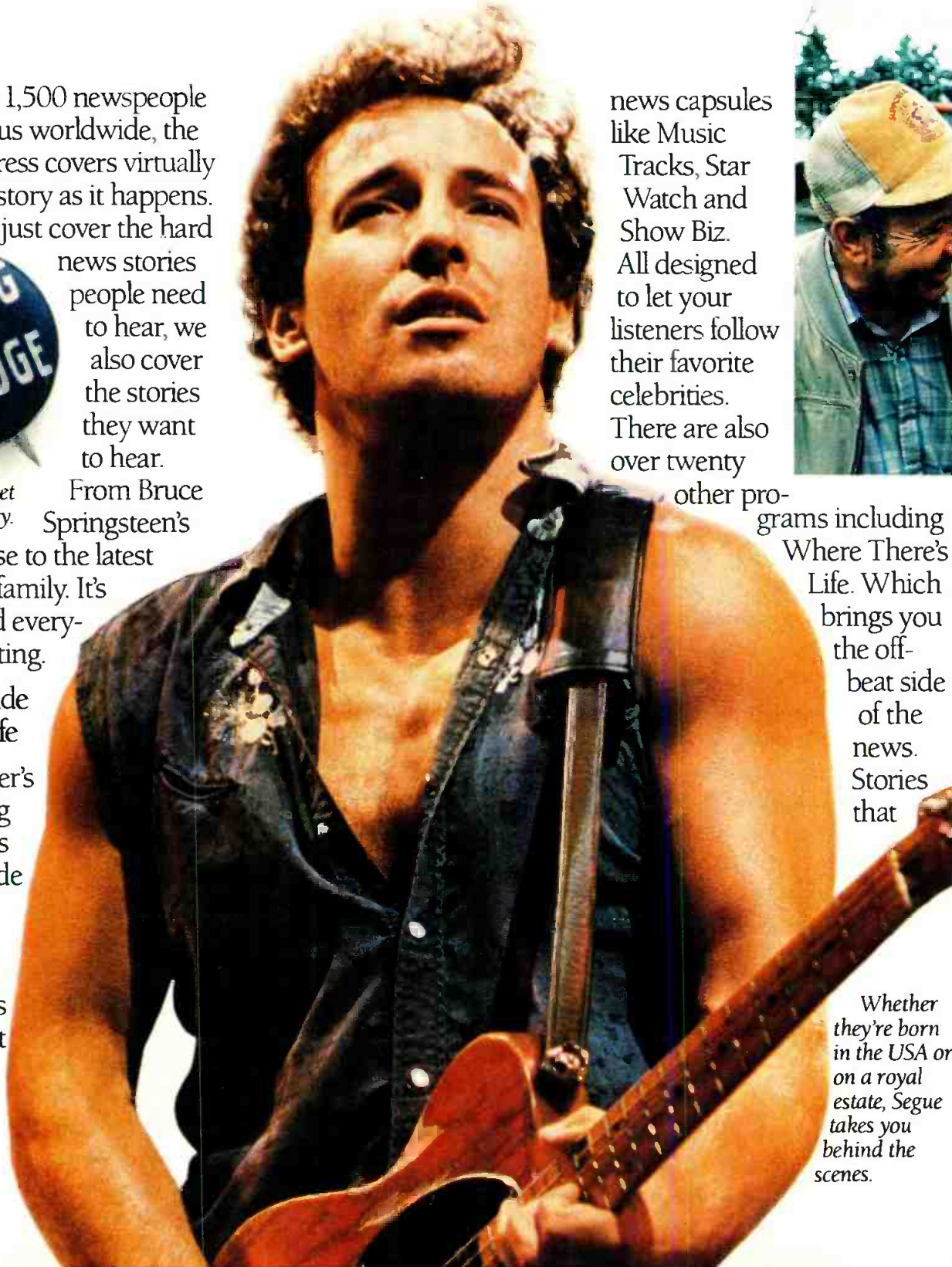
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Children's Television

Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5. Measure passed Senate only days before adjournment (BROADCASTING, Oct. 24). Chief executive's rejection of bill will make it priority in 101st Congress. Television networks and National Association of Broadcasters let White House know they backed legislation, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing

role of programing in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters led by NAB and INTV argue that past programing performance of stations should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

Compulsory License

FCC voted last month (BROADCASTING, Oct. 31) to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programing services. Recommendation will be expanded

to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring carriage of local signals, it will probably also preserve copyright license for those signals.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June.

Direct Broadcast Satellites

■ GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts.

High-power Ku-band direct broadcast satellite delivery of television programing directly to homes will become reality in U.S., says Hughes Communications, which proposes launch of 200-watt direct broadcast satellite in "1992 time frame." Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by only one-foot downlinks,

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60 Minutes Savages Teller

CBS and Mike Wallace tried unsuccessfully to destroy General William C. Westmoreland with a documentary charging that he had headed a massive conspiracy to understate enemy strength in Vietnam. Wallace and CBS had their reputations bloodied when Westmoreland's libel suit resulted in disclosure of some of their dubious journalistic practices. But on 60 Minutes on November 13, Mike Wallace came up with another hatchet job on an American hero, Dr. Edward Teller.

Wallace started out describing Dr. Teller as "one of the towering scientific figures of the 20th Century." It was all downhill from there. Wallace said: "After he fathered the H-bomb, a weapon a thousand times more powerful than the A-bomb the U.S. dropped on Hiroshima, his critics dubbed him 'Dr. Strangelove.' After his 1954 testimony against nuclear physicist Dr. J. Robert Oppenheimer led to Oppenheimer's losing his security clearance, his fellow scientists were outraged."

One would not surmise from that description of Dr. Teller's career that this

eminent nuclear physicist had made a historic contribution to the security of this nation and the Free World. If some people dubbed him "Dr. Strangelove" because he fought and won the battle to insure that we got the H-bomb before the Soviets did, they were either rooting for the Soviets or did not understand that the maintenance of peace and freedom has been dependent upon the United States' maintaining nuclear superiority, or at least parity with the Soviet Union.

Dr. J. Robert Oppenheimer, who assembled and led the team of scientists who developed the atom bomb during World War II, was a brilliant physicist, but he was also a Soviet sympathizer. His brother, who also worked on the A-bomb project, was a member of the Communist Party, and Robert Oppenheimer was at least a fellow traveler. Oppenheimer had been all for developing the H-bomb until we defeated the Germans and Japanese. Then, with Stalin overrunning Eastern Europe and threatening all the Free World, Oppenheimer reversed course. He opposed the development of the H-bomb, while the Soviets were making strenuous efforts to get it before we did.

It was thanks to Dr. Teller and other nuclear physicists who did not share Op-

penheimer's benign view of the Soviet Union, that the government backed the H-bomb development over Robert Oppenheimer's objections. Oppenheimer did lose his security clearance because the Atomic Energy Commission had abundant evidence that he had lied and protected at least one Soviet agent who had tried to get information about the A-bomb. The testimony of Dr. Teller and other scientists who were on the winning side of the H-bomb debate simply provided the evidence of Oppenheimer's efforts to obstruct that important project. Teller described Oppenheimer's actions, not his motives.

Dr. Teller, at age 80, is still fighting to strengthen the security of the United States. He has been in the forefront of the battle to develop a defense against nuclear missiles, the SDI. That is why Mike Wallace is attacking him.

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thereby expanding current consumer home satellite market well beyond current two million.

Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programmers and cable operators.

FCC extension granted two weeks ago gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting four more years—until Dec. 4, 1992—to put proposed DBS systems in operation. USSB and Dominion were among those granted permits with six-year expirations in December 1982.



High-Definition TV

■ Comments are due Thursday (Dec. 1) on second FCC inquiry on advanced TV transmission. Commission asked for comments on which spectrum scheme allotment would be optimal: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copy-right legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent, Senator Al Gore (D-Tenn.), offered it as amendment to tax legislation on Friday evening, Oct. 7. It would have required cable programmers to permit any qualified third party to distribute their services to backyard dish (TVRO) owners.

Momentum behind S.889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

International Satellite

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into PRC for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based PRC-UK consortium, are proposed exports in question.

Intelsat board of governors approved \$394.3-million Intelsat VII series contract with

Ford Aerospace during Sept. 8-15 meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

And in Geneva on Oct. 6, World Administrative Radio Conference dealing with satellites use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report or whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004 were received. Initial processing has been completed: 500 were directly grantable and have been put on public notice as of Friday Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention was to be held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

Mergers and Acquisitions

■ Warner Communications Inc. and Lorimar Telepictures announced Oct. 21 revised definitive agreement for acquisition of Lorimar by Warner. SEC approved revised registrar statement Nov. 2. Under new terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Definitive agreement signed May 17 had set ratio of about 2.4 Lorimar shares per Warner share. New agreement also provides for "substantial" interim financing by Warner not required by existing terms Merger had been blocked Sept. 27 by New York state court ruling that Warner's acquisi-

WHAT AM I?

- 1. Women turn me on...men, too.**
 - 2. When your wheel goes flat, I can inflate your tube.**
 - 3. I don't sell hamburgers, but my franchise will serve millions.**
 - 4. I can put an end to the feud.**
 - 5. I hit my prime when I'm in your access.**
-

tion of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner appealed decision, with hearing scheduled for last Wednesday (Nov. 23). FCC approved establishment of independent trust for Lorimar stations, measure that Warner argues will permit merger while satisfying Chris-Craft agreement. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar's revised proxy statement has gone out to shareholders, with vote on merger scheduled for Dec. 8.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. UCT and UACI have received

preliminary comments on registration of new securities. Merger is subject to approval of shareholders from both companies. Proxy statements are expected within week.

Must Carry

National Cable Television Association released must-carry survey Sept. 13 that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 are not being carried on at least one cable system that would have had to carry them under must-carry rules.

Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable cross ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for preservation of ban.

Public Broadcasting

President Reagan signed CPB reauthorization for 1991-1993 Nov. 7, after Congress agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

In August, even without authorization, President Reagan signed 1991 appropriation of

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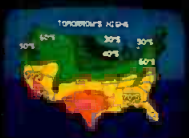
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WHAT AM I?

6. **I'm never yellow, but I'm a little blue.**
 7. **I can entertain you better tonight.**
 8. **I'll be around for years, but only last a half hour.**
 9. **I have more fun than newlyweds.**
 10. **My demos won't put you in jeopardy.**
-

\$242,060,000 to CPB, with additional \$56,810,000 for satellite

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programers' recalcitrance is due to pressure from conventional operators, the programers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security

To keep cable programing flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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WHAT AM I?

- 11. I have great legs. I can run circles around squares.**
 - 12. Watch me and I'll get you excited.**
 - 13. I always tell the truth. You'll never pay the consequences.**
 - 14. I'm down to earth, but I'll show you the stars.**
 - 15. I'm not a cook, but I can mash potatoes.**
-

A libel law commentary by Richard M. Schmidt Jr., Cohn & Marks, Washington

America's broadcasters are all too aware of the problems with the present libel laws of this country. With the possible exception of some segments of the legal profession, no one is happy with the present state of affairs. Plaintiffs, defendants, journalists, judges, academics and everyone who comes into contact with the present system agree it is simply not working well for anyone.

Several widely publicized cases in recent years have made the public aware of this problem. In General William Westmoreland's libel suit against CBS, both sides spent millions of dollars and months in trial only to see the suit terminated prior to being sent to the jury, with both sides joining in a public statement.

William Tavoulares, president of Mobil Oil, sued *The Washington Post* and obtained a jury award of two million dollars, which simply covered Tavoulares's attorney fees. The award was finally reversed by an appellate court, with each side claiming the court had vindicated its position.

Broadcasters, even though they may not have been a defendant in a libel suit, know their insurance premiums have been climbing and are aware that libel suits can be enormously expensive for both sides, often costing the parties and insurance companies hundreds of thousands, and even millions, of dollars.

Newton N. Minnow, former chairman of the Federal Communications Commission and now director of the Annenberg Washington Program, conceived the Libel Reform Project based on the fact that the current libel system is not working well for anyone. The Annenberg Washington Program in Communications Policy Studies of Northwestern University assesses how communication technologies and current public policies on communications affect aspects of American life. It provides a neutral forum, open to diverse opinion, where interested individuals examine whether current policies serve the public interest.

The Annenberg Program brought together 11 persons with a wide variety of backgrounds and viewpoints, including representatives of both the defense's and plaintiff's bar, the judiciary, journalism, academe and the insurance industry, to study and debate the current state of libel law and to propose reforms. This group has now proposed a Libel Reform Act (BROADCASTING, Nov. 7). The proposal proceeds from the premise that traditional libel suits for money damages are a poor vehicle for resolving modern defamation disputes.

Earlier studies by the University of Iowa and the Libel Defense Resource Center show that plaintiffs have an excellent chance of victory before a jury in a libel case against the media, but the vast majority of these jury awards are reversed by either the trial judge



“Broadcasters know their insurance premiums have been climbing and that libel suits can be enormously expensive.”

or an appellate court.

The Libel Reform Act would require every plaintiff to seek a retraction or an opportunity to reply from the defendant before filing suit. This assumes that the retraction or opportunity to reply will restore most plaintiffs' reputations as quickly and cheaply as possible. The plaintiff has a choice between a retraction or satisfying itself with the opportunity to reply, giving its version of the facts.

When asked for a retraction, the defendant knows that granting one will instantly end the dispute. The defendant who stands by the original story can refuse to retract but can still offer the plaintiff an opportunity to reply instead of making a full retraction. Under the current law, libel suits often require years of expensive litigation only to have the parties agree to a joint public statement clarifying the intent of the original story and stating the plaintiff's position. The act encourages the parties to negotiate at the start of the dispute.

The plaintiff who does not obtain a retraction or an opportunity to reply may of course file suit. At that point either side may dictate that the suit will be tried as an action for declaratory judgment on an accelerated schedule. The only issue litigated is the truth or falsity of the defamatory statement and the only money paid by the loser is the winner's attorney fees. It can be compared to an auto insurance claim under no fault

insurance. From the plaintiff's viewpoint it is attractive because the plaintiff can force the defendant to surrender the fault standards that tend to make it difficult to win a suit for damages under the current system, but if successful, the plaintiff won't have to pay attorney fees. From the defendant's standpoint the option immediately immunizes the defendant against liability for money damages and, while losing some of the First Amendment fault standards, the defendant can get a quick verdict and, if its story stands, recover attorney fees as well.

If these procedures as to retraction, reply or declaratory judgment fail, the proposal then allows an action for money damages as under the current law. However, “presumed damages,” those awarded without any proof of actual injury, and “punitive damages,” those designed to punish and deter the defendant rather than to compensate the plaintiff, are eliminated.

The act also eliminates any distinction between media and non-media defendants and, in an attempt to prevent parties from using “alternative causes of action” to escape its coverage, eliminates any action for “false-light invasion of privacy.” The Libel Reform Act also seeks to prevent plaintiffs from suing because they object to statements of opinion, including hyperbole and ridicule. It presumes that editorials, letters to the editor, editorial cartoons, reviews, parody, satire and fiction are works of opinion. It also grants a broad “neutral reportage” privilege.

The Annenberg Libel Reform Project was directed by Rodney A. Smolla, director of the Institute of Bill of Rights Law at the College of William and Mary Law School and a nationally recognized constitutional authority and author of several books on libel. Also serving were Sandra S. Barron of the NBC Law Department; Bruce Fein, former general counsel of the Federal Communications Commission; Judge Lois G. Foret of the Court of Common Pleas in Philadelphia and an author on libel law; Samuel E. Klein, libel defense attorney from Philadelphia; Anthony Lewis, columnist for *The New York Times*; Chad Milton, assistant general counsel for Media Professional Insurance Inc., and Herbert Schertz, former vice president of Mobil Oil, along with the author of this article.

The report, issued Oct. 17, states its hope and expectation that the reform proposals constitute a “. . . comprehensive, balanced package—a package fair to the interests of both plaintiffs and defendants, a package that recognizes as the highest interest of all the expeditious and efficient dissemination of truth in the marketplace of ideas.”

The proposal has already generated much comment, and there is certain to be more to come. It is worth thoughtful consideration by the nation's broadcasters.

WHAT AM I?

- 16. I can't fly, but I will make your ratings soar.**
 - 17. I put questions on the screen, not in your rating books.**
 - 18. You can have me soon, but hurry... I'll be very popular.**
 - 19. I'm from a Mickey Mouse operation.**
 - 20. I am the answer to your programming questions.**
-

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Nov. 28—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

Nov. 28-30—"Radio News in the 1990's," conference of *North American National Broadcasters Association/European Broadcasting Community* joint steering committee. Dublin.

Nov. 29—*New York Women in Cable* meeting. Speaker: Marshall Cohen of MTV on "Consumers' Viewing Habits." Information: Beth Araton, (212) 661-6040.

Nov. 29—"The Future of the TV News Magazine" and "On Location at the Network News Magazine Programs," two-part seminar sponsored by *Center for Communication*. CC. New York. Information: (212) 836-3050.

Nov. 29-30—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Kansas City Airport Hilton. Kansas City, Mo. Information: (202) 775-3637.

Nov. 30—"The Greenhouse Effect and Our Changing Climate," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Nov. 30—"Bridging the Gap—Broadcasting," third in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC. Washington. Information: Michelle Plotkin, (202) 371-5761.

Nov. 30—"Policy for Sale: Do Foreign Governments Buy Influence in Washington?" forum sponsored by

American University. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

Nov. 30-Dec. 1—"Telecommunications: Meeting Tomorrow's Challenges," meeting sponsored by *Telecommunications Conference Center*. Keynote speaker: Senator Ernest Hollings. New York Hilton, New York. Information: (212) 633-8011.

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

Dec. 1—"Weather Forecasting: Is It Improving?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 1—Deadline for entries in 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Dec. 1—"Fiber, Cable and Other New Video Media: Can Broadcast Television Survive?" symposium sponsored by *Communications Media Center at New York Law School*. Law school, New York. Information: Deborah Schull, (212) 431-2160.

Dec. 2—"Agriculture 1989: Weather, Climate and Economic Prospects," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Also in December

Dec. 4-9—*American Advertising Federation, Northwestern University's Kellogg Graduate School of Management and Medill School of Journalism* first advanced advertising management seminar. James L. Allen Center, Northwestern campus. In Evanston, Ill. Information: (202) 898-0089.

Dec. 4-Jan. 7—"The American Children's Television Festival: A Holiday Celebration," sponsored by *Muse-*

um of Broadcast Communications. MBC, Chicago. Information: (312) 987-1500.

Dec. 6—"Second Thoughts on the First Amendment" sponsored by *Institute for Policy Studies*. IPS, Washington. Information: (202) 234-9382.

Dec. 6-9—EuroComm 88, telecommunications ever sponsored by *European Economic Community*, including exhibition of telecommunications product and services from both European and non-European suppliers. RAI exhibition center, Amsterdam. Information: Amsterdam—020-549-12-12.

Dec. 7—*Washington Journalism Center* conference on "The Media and the 1988 Presidential Campaign: Was the Coverage Fair?" Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 8—"Bridging the Gap—Broadcasting," last in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC. Washington. Information: Michelle Plotkin, (202) 371-5761.

Dec. 9—Deadline for submitting nominations to Edward R. Murrow competition, "recognizing an individual whose work has fostered the growth and quality of public radio," sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Dec. 12-13—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Dec. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Dec. 13—Presentation of Women at Work broadcast

Major Meetings

Nov. 30-Dec. 3—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

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

Jan. 4-7, 1989—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Century Plaza, Los Angeles. Future meeting: Jan. 3-6, 1990 (tentative).

Jan. 13-19, 1989—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

Feb. 2-4, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

March 1-4, 1989—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcast-*

ers. Opryland, Nashville. Information: (615) 327-4488.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

April 9-11, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 9-12, 1989—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 21-26, 1989—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20, 1989—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21, 1989—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24, 1989—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

June 20-23, 1989—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25, 1989—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33rd annual seminar. Renaissance Center Detroit.

Aug. 20-23, 1989—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Sept. 13-16, 1989—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 3-5, 1989—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

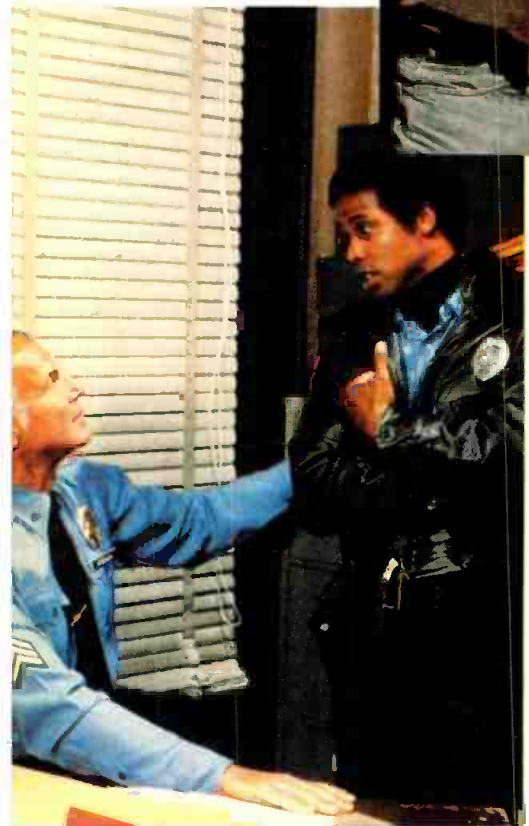
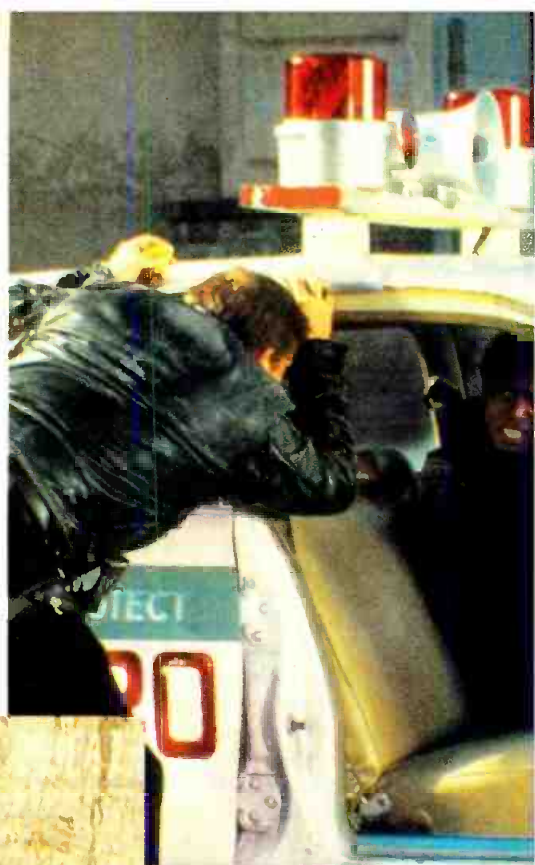
Oct. 5-8, 1989—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

■ **Oct. 21-25, 1989**—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15, 1989—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

**Enough
talk,
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Errata

United Cable has purchased 13.5% stake in Blockbuster Video, not entire company, as indicated in "Fifth Estater" on Stewart Blair in Oct. 17 issue.

Martin Malarkey built cable system in his hometown of Pottsville, Pa., not Pottstown, Pa., as reported in Nov. 21 issue. Pottsville was also site of first NCTA convention, on June 9, 1952.

awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

Dec. 13-14—World telecommunications conference, sponsored by *Financial Times*. London. Information: (01) 925-2323.

Dec. 13-15—"The New Administration and the Economic Outlook for 1989: Deficits, Spending and Taxes," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 15—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and the Four Seasons. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 16—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

Dec. 30—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's "Broadcasting Hall of Fame," which has replaced NAB's "Radio Hall of Fame." Information: (202) 429-5420.

January 1989

Jan. 4—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

Jan. 4-7—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Keynote address: Representative Tony Coelho (D-Calif.). Century Plaza, Los Angeles. Information: (202) 887-1970.

Jan. 7-8—Seminar on signal leakage and cumulative

leakage index compliance, sponsored by *National Cable Television Association*. Seattle Airport Hilton, Seattle. Information: (202) 775-3637.

Jan. 8—*Academy of Television Arts and Sciences* installation ceremonies for its Television Academy Hall of Fame (to be taped for telecast Jan. 23). 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

Jan. 10—*Ohio Association of Broadcasters* Columbus managers' luncheon. Holiday Inn, Ohio Center, Columbus, Ohio.

Jan. 11—*Ohio Association of Broadcasters* copywriters' workshop. Parke University hotel, Columbus Ohio.

Open Mike

Two views on Mater

EDITOR: I couldn't let it go by without comment. Gene Mater's Oct. 17 "Monday Memo" is so eloquently on target, so unambiguously accurate, that even John Dingell should be able to understand it.

Mr. Mater's "Monday Memo" should be tacked up in every broadcast newsroom and boardroom in the country as a reminder that as fiduciaries of the public trust (contrary to Senator Hollings's assertions), broadcasters owe it to the public they serve to protect their First Amendment birthright, not meekly cough it up. To do so would indeed mean abandonment of the "public trustee" concept.

In a recent article, Judge Joseph W. Bellacossa of the New York State Court of Appeals reminded us that: "The elegant language of the First Amendment... protect[s] speakers from government, not just listeners. Neither Congress nor its creature, the FCC," said the judge, "can give away what is not theirs in the first place." Gene Mater has ably demonstrated that some broadcasters seem to be only too willing to give it away, or worse, barter it for some mess of political pottage they will likely never get anyway. Yet there's Al Swift telling us to "get off the fairness doctrine, make peace with the chairman," if we want a more stable license renewal. Political bribery is a dangerous concept!

A colleague of mine, with whom I have had many opportunities to share First Amendment vs. fairness doctrine views, said to me during our last discussion, "Fundamentally I agree with you. I just don't care." Therein lies the greatest danger of all.—Joe Meier, president, *Insight Services Inc.*, Danville, Calif.

EDITOR: In your "Monday Memo" of Oct. 17, Gene P. Mater's exhortation for broadcasters to reject "pernicious" government regulations such as the fairness doctrine and to "fight for full First Amendment rights" is yet another example of the overindulgent self-righteousness that is all too prevalent among many broadcast executives these days.

Although Mr. Mater admits that the fairness doctrine "is consistent with the objectives of any good journalistic enterprise," he fulminates that accepting such a requirement is "too high a price to pay for license stability," tantamount to an unconditional surrender of a broadcaster's values. Before Mr. Mater puts on his uniform and takes volunteers to battle for absolute First Amendment protections, a few points are in order.

Although Mr. Mater talks of "First Amendment guarantees" as a consistent, unyielding Rock of Gibraltar, it should be noted that there is not just one standard of First Amendment protection of speech. Political speech has been accorded more protection than commercial speech, defamation and, of course, obscenity. The courts weigh different standards if a governmental regula-



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tion *directly* impinges on speech than if the regulation in question *indirectly* affects speech. There are different levels of First Amendment scrutiny for different mediums where speech is disseminated. Traditionally, print media has been subject to greater protection than broadcasting or cable (although recent decisions have almost treated cable the same as print media).

If Mr. Mater feels so strongly against governmental regulation, his priority should be to alter, or even scrap, the legislation that put the present system in place: the Communications Act of 1934. Since the act imposed a licensing requirement on broadcasters coupled with a "public interest" standard on their programming to maintain their licenses (a requirement that the print media is not subject to), the law mandates that *some* government regulation be implemented to compel broadcasters' responsibilities. The recently revoked fairness doctrine was promulgated to ensure that broadcasters adhere to their responsibilities under the 1934 act.

Mr. Mater quotes Chief Justice John Marshall to justify *carte blanche*, absolute constitutional privilege for broadcasters, even at the expense of "license stability." However, before he attempts a quixotic quest to topple the present statutory scheme, he may want to read the words of another great Supreme Court justice, Felix Frankfurter, who stated almost half a century ago that the public interest to be served is "the interest of the listening public in the larger and more effective use of [the broadcasting spectrum]," which is "limited and precious and

cannot be left to the wasteful use without detriment of the public interest." As long as the "public interest" standard is paramount, it would be a better idea for Mr. Mater to take off his battle garb and try to abide by the minimum regulations Congress and the FCC have put in place.—*Mark A. Conrad, assistant professor, Graduate School of Business, Fordham University, New York.*

Better way

EDITOR: All broadcasters should have had the opportunity to witness the three-candidate, three-hour debate (Oct. 26 on C-SPAN) of party leaders in the upcoming Canadian national elections.

Issues were debated rigorously, and candidates could question positions of their opponents. The debate rules, while meticulously adhered to by the moderator, still afforded numerous flashes of anger, accusations and fiery retorts.

Not only were there three candidates participating (the Liberal, Progressive Conservative and New Democratic parties), the debate was all the more remarkable because the facilities were aired over a Crown Corporation, namely, the Canadian Broadcasting Corp.

Had the two U.S. presidential candidates debated with similar conditions, the electorate would have been better informed, and I trust more Americans would consequently exercise their franchise.—*Harvey J. Tate, president, Tate Communications Inc., Harlingen, Tex.*

Fiber question

EDITOR: One thing about re-"wiring" the U.S. with gee-whiz fiber optics: how do the telcos plan to put a ringing voltage on my new home phone line? Or will I be expected to plug their new instrument into one of my household outlets? If I do, when the power goes down, will the phone go down, too? We may find ourselves longing for those good old "double system" days.—*Lincoln Diamant, president, Spots Alive Consultants Inc., New York.*

FM alternative

EDITOR: As owner of a small, stand-alone AM daytimer (I acquired the license, dark, for \$1), my attention is frequently focused on rule changes and proposals aimed at giving daytime stations a bit of parity with the larger broadcast facilities.

Although a few "post-sunset" watts, slight preferences in an FM comparative race or a possible slot in any newly created AM/FM band may provide relief, the results and timeables of these options are oft times frustrating.

What if a new class of FM station (A1) in the existing FM band, could be authorized with the daytimer in mind? And what if an application for such a station could be considered as a minor change in one's AM authorization? Would it make any difference if these new FM outlets were small enough so that many could be placed in the present spectrum?

I bet that, given the chance to build a 75 watt FM, with an antenna height of 100 feet above average terrain, many stand-alone daytime owners would count such an opportunity (with its short timetable and low construction/operating cost) as real progress.—*Peter Hunn, owner/general manager, WZZZ(AM) Fulton, N.Y.*

Cost conscious

EDITOR: Your article entitled "USA Today: the cost" in the Oct. 17 issue provided an interesting insight into an exciting project. I am very concerned, however, that I am quoted as saying: "Money was not an issue."

While GTG Entertainment entered the project with a philosophy that would provide facilities to the full state-of-the-art and that they were prepared to bear the reasonable cost of such an investment, that certainly did not provide anyone with an open check. A.F. Associates and GTG worked very closely together to ensure that the project was accomplished within a seemingly impossible time scale and within the budget allocated for the project.

My respect for GTG Entertainment and their personnel is at the highest level, and that would certainly not be profligate in any manner. With our assistance they set out to provide a facility that would bring a new dimension to the use of on-line graphics in television, and we believe they have succeeded in their intent.—*Meryl F. Altman, director, systems sales, A.F. Associates Inc., Northvale, N.J.*

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WSPA Greenville SC/CBS ▲ **WPTF** Raleigh/NBC ▲ **WOTV** Grand Rapids/NBC ▲ **KTVY** Oklahoma City/NBC
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WLNE Providence/CBS ▲ **WHTM** Harrisburg/ABC ▲ **WLKY** Louisville/ABC ▲ **WBRE** Wilkes Barre/NBC
WCHS Charleston SC/ABC ▲ **WPEC** West Palm Beach/CBS ▲ **WTEN** Albany NY/ABC ▲ **KTUL** Tulsa/ABC
WJKS Jacksonville/ABC ▲ **KTHV** Little Rock/CBS
WEYI Flint/CBS ▲ **WEAR** Mobile/ABC
KTAL Shreveport/NBC ▲ **KMPH** Fresno/FOX
KSNW Wichita/NBC ▲ **WWBT** Richmond/NBC
WTVK Knoxville/CBS ▲ **KOB** Albuquerque/NBC
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WLTX Columbia SC/CBS ▲ **WVNY** Burlington/ABC
WEHT Evansville/CBS ▲ **KLAS** Las Vegas/CBS
KHGI Lincoln/ABC ▲ **WVLA** Baton Rouge/NBC
WGGB Springfield MA/ABC ▲ **KXXV** Waco/ABC
KOAA Colorado Springs/NBC ▲ **WEVU** Ft. Myers/ABC ▲ **KDLT** Sioux Falls/NBC ▲ **WRDW** Augusta/CBS
WANE Ft. Wayne/CBS ▲ **WLNS** Lansing/CBS ▲ **WJCL** Savannah/ABC ▲ **KTHI** Fargo/NBC
WCSC Charleston SC/CBS ▲ **WKAB** Montgomery/ABC ▲ **WMBD** Peoria/CBS ▲ **KNTV** Monterey-Salinas/ABC
KEYT Santa Barbara/ABC ▲ **KATC** Lafayette LA/ABC ▲ **WJKA** Wilmington/CBS ▲ **KAMR** Amarillo/NBC
KAPP Yakima/ABC ▲ **WDIOD** Duluth/ABC ▲ **WTOV** Wheeling-Steubenville/NBC ▲ **KBMT** Beaumont/ABC
WMGT Macon/NBC ▲ **KGET** Bakersfield/NBC ▲ **KSWO** Wichita Falls/ABC ▲ **WMGC** Binghamton/ABC
KTRV Boise/FOX ▲ **KCPM** Chico-Redding/NBC ▲ **KOSA** Odessa/CBS ▲ **KPOM** Ft. Smith/NBC ▲ **KJTV** Lubbock/FOX
KOBI Medford/NBC ▲ **KRBC** Abilene/NBC ▲ **KTVA** Anchorage/CBS ▲ **KESQ** Palm Springs/ABC
KULR Billings/NBC ▲ **KLAX** Alexandria LA/ABC ▲ **WTZH** Meridian/CBS ▲ **KXII** Ada-Ardmore/CBS
KYMA Yuma-El Centro/ABC ▲ **KAIT** Jonesboro/ABC ▲ **KOBR** Rosewell/NBC ▲ **WLOX** Biloxi/ABC
KJCT Grand Junction/ABC ▲ **KGWN** Cheyenne/CBS ▲ **KTVF** Fairbanks/CBS ▲ **WTZA** Kingston NY/IND



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Broadcasting Nov 28

Vol. 115 No. 22

TOP OF THE WEEK

Lengthening line of sellers adds to TV's buyers market

Wcco-TV Minneapolis and other Midwest Communications stations up for sale; Woods Communications also puts facilities on market; upwards of 40 stations now believed to be on auction block

Two station groups put a total of nine television stations and five radio stations on the block last week, adding properties worth roughly half a billion dollars to an already crowded market. The for-sale announcements contribute to doubts about the station business, doubts which were not allayed last week by Knight-Ridder, which released weak 1988 projections to interested bidders.

After turning down a management-led leveraged buyout offer, Minneapolis-based Midwest Communications elected to sell all its properties, including WCCO-TV Minneapolis. And Woods Communications Group of Springfield, Mo., is selling four of its five television stations and three of its four radio stations to raise money, its president said, for a bid on a top-50 market TV station.

The announcements add to a television station trading market with numerous stations for sale (see chart, page 52). According to one broker's estimate, close to 40 VHF network affiliated stations are up for sale, either officially or unofficially: "I've never seen that before, ever." Industry observers say the largely independent UHF market is beyond counting: "The inventory of UHF's is so large, no one knows what it is," said Fred Seegal, managing director at Shearson Lehman Hutton.

The board of directors of Midwest Communications decided on Nov. 18 to seek liquidation of the company, according to Midwest Chairman W. Thomas Doar. At that meeting, the board turned down a management-led buyout offer, according to a source close to the company.

For sale along with WCCO-TV, a top-rated television station in the Minneapolis/St. Paul market, are its satellite stations KCCO-TV Alexandria and KCCW-TV Walker, both Minnesota; ABC affiliate WFRV-TV Green Bay, Wis., and WJMN-TV Escanaba, Mich., a satellite of WFRV-TV.

The company's radio stations for sale are WCCO(AM) Minneapolis, also top-ranked, and WLTE(FM) there.

The company is also putting on the market its Minneapolis subsidiary, Midwest Cable and Satellite, which operates a microwave interconnect that feeds programming to 16 local cable operators and represents them in the sale of advertising time. It also owns a

regional cable sports network.

Doar said the decision to sell was prompted by the impending termination of the family trust that is the major shareholder of the company. The trust, which holds more than 20% of the stock of Midwest Communications, was established in 1940 for the benefit of more than 30 descendants of the publisher of *The Minneapolis Tribune*, F.E. Murphy, Doar said. Only one of those family members is still alive, Doar said. Other descendants of the Murphy family, totalling more than one hundred, hold a total of 50% of Midwest's stock.

Midwest could earn more than \$400 million from the sale of its station properties, said media broker Frank Boyle. WCCO-TV, along with its satellites, is worth about \$255 million, Boyle estimated. WCCO(AM) could bring in at least \$85 million, he said. The Green Bay station and its satellite are worth \$50 million, and WLTE(FM) could sell for as much as \$18 million, he said.

The sale is being handled through Goldman Sachs. Offering books will be prepared by mid-December, Doar said.

Woods Communications Group, owned and operated by Charles Woods, officially put its stations on the market via letters sent Nov. 18. Woods, who set a bid deadline of Dec. 12, said he was seeking cash-only bids for the stations in connection with a bid for a top-50 market affiliate station, whose identity he would not disclose. Woods had entered into an agreement earlier in the year to sell two of the stations, WTVW(TV) Evansville, Ind., and KLBK-TV Lubbock, Tex., to Broad Street Communications, but the sale did not go through.

Along with those two stations, Woods is selling KARD-TV, West Monroe, La., and KDEB-TV, Springfield, Mo. One broker estimated that Woods could gain \$60 million to \$70 million from the sale of the four TV stations, but another broker said the gain would be more in the range of \$75 million to \$80 million.

Woods is selling radio stations WACV(AM), Montgomery, Ala.; KESE-FM, Amarillo, Tex., and KJBZ-FM, Laredo, Tex. Woods has said the prices for those stations are \$400,000, \$1 million, and \$750,000, respectively, for a total of \$2.15 million. One broker, however, said a more realistic total price for the stations would be \$1.9 million, with 30% to 40% of the payment in the form of notes.

Also for sale are five low-power television stations in Milwaukee, Chicago, Atlanta, Orlando and Ocala, Fla., and construction permits for two additional LPTV's in Florida. Woods expects more than \$6 mil-

On the block

This is a partial listing of TV stations known to be for sale by various broadcast groups. Prices given are estimates by station brokers and other industry sources. BMA Corp. figure is company's estimate. Fox Television figure is seller's published minimum acceptable price.

BMA Corp. KTXL Sacramento, Calif.; KDVR Denver. *Combined value \$70 million-\$85 million.*

Fox Television Stations WFXT Boston. *\$35 million.*

Gillett Holdings WMAR-TV Baltimore *\$280 million*; WOKR-TV Rochester, N.Y. *\$75 million.*

Malcolm I. Glazer Stations WRBL Columbus, Ga.; WTWO Terre Haute, Ind.; KQTV St. Joseph, Mo. *Combined value \$95 million-\$205 million.*

Knight-Ridder WTEN Albany, N.Y.; WJRT-TV Flint, Mich.; WPRI-TV Providence, R.I.; WTKR-TV Norfolk, Va.; WKRN-TV Nashville; KOLD-TV Tucson, Ariz.; WALA-TV Mobile, Ala.; KTVY-TV Oklahoma City. *Combined value \$500 million-\$600 million.*

Lorimar Telepictures WLII Caguas, P.R.; WSUR-TV Ponce, P.R. *Combined value \$30 million.*

Midwest Communications Inc. WCCO-TV Minneapolis; KCCO Alexandria, Minn.; KCCW Walker, Minn. *(\$255 million for the three)*; WFRV Green Bay, Wis. and WJMN Escanaba, Mich. *(\$50 million for the two).*

SCI Television WJW-TV Cleveland *\$180 million.*

Television Station Partners WROC-TV Rochester, N.Y.; WEYI-TV Flint, Mich.; WRDW-TV Augusta, Ga.; WTOV-TV Steubenville, Ohio. *Combined value \$150 million.*

Viacom WVIT-TV Hartford, Conn. *\$150 million-\$160 million.*

Woods Communications WTVW Evansville, Ind.; KARD West Monroe, La.; KDEB-TV Springfield, Mo.; KLBK-TV Lubbock, Tex. *Combined value \$60 million-\$85 million.*

TVX Broadcast Group WNOL New Orleans; WMKW Memphis; KRRT* San Antonio, Tex.; WTVZ Norfolk, Va. *Combined value \$40 million-\$65 million.*

*80% owned.

lion from the sale of the LPTV properties.

BROADCASTING has learned that several months before deciding to put its eight-station group on the market, Knight-Ridder received, and turned down, an unsolicited bid of \$425 million from a buyer represented by Sandler Associates. As of last week, the company was still said to be refusing private negotiations and was instead set on an "auction" of the individual stations, taking bids from among the dozens of interested parties who recently received "financials" on the stations. Preliminary bids are said to be due the middle of December.

Those financials, according to several who have received them, do not reflect a bright fiscal outlook—and, to the extent the company is representative of the affiliate universe, of that industry segment. Revenue and cash flow at a majority of the stations are said to be down, despite the benefit of

political, and in two cases Olympic, advertising dollars. WPRI(TV) Providence, an ABC affiliate, is expected to be up \$5 million in revenue, to roughly \$22 million, but \$3 million of that was from political advertising. Cash flow at WPRI is projected to be up \$2 million, to nearly \$9 million. WTKR(TV) Norfolk, Va., was also said to be up for 1988, although below the performance of several years ago.

Most other stations did not fare as well. KOLD(TV) Tucson is expected to report flat revenue in 1988 of \$7.5 million, producing cash flow of \$1 million. WNGE(TV) Nashville is expected to show a slight decline in revenue to \$14 million, causing an equal loss of cash flow, to \$2 million. Another source said that WALA(TV) Mobile, Ala., an NBC affiliate, would report flat revenue with cash flow expected to decline \$500,000 to \$3.5 million.

The more stations added to the for-sale roster, the more suspenseful the uncertainty over station values becomes. The absence of transactions has so far prevented a pattern from emerging, although most observers still expect average station multiples—a station's sale price divided by its cash flow—to decline a little from their figures of a year ago.

Causing further confusion about the value of affiliate TV stations is the changing attitude of the networks. In historically unprecedented ways, ABC, CBS and NBC are reviewing, and in some cases changing, compensation and other traditional links in the network-affiliate relationship.

In one recent case a tougher network attitude regarding station clearances was said to have caused one seller, Shamrock Broadcasting, to pull its station from the market ("In Brief," Nov. 14). □

TV networks' revenue grows by double digits in third quarter

The three broadcast television networks posted a combined revenue increase of 16.1% in the third quarter of 1988, to \$1,547,054,000, according to numbers provided last week by the Broadcast Financial Management Association. It appears that all of the \$215 million increase in net revenue was due to the Olympics, half of which are included in the third-period reporting of NBC—the other half will be included in the fourth-quarter numbers. The revenue figures are unaudited and are voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co.

Comparing the third-quarter revenue with the prior-year's period revenue

is complicated because the Olympics aired in several dayparts. Advertising dollars from the event are included in the sports category, even though the advertisements may have actually run in prime time, early morning, daytime or latenight when the Olympics preempted regular programming. Also affecting comparisons are political advertising dollars, which totaled \$6 million in the three months ending September. A new category added to the BFMA numbers is A.M., which comprises revenue from early morning news shows on at least two of the three networks.

Third-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
Third quarter '87	\$3,940	\$0	\$0	\$0	\$0	\$3,177	\$0	\$7,117
Third quarter '88	2,526	0	0	0	0	1,282	0	3,808
% change	-35.89	0	0	0	0	-59.65	0	-46.49
All other gross revenue from time sales								
Third quarter '87	783,826	79,853	42,806	236,745	38,497	243,151	135,197	1,560,075*
Third quarter '88	690,076	81,638	44,790	257,748	34,003	550,719	157,095	1,816,069*
% change	-11.96	2.24	4.63%	8.87	-11.67	126.49	16.20	16.41
Total gross revenue from time sales								
Third quarter '87	787,766	79,853	42,806	236,745	38,497	246,328	135,197	1,567,192
Third quarter '88	692,602	81,638	44,790	257,748	34,003	552,001	157,095	1,819,877
% change	-12.08	2.24	4.63	8.87	-11.67	124.09	16.20	16.12
Less advertising agency commissions								
Third quarter '87	118,102	11,980	6,420	35,552	5,777	36,333	20,278	234,442
Third quarter '88	103,907	12,245	6,719	38,667	5,086	82,641	23,558	272,823
% change	-12.02	2.21	4.66	8.76	-11.96	127.45	16.18	16.37
Total net revenue from time sales								
Third quarter '87	669,664	67,873	36,386	201,193	32,720	209,995	114,919	1,332,750
Third quarter '88	588,695	69,393	38,071	219,081	28,917	469,360	133,537	1,547,054**
% change	-12.09	2.24	4.63	8.89	-11.62	123.51	16.20	16.08

*Does not include color insertion revenues.

**Includes political parties/candidates revenues of \$6,010,000 for the 1988 third quarter.

Good news from the future

Blair's 'Television 1995' study offers generally optimistic predictions for most industry segments

The competitive world of "Television 1995" is not going to be exceptionally different from today's competitive environment, according to the forward-looking report of that title, sponsored by Blair Television in association with Smith Barney Harris Upham & Co. Presented last week in New York, the 5-page study gives reasonable hope to all industry segments that they will have a profitable place in the future.

Authors David Wilkofsky and Arthur Gruen think that affiliate stations will continue to dominate over-the-air television, but will not grow as fast as independents. Networks' share of advertising will continue to decline, but their rate of audience loss will decrease. Cable revenue increases are expected to outpace those of over-the-air television, although pay TV will continue to have problems. Syndication fee growth will be moderate, but barter syndication growth will outpace all other national TV advertising. Finally, the report suggests that high-definition TV will be a long time coming.

Behind the projections is a continued demand for television advertising time. Said Gruen: "There are now more products and more imports. Thus, there is a greater need to advertise than in the 1960's and the first half of the 1970's when advertising increases were at or below the gross national product." Wilkofsky explained the current softened growth in broadcast advertising as "short-term transitory things," a result of lingering advertiser pessimism about the economy: "All media had lackluster results...even direct market and promotion fared poorly...Station dollars have not traveled elsewhere."

For television stations, the authors said that "real advertising per station (nominal advertising minus inflation)" is, on the average, up. Using an index where 1976 equals 100, the authors suggest that real advertising per station, at 129 last year, is expected to grow at a compounded annual rate of more than 5% to 196 by 1995. Total station advertising revenue is projected by Wilkofsky and Gruen to be \$29.9 billion by that year.

What is true for stations in general is expected by the authors to be even more true for independent stations. While viewing and advertising have continued to increase on independents, their numbers have outpaced that growth, the authors note, leading to some financial hardship. Wilkofsky and Gruen expect the station population to stabilize by 1990 at roughly 1,000 outlets.

While independents will be more competitive with affiliates, the stabilization of the station population will also benefit affiliates by moderating program cost increases, suggests the study. The moderation of program costs will be "less pronounced" in large markets, so that earnings and station values of affiliates are expected to grow fastest in smaller markets.

Also expected to stabilize is the changing

mix of national and local station revenue. The authors explained the dynamics of national advertising: "In an attempt to counteract the loss in advertiser interest, the networks have been heavily discounting their rates.... The network market is in transition from its dominant position of the early 1980's to the competitive position it faces in the late 1980's.... Once this adjustment is complete, about 1990, discounting by the networks will diminish and advertising dollars will return to the spot market."

Wilkofsky and Gruen suggest that the three broadcast television networks' audience decline is itself declining. Other good news for the networks is that the authors expect cable penetration to slow down: "Future impact on the broadcast networks is minor." Because of the lingering effects of increased competition and declining audience, the study suggests that the three networks' share of national advertising will drop from the current 52% to 44% by 1995, a share that works out to \$15.6 billion. Because their program cost increases will also stabilize, "the networks on average will be able to maintain their profit margins, although not materially increase them.... The last place network has suffered losses in recent years, a trend which will likely continue."

For syndication, the forces of supply and demand that swelled the coffers of entertainment companies in the mid-1980's will work less in their favor. "Television 1995" predicted the "moderation in demand and con-

tinued increase in supply will lead to a slowdown in the growth of syndication license fees." Compared to a 1983-87 growth rate of 14%, the growth rate will decline to 10% by 1987-91, and to less than 8% in the following four years.

Barter, meanwhile, is expected to grow during the next eight years at a 19% compounded rate, with the result that the two components—barter and cash—will roughly equal each other in a total syndication market of about \$6 billion by 1995.

Wilkofsky and Gruen expect 1995 cable penetration to grow slowly to 60%, hindered by continuing "franchising problems." Basic cable revenue will continue with growth rates in the high teens, and local cable advertising is expected to grow to \$450 million by 1991 and \$700 million by 1995.

On the other hand, pay cable margins are expected to shrink, and the authors do not share an unreserved enthusiasm for pay per view. Said Wilkofsky: "Only boxing so far has been successful as a mass pay-per-view event." In order to be competitive, he suggested that pay per view will have to keep movie prices low.

The study also discusses HDTV. Wilkofsky said: "Given today's technology, it is impossible to make an HDTV set for less than \$1,000.... It would have to be \$300 to \$400 to be considered a mass item." The report suggests it may take 10 years for HDTV sets to reach 20% of households and 15 years to reach the 50% penetration level. □

Bottom Lines

These are highlights of the Wilkofsky Gruen profile of the TV industry in 1995:

Stations

- Advertising on TV stations increases by \$16 billion over the next eight years.
- Station advertising reaches \$30 billion and accounts for 58% of total TV advertising, up from 56% in 1987.
- The number of stations stabilizes.
- Existing stations benefit from revenue and profit growth.

Networks

- Network TV advertising grows to \$16 billion from \$8.8 billion in 1987, but networks' share of total TV advertising falls from 36% to 30%.
- Networks share of national TV advertising falls to 44%, compared to 60% in the early 1980's.
- The drop in share will cost the networks more than \$30 billion in lost potential revenue through 1995.
- But network advertising will grow at a faster rate in the 1990's than over the 1985-87 period.

Cable

- Cable households will number 60 million and will pay more than \$15 billion in subscriptions.
- Cable advertising will grow to \$3.4 billion from \$1.1 billion in 1987, with national cable advertising reaching \$2.7 billion and local cable advertising growing to \$700 million.
- Basic cable networks will thrive and will account for more than 13% of total TV viewing.
- Pay cable will decline in importance.

Barter syndication

- Barter syndication becomes a significant part of TV advertising and program distribution.
- Barter syndication advertising will total \$3 billion in 1995 compared to \$730 million in 1987, and will surpass advertising on national cable.
- Program syndication revenues grow at a slower rate but will reach \$3 billion, double the 1987 level.

HDTV

- HDTV will become part of the TV landscape by 1995 and by early in the next century will be the major form of television viewing.

Blair's James Rosenfield: Taking the

What would you say is the state of the business now?

I believe the real growth in our business is on the station side, and if stations are going to grow as much as I think they will, and if Wall Street is assigning multiples of 13, 14, 15 and even up to 18 for television stations, then there must be a lot of growth seen in that part of the market. And if stations are going to grow, then certainly national sales are going to be as much a part of that growth as any sales segment.

About 15 months ago, I asked Wilkofsky Gruen if they were in a position to prepare a study that would begin to answer some of the questions as to the impact of the various segments that are growing at different rates between now and 1995. The results helped confirm my belief that everything is going to continue to grow. The rate of growth is going to vary in certain segments, but the one thing that's certain is that stations are going to grow, that station revenues are going to grow faster than any other segment of the business, and therefore, it's a healthy business.

Why are stations growing at a time when the wired universe seems to be getting so much stronger?

Because the stations are adjusting to a changing role—just as radio adjusted to its changing role.

The marketplace is running stronger for local than for national.

That's true. And that's part of the reason that the station business is going to survive in a healthy way even as the wired universe, as you say, grows significantly.

The report shows that the race between local and national is settling at around 52%-48%, local being just a bit higher than national. Is there any reason why that trend wouldn't continue to grow even wider?

Yes, local will have slightly greater growth, but there is no exponential change, and I don't think there should be.

But in terms of your question about the wired media, I don't think they're going to be able to grow to the size that some people believe, nor do I believe that they're going to make as great an impact on the station performance or revenue as people believe. This study seems to bear that out.

The way I see cable interpreted in this report is that it spends more on programming, its advertising revenues grow at a faster rate than those of TV stations or networks, but that it's just kind of a linear growth rather than achieving a major kind of forward movement. But currently there are negotiations going on with baseball and the Olympics in which cable is expected to play a role. They're going for what they call breakthrough programming. Do you think that their getting baseball rights or the Olympics will allow them to really make a major move? And if not, why not?

They're certainly going to move in on certain areas of sports. And that will allow some of the networking to grow. I don't know about the Olympics, so I can't predict how they will participate in the Olympic package. My guess is it won't be a significant participation. I cannot believe that the Olympics or the Super Bowl or any of these major sports will allow cable to preempt broadcasting, only because half the nation will then be unserved, and they just won't permit themselves, or won't be permitted, to do that.

The only universal medium is over-the-air broadcasting. Cable is only half, or a little better than half, of the population. For that reason, there is an inherent lid on how far cable can go.

I wanted to go back to your first answer where you said you were questioned as to why you got into the rep business when you could have gone a lot of other ways. Now that you've been in it this long, are you still as bullish about your commitment to it, and on the other hand, has it been a difficult time or have you seen the broadcasting business in a different way than you had before you walked in?

Well, first—I was bullish about the rep business before I got into the business and I'm even more bullish now that I am in it. And that is, for a company like Blair I'm bullish. Because I believe there is going to be a further reduction in the number of viable representation firms and, as the consolidation continues to take place, as it has over the last five years, the dominant firms will obviously emerge as

strong, profitable, viable sales organizations.

That's been happening. In the past, there were really two, if you will, large national reps with both affiliated and independent stations; two other strong reps, each with a special niche, and then a group of smaller specialty representation firms. And today there are four strong general reps and a couple of smaller specialty firms. And these four firms have more than enough business out there to be able to grow and survive some of the really significant changes that have



Rosenfield

bullish view of broadcast TV's future

taken place in the last two years.

How are you advising your clients to proceed in the face of changing market conditions? I talked recently with one broadcaster who seemed ready to move beyond the traditional broadcasting transmission scheme in the future and to go into the business of multiple-channel programing just as cable does. He will use the media necessary to get that signal out and he won't care that it's not necessarily a broadcast signal.

I don't disagree with that point of view. But just as I believed that DBS was going to be a significant part of the long-term future of the distribution of product in this business, that in no way diminished the importance of the role of the local station broadcaster. That's a very special role. Now that role may change, and while I agree that the next five years will determine the next 20, that's only to the extent that in the next five years the seeds of change will have been planted. But it will still take the next 10 years for that change to affect our current businesses.

In other words, between now and 1995 or even now and the year 2000, broadcasting as we know it will continue to flourish. But it's very hard to predict exactly what the roles will be.

The industry that we are covering—the Fifth Estate, in its broadest dimensions—is getting larger and larger. If you want to become larger with it, you've got to participate in all the new segments of it; you can't just participate in the past.

"You" being who? An independent broadcaster or "you" being CBS? There is a big difference.

You being Blair. If you're going to have all of these national revenues out there, will you be able to participate in them?

Well, that's a different question. Because the representation business migrated from radio to television at a time when the universe was saying you better move to television because radio is going to die. And yet at some reps today radio probably is more profitable than television.

Yes. We will be participating in the marketing of other media; exactly how and when I can't tell you. But I would assume that there would be separate operations that would market some of these media, competing with the television media. But broadcast television per se is going to be a long-term growth business. And the competing media are not going to slow that growth any more than television slowed the growth of radio.

Does Blair have anything in principle against representing cable?

In principle? Yes and no. Yes, we have to make certain that we commit ourselves to marketing stations on a competitive basis against all competing media, as we have done in the past. Are we considering cable and DBS and a lot of other new media in terms of new business opportunities? Of course we are.

Do those two answers conflict at all?

No. They would only conflict if we were to do something that would diminish the effectiveness of a television station's ability to market, and we would certainly avoid that at all costs.

You know, the rep business has evolved because we are really the dominant marketing arm for a local station. That just simply will continue.

There is something far more of a threat to the ability of a rep firm to compete successfully in the marketplace for an individual station, and that is if there is too much failure in the rep business. And that I don't see happening, because I think the two businesses are going to remain quite different. I don't think that it will ever be possible for there to be so many television signals that we can begin to replicate the 10,000 stations that exist in radio—30 and 40 and 50 and 60 stations in a market. Yes, there will be 40 or 50 channels in a market, but they will not be marketed in the same way that radio stations are marketed, dependent completely upon advertising revenue as their revenue source. Most of these channels will be subscriber-revenue generated.

You said at the outset that the real growth seems to be on the station side. Does that imply that the better days of the networks are behind them?

Well, once again, I tend to agree with what Wilkofsky Gruen found, which was that the networks are going to continue to grow, but at a much slower pace than any of the other media, and their growth rate will continue to remain relatively low.

But they're going to be a viable distribution system, and there is still no more economical distribution apparatus than the network apparatus. I wouldn't be surprised if a couple of things happened in the network business. One, that one of the networks decides that it has to specialize more in a certain kind of programing than others. I think there will tend to be that kind of differentiation—this business of triplication will probably ameliorate considerably. And it wouldn't surprise me if one network becomes more dominant as a sports network, one perhaps more news-oriented and another more dominantly entertainment-oriented. But that will be an evolutionary development, not a revolutionary change.

How about the network affiliates? Are they still going to be the kingpins?

The network affiliate will continue to be dominant and it will do what it has to do to do that.

In other words, there will be greater and greater pressure on the part of the networks to improve or eliminate marginal programing, or it will be eliminated for them. That is, the station will preempt marginal programing for what he feels will work in his marketplace. Which is why syndication and barter tend to show greater growth here than people might have thought.

But that will erode the power of the network. It will not necessarily diminish or eliminate it, nor will it change the relative position of a network station vis à vis an independent. It is more efficient to take network programing and sell around it and program around it than it is to program the station, and it will remain that way.

A lot of people think the story of 1988 has been on the other side of the advertising equation—meaning the advertisers and agencies and what they've been up to. What do you see happening over the next two or three years with regard to advertisers, their mergers and consolidations, their leverages? Are we going to be seeing more of the same, where they're going to be able to get better deals? How does that shake out?

Well, that's a very hard tea leaf to read because this business of mega-mergers is a new phenomenon. It is certainly a phenomenon that affected the marketplace in 1988 and will continue to affect it in 1989.

It's my belief that when a pendulum swings as widely as that one has, from the kind of antitrust straitjacket that the business world was in in the sixties and seventies, to the kind of open leave-business-alone laissez faire position the government has taken the last five to eight years, the pendulum will tend to swing back to some form of moderation. I think it's gone too far.

But there is a whole phenomenon we haven't yet experienced. We lived through 1988, which was the year following an unexpected stock market crash, which caused a tremendous reflexive pullback on the part of advertisers—which most of us believe is behind us.

It's interesting. At the time of that crash in 1987, the feeling was that we were headed for a significant recession by 1989—that this slow continuing business growth could not be expected to go on for the next five years, and we were going to head into a down cycle.

Now I think it becomes more and more apparent that we can continue this cycle for another few years at least, and that we should look for '89 and '90, and somewhere beyond that, before a recession sets in. It's very hard to plan for that particular moment. There has to be a down cycle somewhere, but we're certainly not prepared to predict when that's going to hit.

But the second thing we experienced in 1988 was the impact of the mega-mergers. It caused a dislocation on the part of a significant number of national advertisers, and that also will continue through 1989, but I believe that the results of that will begin to become apparent, and some of the problems will become real opportunities.

For example, if the General Foods acquisition caused dislocation, and some of the brands begin to slip because they haven't had the advertising pressure they had in the past, someone is going to come

in and go after that share of the market.

So for every action, we have a reaction. That's why we believe that after the middle of 1989 and into 1990 the marketplace is going to snap back and rejuvenate as some of the established brands begin to lose share and some of the opportunists begin to come back and push very hard and spend a great deal of money to regain share. We saw that phenomenon happen in the automotive industry this year. Automotives—particularly General Motors—spent a fortune to regain share when the Japanese were predicting to have lost share because of the change in the dollar exchange rate. We will continue to see that phenomenon with durables and nondurables as we move into 1989-1990.

There's another area we should touch on, and that is the value of station property. There is a lot of concern in the air now that station values may have peaked. How do you view that?

I think they have. I think they got out of hand. To me, the single most devastating rule change was the three-year rule, and when stations began to be bought for speculation and for rapid turnover, it drove prices and ratios up well beyond the point of acceptability. There is a correction taking place now that will bring it back to what it should be. I don't think there is any question about that, and some people will get burned in the process.

But it doesn't seem to me that the growth business we're in should be sold for multiples more than 12 or 13 times, and when they begin to get up to 14, 15 or 16 times, someone's going to get burned. It's just too big a multiple.

So yes, I do agree there has been a peak and that this current stalemate of sellers holding out for higher prices and buyers waiting for the prices to fall will be resolved in the next six months with some kind of a more realistic price-to-earnings ratio—or price-to-cash ratio.

The numbers in your study talk about a 10% station revenue growth compounded over the next six to seven years, with extended margins on top of that for even higher cash flow growth. It seems as if the

people who aren't willing to pay multiples of greater than 12 times don't really believe your study. Are you saying that some of the reluctant buyers today might in fact be caught in a somewhat temporary situation and that the industry prospects long term are much better and may support the prices being asked for those stations?

The answer is yes. But I don't believe they will be able to get them because it's a buyer's market at the moment, as a result of the current thinking and the current dip and the current reality. And when you have a buyer's market psychology, prices fall. Temporarily.

The long-term outlook? I believe that the station business is viable and will return to healthy margins. Listen, the 12 times cash flow prices of the seventies and very early eighties were based upon the same kind of growth that we're talking about for the future.

Just one last question. Why, in the face of what appears to be burgeoning growth in cable and the prospect that the telephone companies may come in and wire the whole nation with multiple channels, why should the over-the-air broadcast medium remain dominant and secure?

Broadcasting is the only universal medium. It is the only medium that gets into all the homes—99.7% of the homes. The wired universe is not expected to get into over 60% of the homes—ever.

The second reason is that there is such a difference between the kind of homes that conventional broadcasters can deliver and what any one of the 36 competing channels can deliver, that the broadcaster will remain the dominant medium. We did a study that demonstrated how the cable industry cannibalizes itself. The first four cable channels get 80% of the viewing, and the next 25 or 30 split the rest of the viewing.

That's going to continue, so that I'm not sure what's going to happen when and if the telcos wire all homes in the year 2000. That would change the equation—if all homes are wired—but that is a big "if," and it's a long, long way off. It's beyond the economic cycle of what we're talking about.

TCI commits to fiber optic delivery

Largest MSO says it will phase in AM fiber after successful test in Dallas system using Anixter lasers and AT&T fiber optics

Tele-Communications Inc. took a major step toward using fiber optic technology to deliver cable television signals last week, announcing that based on a successful test of AM fiber in its Dallas system, it will phase in fiber for trunking applications in its systems over the next several years. J.C. Sparkman, executive vice president and chief operating officer of TCI, made the announcement during a seminar in Dallas where he spoke on the results of the test at TCI's Heritage system ("Closed Circuit," Nov. 21).

Sparkman said TCI will embark on a multimillion dollar upgrade of its systems by installing Anixter AM optical laser transmitters and AT&T optical fiber. TCI has an option to purchase 20 Anixter optical laser transmitters next year. Sparkman said TCI's six district managers will be asked to report on areas where fiber "can be effectively applied" and will roll it out in those systems. But he said the company has already made a preliminary determination that fiber can be used in the company's Washington and San Francisco systems.

The parameters of the test were deliberately designed to supersede those recommended by both Anixter and AT&T, said Sparkman, "but the picture quality at the receivers was equal to or better than that

from other transmission modes."

The test involved sending the satellite signals of the cable programming services through 24 standard FM coaxial amplifiers (approximately 14 miles) before reaching the AM optical laser transmitter. The off-air broadcast signals, he explained, went through 13 amplifiers before reaching the AM fiber transmitter. From that point, the signals were sent through 10.5 miles of optical fiber, three miles above the maximum distance recommended by AT&T and



TCI's Sparkman

Anixter, Sparkman said. The picture quality sent to several thousand homes beginning Oct. 4 "met, and on some channels, exceeded that from transmission of the same signal by other means," he said. "The results of this test have now convinced us that the fiber and signal transmission equipment that is on display here today is suitable for use in many TCI systems throughout the country," Sparkman said. He said that in the systems where TCI rolls out fiber, it will be "in conformity with the Anixter and AT&T operating specifications."

Tom Elliot, director of research and development for TCI, said the most important aspect of the test results is that AM lasers "are linear enough to transport a number of services." That, coupled with the lower signal-to-noise ratio with fiber, now makes AM fiber more appealing than high-priced FM fiber transmission.

Elliot said TCI utilized a fiber run that had been in place for several years and had primarily been used for institutional purposes. When TCI begins overlashing fiber in its systems, he said the likely use will be from the headend into the system. Elliot said TCI does not know how many lasers beyond the 20 it will order will be needed in 1989. Dean DeBiase, vice president, new business development, Anixter, said the company manufactured 40 AM lasers in the fourth quarter, of which TCI committed to 20. The company will speed production next year, he said, and confirmed the company could manufacture 1,000 next year. The cost of the

nits is roughly \$30,000.

Without mentioning the telephone companies by name, which have been pressing their case on fiber, Sparkman alluded to the technological claims of others in his remarks. And he took pains to include the broadcasters and the backyard earth station owners. "Our company firmly believes that the future of meaningful and practical technological advancement in television belongs to cable, broadcast and some elements of the VPRO industries. Working together, we will provide all of the benefits of the coming technological revolution in our communica-

tions medium to television households faster, cheaper, more efficiently and intelligently, and with a lesser risk to lifeline ratepayers, than any other potential competitor," Sparkman said. "TCI will remain on the cutting edge of technological development with innovations that provide near-term benefits as the technology ramps up," he said, mentioning both HDTV and DBS.

"Unlike some of our potential competitors who are bound economically to wireline transmission, we will be poised to take advantage of DBS should it become feasible to do so," Sparkman said. TCI, through Tempo

Satellite, has a DBS application on file at the FCC. "Flexibility will remain the key to success for everyone who chooses to compete in the television business. Any potential competitor that commits itself far in advance to complex and horrendously expensive technology is almost certain to fail," he said, in apparent reference to the telcos. "By the time they get to where they thought they were going in this rapidly changing business environment, others will have long since walked off with the prizes. The only tragedy will be that lifeline ratepayers will be asked to pay for those miscalculations."

Cameras in the Supreme Court: a dry-run for the justices

hopes of changing collective mind of Supreme Court, media groups band together to demonstrate TV coverage need not be obtrusive in courtroom

Another effort was made last week to breach the barrier the Supreme Court has maintained against broadcast coverage of its proceedings—and, through the Judicial Conference of the United States that the chief justice heads, the proceedings of all federal courts. For about five minutes on Monday (Nov. 21), CBS News crews operated two cameras in the ornate courtroom on a day when the court was not in session. Three members of the court—Chief Justice William Rehnquist and Justices Byron White and Anthony Kennedy—watched the demonstration and heard a 15-minute presentation by media counsel Timothy Dyk on the technology involved. Later, they viewed a

playback of some of the tape—all as part of a continuing effort to demonstrate that coverage of the court could be done unobtrusively.

The private demonstration was in behalf of 13 media organizations that have been urging the court to open its sessions to broadcast coverage. Dyk said the justices had asked a number of questions but had given no indication of their reaction. Whatever the reaction, however, Justice Antonin Scalia, in an interview carried by C-SPAN a few days earlier, offered no ground for optimism regarding a change of heart on the part of the court. His "estimation" was that such a change is "not going to happen soon." He said "one of the traditions of the American judiciary... is not to thrust itself before the public... You're not supposed to become a TV personality." And he said he thinks that is "a good tradition" to maintain.

Former Chief Justice Warren Burger had been regarded as the principal opponent of broadcast coverage of the court. He had once said coverage would be allowed only over his dead body. And the Judicial Conference followed his lead in 1984 in rejecting a petition by 28 media groups urging a revision of the rules to permit broadcast coverage of the federal courts below the Supreme Court (BROADCASTING, Sept. 24, 1984). Some courts in 44 states permit such coverage. And media groups and their lawyers were hopeful that after "a decent interval" following Burger's retirement, in 1986, the Supreme Court would, too. At the Senate hearing on his nomination as chief justice, Rehnquist said he would give "sympathetic consideration" to a request for broadcast coverage of the Supreme Court.

But since then, the signals have not been encouraging. In a panel discussion in May,



Presidential praise. U.S. Information Agency Director Charles Z. Wick was honored at dinner on Nov. 17 sponsored by USIA's Private Sector Committees. President Reagan was principal speaker, praising Wick for his almost eight years as head of agency. Dinner was attended by more than 300 from private sector. Shown with Wick (second from right) are (l-r) Anna Murdoch, *Washington Post* Chairman Katharine Graham and Rupert Murdoch, chairman of News America.

Rehnquist said he hoped the day would not come when members of the court were "trying to get on the 6 o'clock news every night." And twice in the past two years, the court has rejected requests for coverage of specific events. In 1986, Mutual offered to cover in full the oral arguments on the constitutionality of the Gramm-Rudman-Hollings deficit-reduction bill. Justices William Brennan, Thurgood Marshall and John Paul Stevens were recorded as voting to permit the coverage. And last February, WETA-TV Washington offered to serve as pool for coverage of the investiture of the newest member of the court, Kennedy. The vote on the rejection of that proposal was not disclosed. Kennedy himself, at his confirmation hearing, in December, expressed opposition to cameras in the Supreme Court. Then, two weeks ago, there was Scalia's comment.

The latest attempt to change the court's position was initiated last July, when Dyk asked the court for permission to demonstrate the technology that would be used. Rehnquist did not respond. The request was renewed in the fall, and permission was given. But, Dyk said, no assurance was given as to which justices, if any, would attend. When Rehnquist, White and Kennedy did appear, they took their usual seats. A small Toshiba camera focused on the podium where counsel stands, and a Sony on a tripod focused on the bench. The taping—employing the courtroom's normal lighting and audio system—was done by a four-man crew under the supervision of David Buksbaum, vice president and director of special events for CBS News, and Jim Paterson, general manager of operations.

Dyk declined to divulge the justice's questions. But a court official said they were

Lamb to receive Sol Taishoff Award

Brian Lamb, C-SPAN chairman and chief executive officer, will receive the National Press Foundation's 1988 Sol Taishoff Award for excellence in broadcast journalism "for his vision and dedication in building the burgeoning cable television service into 'America's Town Hall.'"

Lamb helped organize support within the cable industry for the public affairs cooperative that now transmits coverage of the House of Representatives and Senate to more than 3,000 cable systems with 4,000,000 subscribers. Lamb and the print journalism award winners will be honored at a black-tie dinner at the Sheraton Washington hotel on Feb. 22, 1989. N. Christian Anderson, editor of the *Orange County* (Calif.) *Register*, will receive the George D. Beveridge editor of the year award, and AP's Terry Anderson, being held hostage in Lebanon, will be honored with a special citation.

Awards are named for the late Sol Taishoff, founder and editor of *BROADCASTING* magazine, and George D. Beveridge, Pulitzer Prize-winning reporter for the defunct *Washington Star*.



interested in such matters as whether every argument would be covered and if the public would be allowed to acquire cassettes of the coverage. Dyk said C-SPAN had committed itself to carry uninterrupted coverage of all the arguments—although there are no commitments or plans regarding the taping itself—and that, yes, the tapes would be available to the public.

"I don't know what the court will do," Dyk said. "We didn't ask for a change in the rules—just to do a demonstration."

"We were not attempting to publicize it," he said. But considering the client list, confidentiality was hard to maintain. The organizations involved were Cable News Network, Capital Cities/ABC, CBS, Gannett, National Association of Broadcasters, NBC, the New York Times Co., Post-Newsweek Stations, Public Broadcasting Service, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, Sigma Delta Chi, the Society of Professional Journalists and Times Mirror. □

'War and Remembrance' wraps up till May

Ratings of mega-series do not live up to ABC's promises to advertisers; extent of makegoods not yet known; remaining 12 to 14 hours will air during May sweeps

ABC's *War and Remembrance* mini-series, which concluded last Wednesday, Nov. 23, is expected to average well below the 20.5 rating ABC was guaranteeing to advertisers.

Through the first six parts, the broadcast averaged an 18.9/29 share, with an average 17 million homes tuning in. The broadcast won its time period in five of its first six outings, but lost to NBC's Thursday night regular lineup (part IV, Nov. 17). And only the premiere episode, on Sunday Nov. 13th, met or exceeded ABC's guarantee, with a 21.8/31.

It was unclear how much makegood time ABC would have to make available, but agency and network executives said ABC set aside ample time within the broadcast (both the November segment and next May's concluding segment) and at the start of the season to comfortably handle the makegood load.

The numbers are "disappointing," said an ABC executive. "We had to rush it and we



'War' cast members and patriarch Pug (Robert Mitchum) Henry

put it on in blocks [in November] that we won't do in May." ABC scheduled the mini-series to start at 8 p.m. or 8:30 p.m. on four of seven nights, and discovered, as the network executive put it, "it had no appeal to anyone under 24. There was no kids or teen interest at all." In May, it is likely the program will air 9-11 p.m.

Added J. Walter Thompson's Richard Kostyra: "I think everyone was disappointed with the numbers. . . . There are just many



options in today's society for the viewer. I may be that viewers simply did not want to invest the time."

As for next May's segment, which will be between 12 and 14 hours, the network says it is 60% sold and does not anticipate problems selling the remaining time. Whether it will sell at the same rate is questionable. "suspect agencies will be more conservative based on the November track," said Kostyra. □

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KDD Tokyo, Japan	KWCH-TV Wichita, KS	Trinity Broadcasting Santa Anna, CA	WKRC-TV Great American Television & Radio Cincinnati, OH	WBIR-TV Multimedia Broadcasting Knoxville, TN
KGW-TV King Broadcasting Portland, OR	Northstar Microwave Redmond, WA	University of Florida Gainesville, FL	WSPA-TV Spartan Radiocasting Company Spartanburg, SC	
KOMO-TV Fisher Broadcasting Seattle, WA	RAI (2 units) Rome, Italy	WBNS-TV Dispatch Printing Columbus, OH	WTKR-TV Knight-Ridder Broadcasting Norfolk, VA	
WTVJ-TV NBC Miami, FL	Rainbow Network Communications (2 units) Floral Park, NY	WEWS-TV Scripps-Howard Broadcasting Cleveland, OH		


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Skeptics in the Big  thought the station had bit off more

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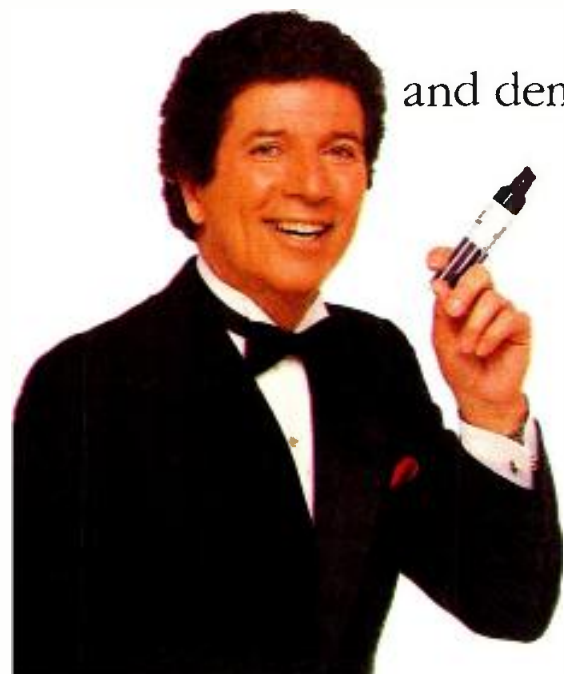
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SPECIAL REPORT



Local journalism is fast becoming a misnomer. Local journalism is regional journalism is national journalism, with satellite technology and networking enlarging the reach of local stations by minimizing the constraints of time and distance in the pursuit of a story. On the following pages, BROADCASTING has collected a sample of the spot news, investigative and documentary pieces and public affairs efforts of stations and cable systems in markets large and small.

The hot spot in local news



● On May 4, the high-rise branch of Interstate Bank caught fire. A **KTLA(TV) Los Angeles** news crew was just blocks away. According to the station, veteran reporter Stan Chambers was live on the scene with "spectacular" fire footage 20 minutes before their competitors arrived in helicopters. KTLA sent its helicopter and several ground crews to provide several hours of live coverage. The fire broke out at a little before 11 p.m., during the latter part of the station's news hour. KTLA preempted all programming to cover the story with anchor Hal Fishman, Chambers and reporter Steve Lentz. On the same day, KTLA had already sent its satellite truck to Henderson, Nev., to cover the explosion of a rocket fuel plant. A few months later, fire broke out at the Union Bank Tower in Los Angeles; once again, KTLA was there.

● One of the most ambitious undertakings by **WEAU-TV Eau Claire, Wis.**, was the February announcement of the decision by supercomputer manufacturer SuperComputer Systems Inc. to locate in Eau Claire to compete head-on with leading supercomputer manufacturer Cray Research, located in nearby Chippewa Falls, Wis. The station traveled to the University of Illinois, in Champaign, which was trying to convince SSI to move there. When the announcement came, WEAU-TV broke into regular programming with a special announcement, then filled its noon, 5 p.m., 6 p.m. and 11 p.m. newscasts with reports, including a satellite uplink from California with an expert on the making and merchandising of supercomputers. At 10:30 p.m., the station aired a half-hour special with the key people involved.

In July, WEAU-TV aired a one-hour, live, prime time remote program from an Eau Claire farm on *The Drought of 1988. A Wisconsin Crisis*. Crews were sent to South Dakota, a major source of hay to feed cattle for farmers hit by the drought; to the state capital, Madison, Wis., and to Chicago to cover a meeting between the Secretary of Agriculture and Midwest governors on federal assistance. Also

included in the program was a satellite-fed interview with a high-ranking Agriculture Department official from Washington. The program also contained six reporter packages and interviews with a state drought assistance expert and the deacon of the college of agriculture at the University of Wisconsin, River Falls.

● Explosions at two southern Nevada plants sent **KvBC-TV Las Vegas** into action. When a mushroom cloud appeared over the valley, the station was on the air in minutes and stayed live for five hours. The station also produced three specials within 24 hours. Another blast in August produced similar coverage.

KvBC-TV broke the story of the pending arrest of a southern California man for the kidnap and murder of a young boy. Reporter Jaime Garcia went undercover as a student in an area high school for a series on the local school system.

● It took some investigating for **WUSA(TV) Washington** to get a spot news exclusive.

On May 23, executive editor Pat Casey received a tip concerning the search for a man suspected of killing a woman and wounding

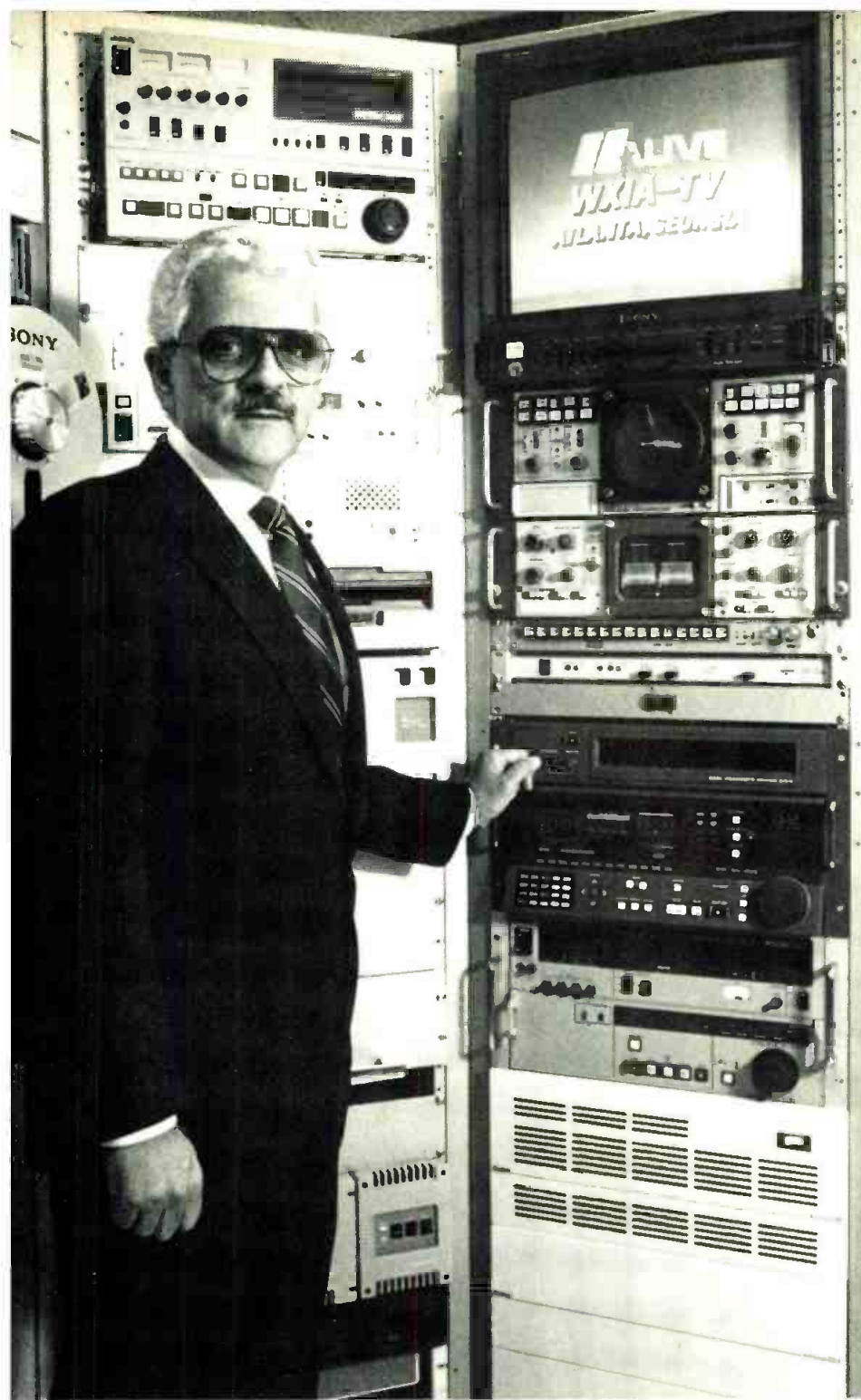
another along the Appalachian trail in Gettysburg, Pa. Kline Mengle and Myrna Statland were sent to follow up.

Without direct police assistance, the two relied on a police scanner and a map of the area to speculate on the whereabouts of the man and his possible capture. Mengle marked trees along the way with gaffer's tape so they would not get lost. At 9 a.m. on May 24, they got their first break—a tip to follow brown cars—that led to the capture at 11:30 a.m.

Mengle taped the capture and delivered it to reporter Kent Jarrell who was atop a mountain with the station's satellite truck. With less than 25 minutes to go until the noon newscast, the story was edited in time to air.

On Aug. 25, the station was the first on the scene of an accident on the beltway, the major traffic artery encircling the city, that forced the closing of the highway for several hours. Reporter Jarrell and videographer Bill McKnight and microwave technician Louis Urbina provided live reports, with dramatic footage of the accident, interviews with witnesses and reports on how the traffic was being affected.

● On June 25, 1988, the Ku Klux Klan



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marched into Wilson, N.C. **WITN-TV Washington, N.C.**, provided live reports of the march—the only station in the market to do so, according to the station—in which five people were arrested and several injured. The station captured footage of one Klansman with blood dripping from his forehead. A station news vehicle was attacked by onlookers who smashed the vehicle's windows.

● **WYOU-TV Scranton, Pa.**, has been on the move. When the stock market crashed last October, the station sent its satellite truck to Wall Street. The night of the Pennsylvania primaries, WYOU-TV went live from Philadelphia, as well as from Jesse Jackson's camps in Cincinnati and Toledo and from Dukakis's headquarters in Boston, courtesy of WTAE-TV Pittsburgh and WCVB-TV Boston.

Through the use of network cooperatives, the station went live from the Denver airplane crash, Monongahela River fuel spill, a shootout in Utah and a Chester, Pa., train derailment.

For the second year, WYOU-TV produced *Live in Your Hometown* one-hour newscasts, showcasing various towns in the station's coverage area. The station capped off its summer by taking seven staff members and its satellite truck to both political conventions, reporting live at 5:30, 6 and 11 p.m.

For reports on water quality, reporter-anchor Joan Murray won a National Press Club Award for consumer journalism. Reporter Mike Gargiulo won a Janus award in financial reporting for his series on future jobs.

● Satellite technology helped **WTVH(TV) Syracuse, N.Y.**, get the story of the Republican national convention in New Orleans. CBS Newsnet provided satellite time for a team of five reporters to cover the convention. A total of seven staff members covered the New York delegation at the convention in Atlanta, with CBS Newsnet allowing anchors to report live in the station's newly established 5:30 p.m. newscasts, as well as its 6 and 11 p.m. news.

● When a Wichita, Kan., native flew a Boeing 747 around the world to set a new speed record, **KSNW(TV) Wichita** followed the plane's progress. A news crew flew to Los Angeles to interview the pilot and then flew to Seattle, reporting live from the flight command center. During the flight the station got a live phone interview with the pilot from the cockpit.

● **KHON-TV Honolulu** was present at both the Democratic and Republican national conventions. With the aid of Potomac Communications, the station provided live shots of key players each night in its early evening news. The task was complicated by the lack of Ku capability. Everything had to be fed via C-band satellite. The cost of C-band, plus sending crews from Hawaii, are a burden not encountered by stations in the contiguous states.

According to KHON-TV, it made history on Aug. 29 by originating the first satellite broadcast to Europe from Hawaii. The project was part of *News Around the World*, conducted by MTV News of Helsinki, Finland, and consisted of live stories from Finnish reporters in Seoul; New York; Santiago, Chile; Geneva; London; Nairobi, Kenya; Moscow; Greenland; Stockholm, and Honolulu. The reporter was stationed at Waikiki Beach. The signal was microwaved back to the station, sent by hardline to uplinking at the earth station some 40

miles away, downlinked in Virginia, hardlined to New York, then uplinked to the Intelsat satellite for downlinking in Helsinki.

● When Mayor Harold Washington died, **WLS-TV Chicago** was the only station with tape of the mayor being wheeled out of his city hall office and down the street to a waiting ambulance, according to the station. Joan Esposito did the first cut-ins and continued to co-anchor the coverage. Andy Shaw, who had



Mayor Washington story on WLS-TV

covered the mayor, reported live from city hall. Others provided political perspective, background on the mayor, medical prognosis, insight from personal experiences, and more.

The mayor's funeral culminated five days of special coverage. The station provided pre-dawn coverage of the casket motorcade and live interviews with commuters on an "el" train and students at the mayor's high school. The station built a temporary set at the church and had reporter Diann Burns and minister George Riddich commenting on the funeral service, the only station to offer this kind of coverage, according to WLS-TV.

● As Hurricane Gilbert neared the coast of Texas last September, **KENS-TV San Antonio** anchored half of its newscast from Corpus Christi. Live shots from several parts of Corpus Christi and from a helicopter were shown as the city prepared for the storm. The station's footage was made available to CBS News through KENS-TV's satellite newsgathering truck.

● It was shortly after 9 a.m. when the police scanners in the newsroom of **WISH-TV Indianapolis** carried the news that a plane had gone down at the Indianapolis International Airport,



Crash on WISH-TV

possibly crashing into a nearby hotel. Within 15 minutes news crews were on the scene, and moments later the first live pictures were being broadcast. By then it was known the plane was an Air Force A-7 jet fighter. Despite earlier fears of scores of fatalities, the death toll appeared to be miraculously light.

Getting back information and pictures from the scene proved unusually difficult. Cellular

telephones in all news vehicles were unreliable or inoperative because of jammed cells from the busy accident scene. Live microwave pictures were also subject to interference by the multiple feeds, and getting out satellite pictures was either routine or difficult, depending on circumstances. Without an available satellite truck, WISH-TV had to improvise. The station's chief engineer, Terry VanBibber, and CBS personnel worked out logistics for the local public TV station, WFYI, to pick up WISH-TV's signal off-air and uplink that signal via a C-band transponder. CBS News picked up that C-band feed and used it for special reports during the early moments of the coverage.

In the meantime, WISH-TV broadcast continuously from the time of its first microwave reports shortly after the crash throughout the morning, deciding on this continuous coverage rather than breaking in with special reports. It also reported live from the crash site throughout the rest of the day and with stories for the noon, 6 p.m. and 11 o'clock newscasts.

● On the morning of Saturday, Sept. 4, a member of the board of police commissioners was taken hostage by a former police officer who had been sentenced to prison for taking part in a scheme to defraud the police pension fund. **KSDK-TV St. Louis** was first to report the story, according to the station, in a live interview with the police commissioner's receptionist. The hostage-taking took place across the street from the station, so KSDK-TV set up cameras in its third-floor offices. The station aired 30-plus live reports throughout the day and into the night. The station expanded its 10 p.m. newscast to one hour and expanded its programming day to 24 hours in order to air continuous live updates. As a result, KSDK-TV showed the release of the hostage live at 2 a.m., the surrender of the former officer and an exclusive interview with the officer's lawyer. Anchors Rick Edlund, Karen Foss and Huel Perkins and reporters Mike Owens, Rich Isome, John Noel and Julie Gray covered the story.

● According to **KICU-TV San Jose, Calif.**, it became in 1988 the first station in the Bay area to produce newscasts solely for cable. The 90-second news briefs, called cablecasts, are aired several times a day on Gill Cable's Classic Movie Channel.

The station's 10 p.m. news was honored by the Associated Press of California and Nevada as the best 30-minute newscast. Anchor Jane Akre was also honored for her investigative series, "Computer Scan," about supermarket laser scanners and their inability to register sale prices at times.

● With a good part of central Florida's future riding on continued space exploration by the U.S., **WFTV(TV) Orlando, Fla.**, assigned 31 people from the news, production and engineering staffs to cover the launch of the space shuttle Discovery, many working around the clock for three days. Equipment included a mobile telecast unit with four cameras, a Ku-band satellite truck, cellular phones, a news helicopter and a recreational vehicle converted into an on-site editing facility. For two days, the news operation was relocated to the Kennedy Space Center, with primary anchors doing complete live shows. Coverage the day before the launch included live shots in the 5 p.m., 5:30 p.m. and 6 p.m. newscasts and a half-hour special including live reports from Houston and an interview with a former NASA

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head. On launch day, the 6 a.m. news was live from Cape Canaveral. Cut-ins came every 20 minutes. At 45 minutes to launch, the station went live from the cape, showing 15 different views of the blast-off, including ones from a helicopter and one from the "towercam" at the station downtown.

● It has been a year of expansion for **WJSU-TV Anniston, Ala.**; the station increased its news block to 1½ hours and instituted morning news updates, added a weekend broadcast and opened a bureau in Gadsden, Ala.

WJSU-TV went to Orlando, Fla., to cover a visit by a local cerebral palsy group. The station covered the trip live and collected enough material to produce a half-hour special. The station traveled to Atlanta to cover its first Democratic convention, focusing on area delegates in daily reports.

Anniston is the site of one of the Army's largest tank rebuild centers, which is one of northeast Alabama's largest employers. The station followed workers to Camp Shelby, Miss., to report on a new National Guard tank program.

● For the Olympics, **KRON-TV San Francisco** produced several one-hour specials. To acquaint its viewers with Korea, the station sent weekend anchor Jerry Graham there prior to the start of the games. He took viewers on a tour of Seoul, to the 38th parallel via the Reunification Highway and to the DMZ. He took viewers to Korea's center of Buddhism, Songgwang-sa, and to company towns to show the Korean working traditions and ethics. Finally, Graham returned to Seoul and took viewers on a tour of Olympic village.

Another special, *Our Local Heroes: The Olympic Experience*, profiled Olympic athletes from the Bay area, with a focus on the personal stories, exploring the "mental and emotional challenge of Olympic competition." Bruce Jenner, 1976 decathlon gold medalist, and Gary Radnich, KRON-TV sports anchor/director, hosted the show, which featured Olympic athletes Mark Spitz, Debi Thomas and Eric Heiden.

Another KRON-TV reporter, Vic Lee, went to Seoul to produce a news story on a Korean student activist wanted by police. The interview was conducted at a hiding place on the campus of Korean University. The student later alerted Lee of plans for a demonstration, which Lee was able to videotape. It turned out to be "the most violent student demonstration during the Olympics," and KRON-TV had "exclusive footage."



KRON-TV's Graham in South Korea

● When 100,000 gallons of a toxic chemical, toluene, leaked into the Sandusky River last February, the **WNWO-TV Toledo, Ohio**, news team provided around-the-clock coverage.

WRC-TV Washington had a local story that made national news. In an exclusive interview with the station in January 1988, then-CBS Sports commentator Jimmy (The Greek) Snyder said of the role of blacks in sports that they were "bred for athletics. He expounded on that theory, saying that "the slave owner would breed his big black to his big woman so that he could have a big black kid." His comments on blacks dominating sports received wide exposure on the network newscasts and in national newspapers. After the interview aired on WRC-TV's newscast, Snyder called the station to apologize for his remarks, but they had already prompted condemnation from a number of black leaders and others. Snyder was fired by CBS the following day when he refused to resign.



The spill forced the evacuation of some 25,000 people, tainted water supplies and killed wildlife. When the first calls came in—at around 10 p.m.—the station sent two news crews to the spill site more than 45 miles away. Reporter Allison Payne, then-assignment editor George Noleff and videographers Jo-Ann Gembois and Gary Lance spent the night chasing the story as it unfolded. According to **WNWO-TV**, it was the first station in the market to provide footage of the site during morning cut-ins. Two more crews were dispatched as the spill neared the town of Fremont and the evacuation of that city began. Anchor Dancie Moore co-anchored the disaster coverage from one of the evacuation sites, while anchor Greg Carson remained at the station to produce the evacuation coverage. The station provided three days of extensive coverage.

● **WPTA(TV) Fort Wayne, Ind.**, sent crews to both the Democratic and Republican conventions. For those at the Republican convention in New Orleans, it turned out to be the right place at the right time. When Indiana Senator Dan Quayle was tapped as the vice presidential nominee, the station got immediate reaction to the news, including getting the governor to talk about his plans to replace Quayle if he is elected.

Since last October, WPTA has conducted telephone polls. During the mayoral race, its Poll 21 computer was used for an exit poll that came within 1% of the actual totals. They have also used it to track everything from the effect of the drought to how many people think Elvis is still alive.

The station has also found a way to expand their news coverage overseas without having to send a news crew. Twice during the past year it has rented camcorders to high school groups traveling overseas. When they got back, the station produced stories from the footage, then donated the tape to the schools.

● As part of a group of NBC news affiliates, **WSFA(TV) Montgomery, Ala.**, followed the presidential candidates for six weeks through Super Tuesday, using the NBC portable uplink (P-U-P) system. On primary night, the station had news teams at the Bush and Jackson Alabama headquarters, with video crews at all other headquarters.

When Dan Quayle visited Montgomery, his activities were covered touchdown to takeoff, including live coverage of a speech at the civic center.

During city elections in October, WSFA hooked up with the city's election computers,

allowing the station to get results on the air before its main competitor, according to the station.

● **WSB-TV Atlanta** has added a half-hour newscast at 5 p.m., anchored by Monica Kaufman and Chris Curle.

When there was a riot at the Atlanta Federal Penitentiary, the station says it was the first to report that the inmates had set fires, and the first to get a reporter, Marc Pickard, into the prison to speak with the rioting Cuban inmates and federal prison officials. When access to the prison became an issue, a media pool was set up. The uprising went on for 11 days, with WSB-TV throwing every available body into the coverage. Its Ku-band truck was the designated feed for ABC affiliates, with the station using a microwave feed for its own around-the-clock coverage.

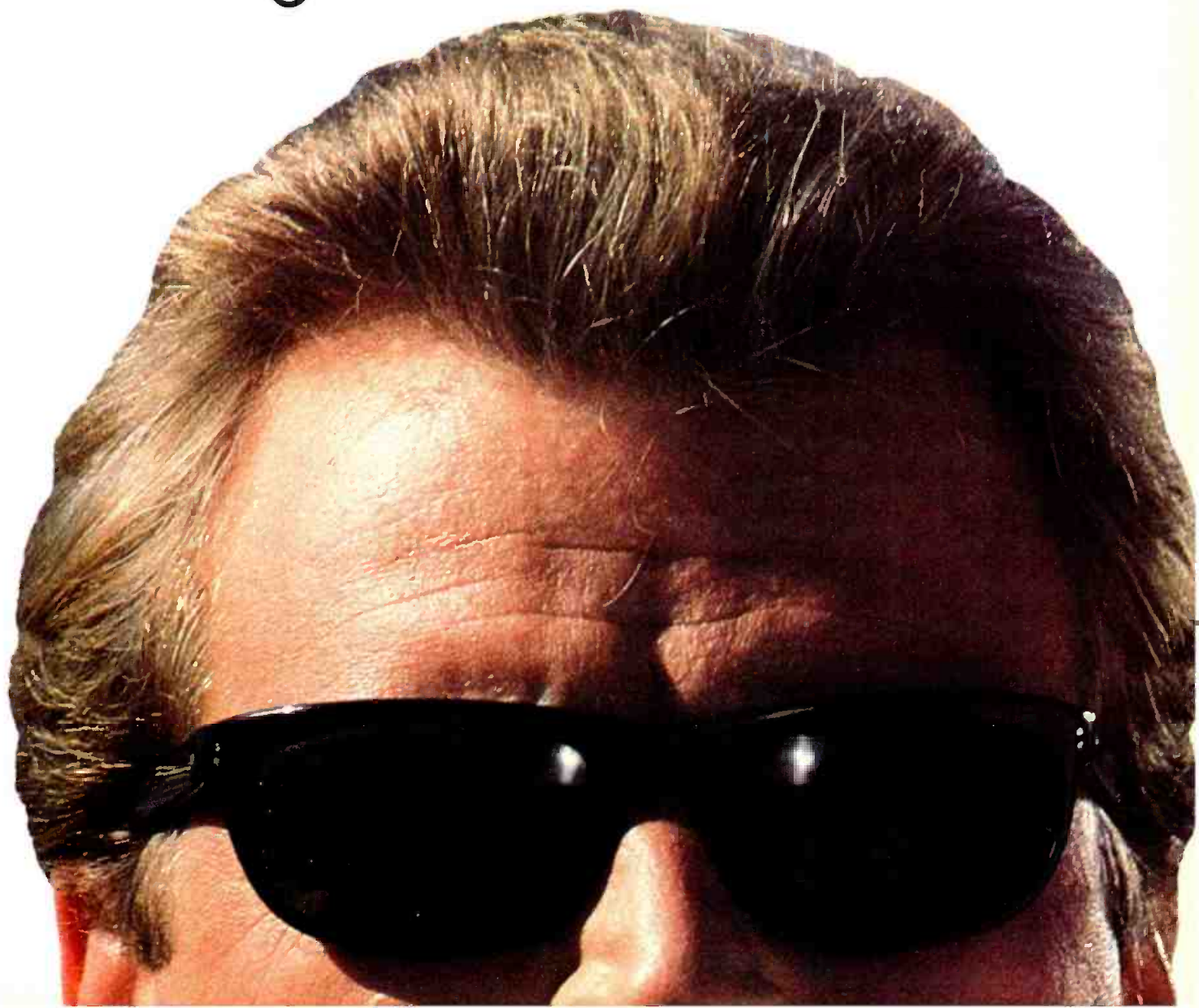
● The launch of the space shuttle Discover was of particular interest to Houston residents, considering the city's close ties to the space industry. Beginning in August, **KHOU-TV Houston** science reporter John Getter began a weekly update of America's return to space. Live coverage from the Kennedy Space Flight Center began with the flight readiness firing in late August, followed by specials and live reports on the mission's progress. A countdown approached, the station aired two prime time specials. On launch day, Getter began live coverage with the *AM Houston* show and two morning updates. Getter and anchor Sylvan Rodriguez co-anchored the coverage from Kennedy. In Houston, Steve Smith anchored from the Johnson Space Flight Center. Susane Starnes provided live reports of the touchdown from the landing site at Edward Air Force Base.

A crowd of thousands welcomed the shuttle crew home to Houston's Ellington field. KHOU-TV was there with a prime time special, providing highlights of the mission and coverage of the welcoming speech by local dignitaries.

On Christmas Day 1987, Loyal Garner and two companions were arrested in the East Texas county of Sabine. Garner died of injuries received in the Sabine County jail. Three county law officers were charged with violating Garner's civil rights. Reporter Nancy Hollan covered the trial from the opening arguments to the "not guilty" verdict.

● **WPLG(TV) Miami** dispatched crews to Atlanta and Oakdale, La., to cover Cuban uprisings at two federal prisons. The trouble began when the federal government announced a

THE WORLD MUST BE
MADE SAFE
FOR SYNDICATION!



new immigration agreement allowing Cubans being held in U.S. jails to be deported in exchange for other Cubans. The station reported live via satellite from the prisons in each newscast for 14 days. It also covered the story from several local angles, including reports on community and religious leaders who helped in the negotiations.

● **KSPR-TV Springfield, Mo.**, won a national AP spot news award for its coverage of a mass murder in Elkland, Mo. On a September morning, police scanners blared the news of the murders of seven members of the same household. KSPR-TV sent producer Aleta Harris to coordinate the coverage. Two crews were sent to different locations where bodies were found and to get resident reaction. Rolling terrain made the use of microwave impossible, so Executive Producer Jon Kaplan coordinated the efforts to piece together the story, and anchor Ralph Hipp used the weather chroma-key board to show where the murders had occurred. Its five p.m. news featured those reports plus live local interviews with the county coroner, a child psychiatrist and a hospital spokesman, who updated the condition of the lone survivor, the uncle of the suspected murderer.

The station continued to follow the story. Two weeks after the murder, the suspect was cleared and the uncle charged with the murders. According to the station, it was the first to announce the guilty verdict of the trial.

● The presidential campaign was a major news focus of **WBNS-TV Columbus, Ohio**, in 1988. Putting a twist on the coverage, the station concentrated more on the voters than on the candidates, the theory being that it was the voters' needs that dictated what the candidates did and said. The station subscribed to the Gallup/Conus polls, supplementing those results with focus groups throughout the primaries and general elections.

● It was 11:20 Saturday night when a **WLKY-TV Louisville, Ky.** photographer was on his way home and heard of a serious accident north of the city. He was the first news photographer to arrive at the worst traffic accident in Kentucky history—a church bus had been hit by a pickup truck traveling the wrong way on the interstate and burst into flames, killing 27 passengers. The station began airing cut-ins as soon as the station signed back on the air, and devoted the entire early newscast to the story. The accident site was 45 miles north of Louisville, and the hometown of the victims is 50 miles south of the city. Because of the distance involved, the station hired a satellite truck from Nashville on Sunday to allow the station to go live from the accident site on Monday and Tuesday. (On Sunday, it shared a

truck with another station.) And the engineering department put together microwave "double hops" to allow it to go live from the victims' hometown.

Last December, about half an hour before air time, **WWOR-TV Secaucus, N.J.**, learned that a man was caught in an industrial machine in Lodi, N.J. Chris O'Donoghue was the first reporter on the scene, the station said, and provided exclusive reports on efforts to free the man. O'Donoghue, who is confined to a wheelchair, reported live throughout the station's 10 p.m. newscast, despite attempts by police to keep the journalist away by trying to move his wheelchair. O'Donoghue obtained exclusive footage of the rescue and followed up in the ensuing weeks with reports on the victim's recovery. According to WWOR-TV, the report "quieted any cynics who questioned whether Chris could get a story due to access problems." To facilitate O'Donoghue's access in the newsroom, the station has installed a hydraulic lift to provide access to the elevated assignment area.

● An air force jet crashed into a hotel lobby on Oct. 20, 1988. Within 18 minutes, NBC affiliate **WTHR-TV Indianapolis** was providing live pictures and eyewitness accounts of the accident, in which 10 people died. NBC broadcast the station's live coverage nationwide via its skycom affiliate satellite system. WTHR-TV continued its coverage with updates that would fill hours of airtime. An "instant" prime time special aired that evening in addition to extensive regular newscast coverage.

When Vice President Bush announced Indiana's Dan Quayle as the surprise vice presidential candidate, anchor Betsy Ross followed up the network interrupt report with a live situationer from New Orleans with co-anchor Tom Cochran filling in background. The station continued to cover the Quayle story, carrying the GOP ticket's Huntington, Ind., rally live via satellite from that northern Indiana city, as well as future campaign stops.

● Coverage of the Wisconsin primary heated up when no Democratic frontrunner appeared. **WISC-TV Madison, Wis.**, with the help of the Wisconsin News Network stations, kept viewers abreast of the candidates as they criss-crossed the state in the final weeks. Working with the Potomac News Service, the station sent five people and an edit station to both national political conventions. A producer, anchor and two reporters sent back four taped packages and a live report daily.

For the Wisconsin Senate race primary, WISC-TV sent reporters to Milwaukee to cover six candidates. Their six headquarters were covered live, with five sent by microwave to WTMJ-TV Milwaukee, a member of WNN. The sixth was fed via satellite directly to Madison. The station also covered two headquarters in Madison, sharing those reports with WTMJ-TV.

● Hurricane Gilbert kept the news staff of **KSAT-TV San Antonio, Tex.**, busy. The last hurricane hit three years ago, but this time the station's technology made coverage more complete. As part of a group effort with Conus, the station sent its satellite truck and a crew to Corpus Christi. More crews were sent to Galveston and Brownsville, where they linked up with satellite trucks from other Conus affiliates. In a three-day span, the satellite truck fed

165 live reports.

But the hurricane was not the biggest story that happened the next day when 13 tornadoes, spawned by the remnants of Gilbert swept across the city, claiming one life, tearing up more than 100 homes and apartments and causing millions of dollars in property damage. The first tornado touched down shortly before 7 a.m. on a Saturday. Weatherman Doug Olson had come in early on a hunch that winds kicked up by Gilbert might cause some problems. After looking at the station's Doppler radar, he ran the first weather crawl at 6:50 a.m. In the next 12 hours, the station ran nearly 50 crawls and live weather updates. Because of two college football games airing that day, there was no early news, so the station used the halftime breaks to air extended weather updates and added an extra 30 minutes of storm reports to the 10 p.m. newscast.

For the live coverage the station used its helicopter and four satellite trucks, including one that had just returned from hurricane coverage along the Gulf Coast.

● On March 25, 1988, after 19 months in the headlines and weeks of jury trials, the trial of Robert Chambers, the so-called preppy murderer case, came to an end when Chambers pled guilty to the murder of Jennifer Levin.

The story broke after 5 p.m. One hour later, the district attorney planned to hold a press conference in his office. Present would be Linda Fairstein, the prosecutor who had never spoken publicly on the case, and the Levitt family. **WNBC-TV New York** carried the press conference live, the only broadcaster to do so according to the station.

The site of the conference, in lower Manhattan, was virtually inaccessible to live shots, said the station. The microwave truck parked as close as possible, then hundreds of yards of cable had to be strung to the building across two busy roads, then up a fire escape eight floors, then dropped down one flight through a window and down a hallway to the office. It remained a question mark up to the last minute whether the effort would work. There were no rehearsals of shots or angles. But it all came together. Producer was Karen Scott; crew Gary Krakow, Jim Pichitino, Dean Harte, Kathy Sheridan and Paul West.

● **WCSC-TV Charleston, S.C.**, took its crew and satellite truck to Florida for the launch of the space shuttle, bringing a local perspective and a local angle. Lake City, S.C., is the home of astronaut Ronald McNair, who died in the Challenger explosion. The station's coverage looked at the launch through the eyes of McNair's mother, Pearl, as well as those of a classroom of children who knew the astronaut. Two Charleston teachers were flown to the cape to watch the launch and to prepare a



Bus accident on WLKY-TV



WCSC-TV interviews Pearl McNair

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experiment devised by the Charleston children and scheduled to be taken aboard the next shuttle.

- When prisoners at a Stringtown, Okla., prison took over the facility and burned down their dorm, **KWTV(TV) Oklahoma City** pulled out all the stops. The station got word at 3:30 a.m. on a Saturday. Within an hour, the station had two crews, a producer, an airplane and an uplink truck en route. KWTV signed on early to get a crawl on the air, and its first satellite cut-in was nine hours before the competition's, according to the station. Over the next three days, until the prison guard hostages were released, there were live reports in every newscast and 40 program interrupts with live updates.

Hurricane Gilbert, the force 5 storm that hit the Gulf Coast, was supposed to land on a Friday. The station had two crews, a producer and a pilot in place the preceding Wednesday. Over the next four days the crews traveled to Corpus Christi, Brownsville and San Antonio, all Texas. Its portable uplink was being rebuilt, and although a Conus and Newsnet member, uplinks were in demand, so it was a day-by-day struggle to find an uplink and get ample time. A BVU-800 editing unit was "jammed" into the back of a Chevy Blazer—"Uncomfortable, but wonderful to have." The climax of the coverage was a three-way live shot the night after Hurricane Gilbert landed.

- When **WXYZ-TV Detroit** aired amateur video of a commuter airplane crash at Detroit's Metro Airport and credited the amateur photographer on the air, they found there were others eager to share their videos. They received a tape shot minutes after the crash of a plane into a house, and tape of the collapse of a crane into the roof of a football stadium under construction. In early September, the station aired the story of a police search for a babysitter who had disappeared with two children. Almost immediately, it received a call from a viewer who said that not only did she know the babysitter, she knew also where the children could be found. At the top of the 6 p.m. news the station had a live report with the parents, who had just received word that, as a result of the tip, their children had apparently been located. At 6:25 p.m., the station went live from the scene as the children were taken from the house where they had been held, and then live again at 6:35, when the children were reunited with their parents. At 11 p.m., the station wrapped up the story with news that the babysitter was in custody.

- Former vice presidential candidate Geraldine Ferraro was an exclusive analyst for **WCVB(TV) Boston's** coverage of the 1988 Democratic convention. That coverage included a half-hour live special the night before the convention convened, then live 90-minute prime time specials each of the four nights of the convention, unprecedented in the station's 16-year history. Technicians used a Ku-band truck, a dedicated transponder and a portable microwave unit. Chief correspondent Martha Bradlee, special correspondent Mark Booth and political reporters Kirby Perkins and Janet Wu were able to conduct live interviews from virtually anywhere on the floor. Walter Mondale joined Ferraro in the station's booth as a guest, their first joint appearance since their 1984 election bid, according to WCVB. The four specials were closed-captioned for the hearing impaired.



Natalie Jacobson and Chet Curtis with Ferraro

Nearly every member of the news team was involved in the marathon gun-to-tape coverage of the Boston marathon. More than 30 cameras, including those pooled with other stations, were employed, plus a camera-equipped blimp hovering above the course.

Among the awards received last year were a Peabody and an Ohio State.

- When a commuter plane carrying six Richmond, Va., residents crashed in Raleigh, N.C., last February, **WXEX-TV Petersburg, Va.** (Richmond), began airing special crash updates every hour, bringing viewers, according to the station, the first pictures of the crash, the first victim identifications, the first live satellite report from the scene, interviews with relatives and the information that pilot error may have contributed to the crash.

Reporter Dave Wildermuth was the first to report that a local halfway house inmate would be charged with the serial killings of three local women and one woman from Arlington, Va. Coverage included trials in both Richmond and Arlington. Wildermuth also obtained an exclusive interview with the parents of one of the victims just prior to the start of the Richmond trial.

- Hurricane Gilbert was the focus of continuing coverage on **WTVJ(TV) Miami**, with live reports from the National Hurricane Center nearly every half hour. As the storm went through the Caribbean, reporters were sent to Jamaica; the Cayman Islands; Cozumel (where reporter Susan Wallace and photographer Jeff Guerra weathered 180-220 mph winds in a shelter with 300 other people without food, water or electricity), and Galveston, Corpus Christi and Brownsville, all Texas. John Hambrick co-anchored an hour-long special at 10 p.m. from Galveston with live cut-ins from reporters in other Texas cities. After the storm went into mainland Mexico, the Brownsville crew moved to San Fernando, Mexico, to cover the damage. Meanwhile, a second wave of WTVJ reporters and photographers were on their way to Jamaica with relief flights to cover efforts of South Florida people to aid the victims. It was nearly a full week of almost continuous coverage.

- Construction workers were putting the finishing touches on a new aquatics center at a local college when there was an explosion. **WJAC-TV Johnstown, Pa.**, heard the news on the police scanner and immediately dispatched a photographer to the scene. He got there and began taping before emergency vehicles arrived. With information relayed from the scene, the station was on the air in 15 minutes with a description of the event. By 5 p.m., three more reports had aired, two with videotape.

- Of all the stories **KXAS-TV Fort Worth** covered in the past year, it said none was as emotional as the crash of Delta flight 1141 on Aug. 31, 1988, which killed 14 people. The station committed to continuous coverage through the morning and past the noon newscast. The station updated viewers throughout the afternoon, reporting from the crash site, airport terminals and hospitals and bringing news of survivors and relatives. KXAS-TV extended its 6 p.m. newscast to an hour.

Other spot stories covered by KXAS-TV included Hurricane Gilbert (with reports from along the Gulf Coast and Mexico); the crash of an Air Force helicopter in Chico, Tex., that killed 11 soldiers; the explosion of the Selenese Chemical plant in Pampa, Tex. (coverage lasted four days), and the launch of the space shuttle Discovery (with crews in Houston and at the Kennedy Space Center).

- **WOKR(TV) Rochester, N.Y.**, was among the first news teams on the scene of a gas explosion at a house in that city. A man had turned on the gas jets in the house and then lit a flame. The explosion leveled the house, killing the man and destroying several other homes in the neighborhood. In addition, several firefighters were injured. The station had a live report an hour before its noon newscast. Crews were dispatched to do sidebar stories. A photographer was sent up in a helicopter to get aerial footage. Most of the day's planned news stories were scrapped so that resources could be pooled to cover the explosion.

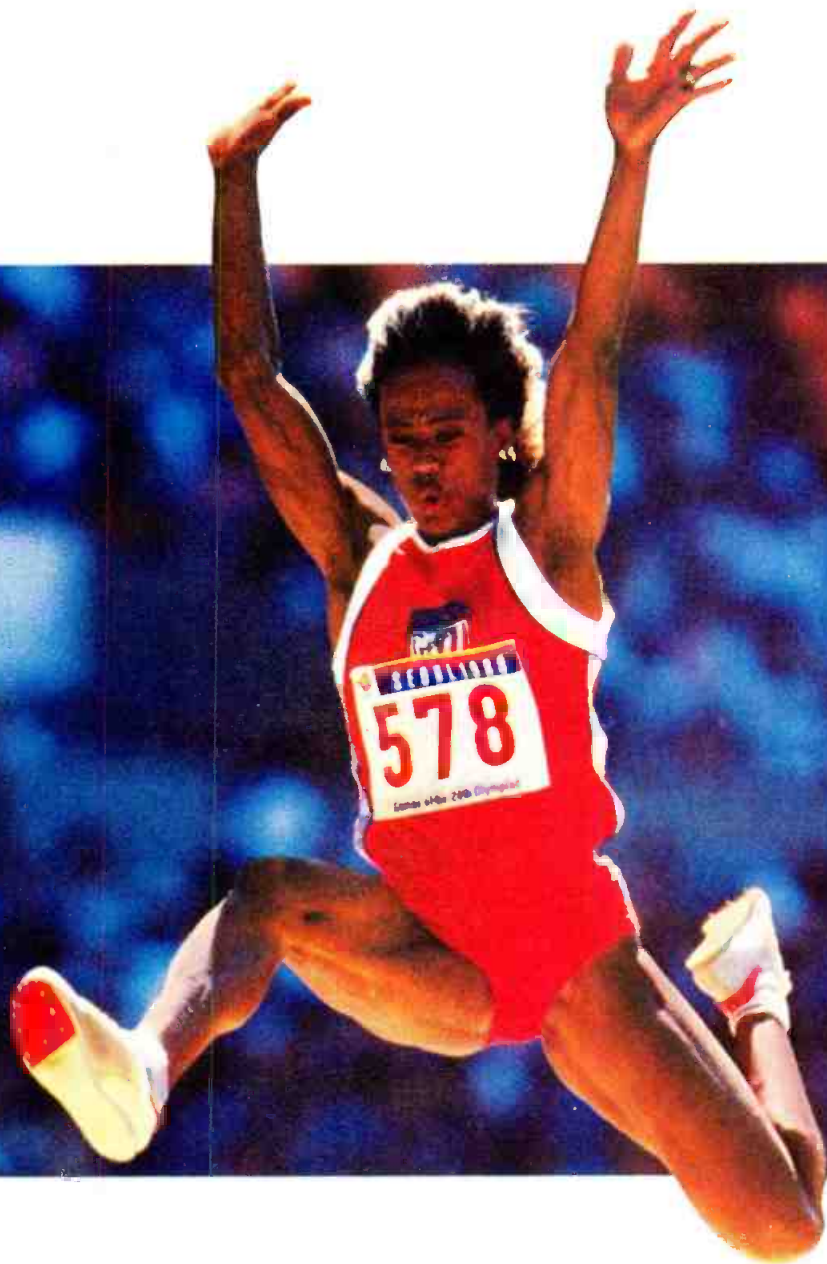
When a Rochester police officer fatally shot an unarmed black suspect during a chase, the station broke into regular programming with a bulletin, then stayed with the story, including reports on angry reaction from the city's black community.

- "Economic reality has slapped Texas in the face." That was the way **KXAN-TV Austin, Tex.** described the financial woes of the state which leads the country in bank failures and has all-time-high foreclosures and office vacancies running at 80%. That bad news has kept the station busy covering not only events but expected repercussions. But one positive story on the economic front was the arrival of a high-tech semiconductor company. The city of Austin beat out 58 other cities for the business.

KXAN-TV's coverage began with Austin's initial bid and continued with site selection committee visits and updates on the city's prospects. When the announcement came, the station not only covered it live, but devoted its entire newscast to the story, plus a half-hour special about the impact of the new company on the area.

- According to CBS affiliate **WBAY-TV Greer Bay, Wis.**, the creation of a microwave network linking stations in Wisconsin's three largest cities (WBAY-TV, WITI-TV Milwaukee [CBS] and WMTV(TV) Madison [NBC]) has been an invaluable aid in news coverage. The network proved very valuable on primary election night. It was also used to distribute a two-hour primary debate among senatorial candidates. Since the station has no satellite newsgathering van, the network gives it live access to a much larger area than before, with daily access to material from across the state.

The network was put to good use in the coverage of a tragic accident in which five 13-year-old girls were killed when struck by an out-of-control car. Over the next five days, the



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WSVN-TV tackles Hurricane Gilbert

Louisiana and Texas.

Using its satellite newsgathering vehicle and networking with other stations' satellite trucks and uplinks—arranged by satellite coordinator Pa Walker—the station went live from wherever the action was. The cost of that live capability was about \$20,000 for the week, not including reporters' expenses or the cost of a portable editing suite.

By the time the storm wore itself out, the station was already working on a half-hour special featuring live reports from Texas, where the storm hit the U.S., and video of the aftermath from the various crews.

When word came of the terrible flooding in Monterrey, Mexico, reporter Jeff Michael and photographer Chuck Farris left Brownsville, Tex., to travel to Monterrey, where it took a "skin of the teeth" scramble to get the story, involving borrowed time on the editing equipment of a Monterrey TV station and flying the piece to Corpus Christi airport where the station's satellite newsgathering crew had a signal ready.

- In May, **WIBW-TV Topeka, Kan.**, broke in its Ku-band truck with reports from five eastern Kansas towns: Salina, Manhattan, Emporia, Lawrence and Fairview. The reports, by anchor Bob Murray, aired live at noon, 5 p.m. and 6 p.m. Following the 6 p.m. report, Murray flew to Topeka in the station's helicopter to anchor the 10 p.m. news.

- Red tide, which plagues the Gulf Coast seafood industry, hit the North Carolina coast particularly hard. **WNCT-TV Greenville, N.C.**, covered the first outbreak and explored the effect on the consumer and the tourist, as well as producing a five-part series on the effects on coastal fishermen.

- While the nation focused on the first-in-the-nation caucuses, **KWQC-TV Davenport, Iowa**, turned to the process and the people. For the two weeks prior to the caucuses, weekend anchor Sheldon Ripson and 6 p.m. anchor Don Rhyne kept viewers informed with a series profiling each of the Democratic and Republican contenders. On caucus night, the station featured live reports via satellite from Des Moines and coverage of a caucus. Election coverage continued with live reports from the Democratic and Republican conventions.

In May the station broadcast live from the deck of a riverboat on the Mississippi. The station used a "double hop" microwave link, sending the signal from the boat to the station's ENG truck and then to the station; from there the newscast moved to other cities, with the station making extensive use of satellite technology.

- The former mayor of Syracuse, N.Y., Lee Alexander, pleaded guilty to extorting \$1 mil-

lion in kickbacks. The story took place in Binghamton, 75 miles from **WSTM-TV Syracuse**. The station has no satellite truck so it joined with another Syracuse station to rent Cornell University's truck. Since the two stations air their news at different times, there were no scheduling conflicts and the two stations were able to halve their costs. **WSTM-TV** did live cut-ins of the plea and devoted virtually all of its four shows that day to the story, with background and reaction pieces and live interviews with the principals. It also looked at another angle—the elements of city government that made this kind of corruption possible and efforts under way to clean up the system.

- A van from the Midland, Tex., Boys Club was in an accident involving a tractor trailer on Interstate 20 125 miles from Midland. **KTPX(TV) Odessa, Tex.**, chartered a plane and flew its news crew to the scene. Five children were known dead and at least 12 hospitalized, some sent to trauma units in Abilene and Lubbock. A photographer drove the five hours to Lubbock to get video of the children there.

On its 10 p.m. news, **KTPX** had three packages on the crash. One, on the accident itself, included witness interviews. Another was the story of the emergency response and the condition of the injured and confirmations of the dead. The third dealt with the reaction of family and community to the tragedy.

News Director Richard Howard credits the station's coordinated coverage of the emergency to a drill the station had conducted only three weeks before in which all staff members ran through their assignments in the case of just such an emergency.

- When Hurricane Gilbert threatened the Texas coast, **KRIS-TV Corpus Christi, Tex.**, aired news and weather updates every 30 minutes for two days. According to the station, it was the only one to go live from city hall for a hurricane preparedness news conference by the mayor and emergency teams. The station bumped *Wheel of Fortune* for three consecutive days so that the 6 p.m. newscast could be expanded to an hour. Newscasts included live reports from Corpus Christi Bay evacuation shelters.

The coordination of the station's coverage was facilitated by a hurricane coverage plan drawn up by reporter Steve Wright.

- **WIS-TV Columbia, S.C.**, took delivery of its satellite truck in the fall of 1988. The truck was put to good use only days later. It traveled to Winston-Salem, N.C., to cover the debate between George Bush and Michael Dukakis, held on the campus of Wake Forest University there.

The station produced three live reports dur-



WIS-TV's satellite truck

ing the debate weekend. On the truck's maiden voyage, it was staffed by two SNG engineers, a reporter, photographer and field producer. It did not have a cellular phone, so they were required to buy land lines at the debate site.

- In the past 12 months, **WHAS-TV Louisville, Ky.**, added a 5:30 newscast (March 21) and produced 11 long-form specials and two dozen special "interrupt" reports on everything from storm warnings to the capture of escape prisoners within yards of a station satellite truck.

On a Saturday night in May, a drunk driver ran into a church bus, killing 27 people. The crash occurred midway between Louisville and Cincinnati. Within two hours, **WHAS-TV** began reporting live from area hospitals, the church, where a vigil had begun awaiting word of casualties, and from the site of the fiery crash. The station devoted most of its Sunday early news to the story.

On the Thursday following the Saturday night crash, the community of Radcliff, Ky and the neighboring military base conducted a one-hour memorial service. The station broadcast it live, and since it was the only station to do so, also had copies made to give to each of the victims' families.

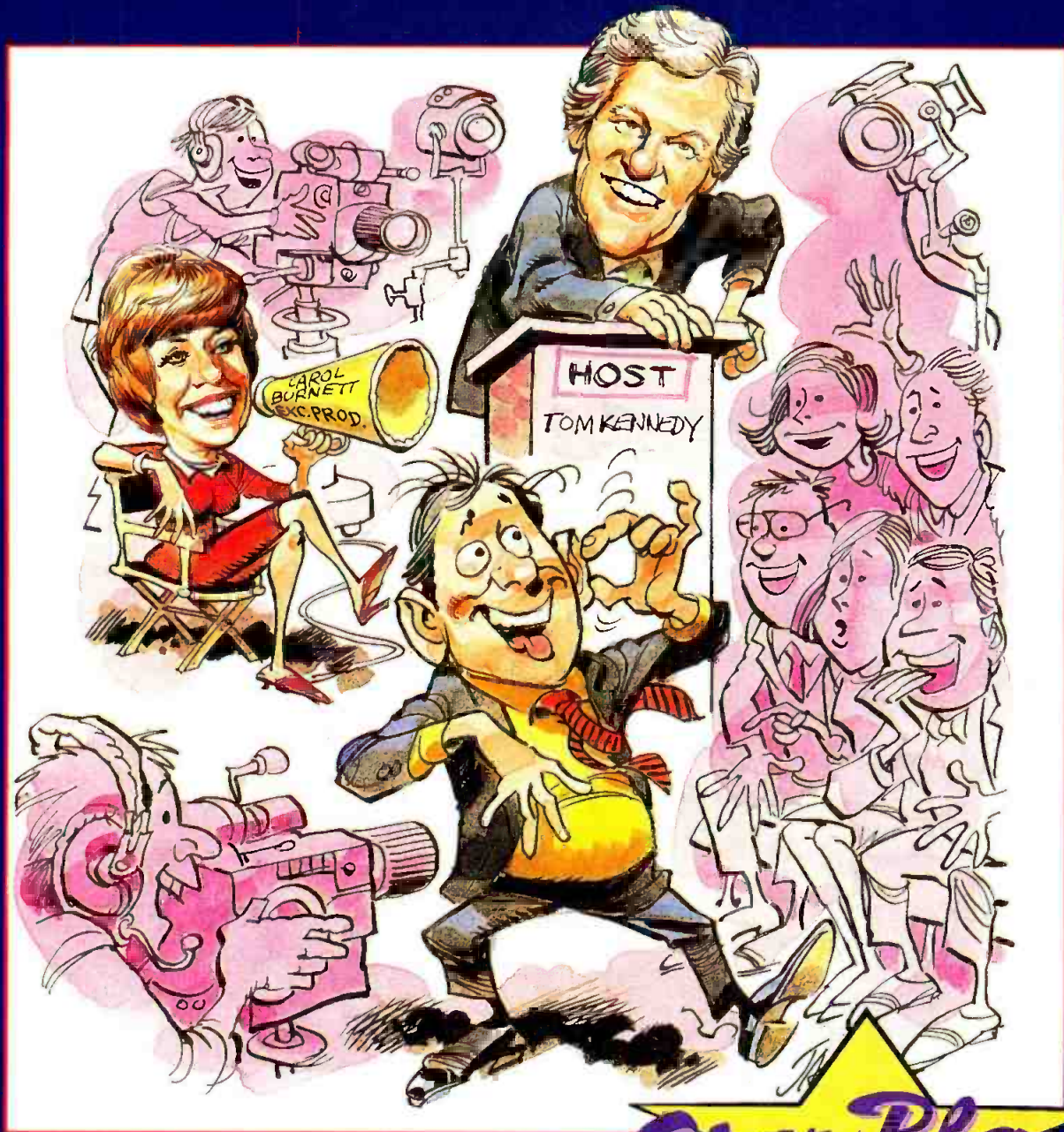
- On Labor Day weekend, **WTKR-TV Norfolk, Va.**, was on the scene for a Sunday night disturbance at the Virginia Beach oceanfront. An annual gathering of black fraternities had gotten rowdy. The police turned out in riot helmets and on horses, and things got ugly. There was some vandalism, some angry word and some pool furniture thrown into pools. The station had two crews there and provided live shots during the late news.

WTKR-TV had a crew aboard the aircraft carrier Eisenhower when it hit an anchored freighter off Norfolk and also had live satellite coverage when a Navy fighter crashed into the sea off North Carolina's Outer Banks.

- On July 13, in the midst of a severe drought, **WGEM-TV Quincy, Ill.**, took its news cast on the road to a local county fair to focus on the drought. A series of cover stories was prepared for the newscast, including a profile of a farm family, an examination of weather and a live roundtable discussion with two local farmers and an agricultural agent. The fair was located in a field 30 miles from the station. Wagons were used as camera platforms and hay bales furnished the roundtable discussion. As part of the continuing story of the drought the station aired dozens of stories and nightly "Drought Updates" in the 6 and 10 p.m. news.

- **KRBC-TV Abilene, Tex.**, pulled out the stop to cover two major stories: a range fire covering three counties and killing hundreds of heads of cattle and a hailstorm whose baseball-sized stones caused millions of dollars of damage. It took its live truck into the fire area doing several theme newscasts on the fire. The hailstorm hit less than an hour before the newscast, which was devoted almost entirely to the storm. Segments on the aftermath aired over the next several days. Then there was the crash of Delta flight 1141 in Dallas and the arrival of Hurricane Gilbert on the south coast of Texas. Those stories were covered with the help of NBC's Skycom cooperative newsgathering system. In the past, said News Director Bob Wright, the station would probably not

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**A half-hour
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Produced by Carol Burnett's Kalola Productions in
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have been able to cover those stories, relying on network reports because of the prohibitive cost of satellite time and rental of an uplink truck.

For the Delta crash, the station sent assignment editor Steve Abel and reporter Rex Andrew to the scene. They shot video and interviews for a package that was fed back to the station via KTVY-TV Oklahoma City's truck. For the 6 p.m. news, Andrew reported live from the scene. For Hurricane Gilbert, Wright and Andrew went to the south Texas coast. They once again had the use of KTVY-TV's truck. They pitched in to help that station produce many live shots. KRBC-TV was able to go live at noon, 6 p.m. and in their late news.

● Election coverage was a focus of the **WBZ-TV Boston** news department over the past 12 months. For the Iowa caucuses, a satellite truck and crew and reporter Andy Hiller highlighted campaign efforts from Iowa, including an interview with Robert Dole in Iowa and a live report from Nebraska on Richard Gephardt. The station produced a half-hour special live from the Iowa caucuses. For the New Hampshire primary, coverage included 10 live remotes, satellite interviews with analysts, taped pieces and coverage from a newly opened New Hampshire bureau. For Super Tuesday, the station had reporters live in Atlanta, Houston, Chicago, Rhode Island and several Massachusetts campaign headquarters.

The station covered both political conventions, with live reports from Atlanta and New Orleans, commentary and analysis, half-hour previews of the nomination votes and specials profiling Dukakis and Bush.

● On July 14, President Reagan visited the Quad Cities area to survey the effects of the drought there. While he was there, **WHBF-TV Rock Island, Ill.**, covered the entire visit live, pulling together four hours of live coverage. To do that, WHBF-TV placed its live unit at the airport and borrowed a live unit from fellow CBS affiliate KGAN-TV Cedar Rapids, Iowa, and placed it at WOC(AM) Davenport, Iowa, where Reagan was dedicating a new building at his former employer. The station also had to rent a satellite truck to cover the President's speech at Palmer College.

Everyone at the station was involved in the coverage, including salespeople acting as gaffers and audio assistants. There were camera positions on the streets feeding the trucks, as well as cameras inside the facilities to cover as much of the visit as possible.

The station put together a videotape of the coverage for groups to keep as a memento of the visit.

● Work on a long-range project provided unexpected short-term benefits for **WNEM-TV Flint-Saginaw-Bay City-Midland, Mich.** The station had decided on a summer project called *Our Town* that would spotlight a different town in the station's 16-county ADI each week. In the weeks before the project kickoff, station engineers conducted field tests in a variety of locations in and around the selected towns to determine the best areas from which to transmit live wraparounds. After a list of solid signal sites was compiled, but before the first *Our Town* broadcast, a major fire broke out in northern Michigan. The station was able to go directly to the nearest relay point, allowing it to feed coverage of what turned out to be the top story of the week.

● **WPIX(TV) New York** reporter Ed Miller was first on the scene at a subway shooting incident at rush hour in Grand Central Station. The story won the New York State Broadcasters Association award for outstanding spot news coverage.

● On a warm summer night in an Atlanta housing project, a drug deal goes awry and shooting starts. **WXIA-TV Atlanta** photographer Marc Klempf is the first television news photographer on the scene, according to the station. A sniper fires at police and Klempf. Klempf keeps his camera rolling, capturing the stand-off as police are pinned down for 20 minutes. The sound of bullets hitting the ground nearby can be heard throughout the tape.

When Cuban prisoners in an Atlanta prison rioted, helicopter reporter Bruce Erion and photographer Tracy Miller hovered above the prison and provided hours of on-the-spot reporting.



Riot coverage via WXIA-TV's helicopter



Nursing home fire on WFRV

● Firefighters were called to a fire at a **Green Bay, Wis.**, nursing home on Nov. 10, 1987. Hearing the news on the scanner, **WFRV(TV)** reporter Julie Pesch and photographer Lee Hitter rushed to the home, which is only two blocks from the station. The crew got dramatic video of firefighters battling the blaze. As the blaze was being controlled, another fire was started in another wing of the home by the same elderly resident who had set the initial fire.

● In April, **Buffalo, N.Y.**, opened its new \$20 million baseball stadium, which is envisioned as the cornerstone of downtown redevelopment. **WIVB-TV** broadcast its entire newscast from the stadium, then aired a half-hour special one hour later looking at the future impact of the stadium on the city. Included in both broadcasts were live pictures from atop the city's tallest building, which overlooks the new stadium.

Anchor Bob Koop traveled the back roads of Iowa and New Hampshire following Congressman Jack Kemp's political fortunes. The sta-

tion provided live satellite coverage from those two states, as well as live reports from Atlanta on Super Tuesday and from Washington the next day when Kemp announced he was dropping out of the race.

● It was a foggy January day and **KARE-TV Minneapolis** reporter Dennis Stauffer and photographer Randy Klauk were on their way back from shooting a story when they heard about a fog-related traffic accident in their vicinity. When they arrived at the scene they found that a van filled with people had crashed and medical personnel were determining which injuries to treat first (triage). The result was a story about the accident and the triage process itself.

● The marijuana growing season in south west Missouri begins in May and ends with the first hard frost. For many growers, the season ended with the arrival of Missouri law enforcement officers. **KOLR-TV Springfield Mo.**, reporters and photographers followed the Missouri State Highway Patrol troopers, the National Guard and county law enforcement officers on some half-dozen stakeouts and arrests. Three raids, with marijuana seizures with street value in the millions, aired exclusively on KOLR-TV. The footage was also compiled into a half hour special, *Marijuana: The Growing Season*.

● While Michael Dukakis and George Bush were celebrating their respective primary victories, **WDAM-TV Laurel, Miss.**, was providing its first nightly coverage of the two national conventions. Managing editor Randy Swar covered the Democrats, while editor Beth Taylor covered the Republicans. With the aid of Conus, Newslink and CNN, the station provided coverage of the South Mississippi delegation to the convention.

For the gubernatorial elections, **WDAM-TV** joined with three other stations to conduct a poll. Sharing the uplink facilities from the state capitol in Jackson, the four stations were also able to get the first interview with governor Ray Mabus moments after his challenger conceded.

● Through sources, **WUAB-TV Cleveland** videographer Jim Pijor was alerted only moments after a convicted felon escaped from the Lorain County detention facility. The station's 10 p.m. news was able to break the story, conducting interviews with prison officials and tracing the fugitive's possible steps. Pijor stayed close to FBI agents and other law enforcement agents combing the area. When the suspect was spotted, Pijor was in his news car, trailing the police cruisers. When the suspect was hemmed in and policemen jumped from their cruisers, guns drawn, he stopped and drew his camera, capturing the capture as the escapee was wrestled to the ground.

● On Sept. 10, **WICU-TV Erie, Pa.**, broadcast 3½ hours of live coverage from the Erie bayfront on the christening of the reconstructed Bridge Niagra, celebrating the 175th anniversary of the Battle of Lake Erie during the War of 1812. The station used five cameras, including a microwave unit, for the christening. A set was built on the public dock extending out on the bay. There were two anchors and a roving reporter to cover the celebration. The telecast included 10 prerecorded pieces with marine experts, historians and others on the war and the fleet of Admiral Perry, which was built in



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Erie. The telecast was put on the satellite and made available to all NBC affiliates.

● **WTSP-TV St. Petersburg, Fla.**, sent crews to Jamaica and the Cayman Islands to cover the destructive path of Hurricane Gilbert. The station had live reports from Texas as the storm approached the U.S., courtesy of Florida News Network, a cooperative of several Florida stations.

Five days of steady rains caused extensive flooding in the Tampa Bay area, with some homes flooded to the rooftops, others washed away. WTSP-TV covered the story around the clock. Each newscast had multiple remotes from Tampa, Bradenton, Hillsborough County, St. Petersburg and Clearwater and from the station's helicopter.

WTSP-TV covered St. Petersburg's building of an \$85 million baseball stadium with no team in hand but the belief that the owners of the Chicago White Sox, unhappy with their current home, were looking to move to Florida. The station went live from Chicago and broke several stories, including the news that St. Petersburg had cut a deal following a last-minute vote by the legislature.

● **Rochester, N.Y.**, was the site of a Democratic presidential candidate debate three days before the New York primary.

The debate was on a Saturday, and **WHCC-TV Rochester** used most of its weekday and weekend staff to cover it. The station aired a half-hour special before the debate, then devoted its 6 p.m. newscast primarily to immediate reaction to the event. During that newscast, the station got interviews with Michael Dukakis, Jesse Jackson and Al Gore.

March 16 marked the third year that Terry Anderson of Batavia, N.Y., had been in captivity in Lebanon. **WHCC-TV** covered a special service in Washington as well as other events in New York. The station talked to Jesse Jackson and former hostages.

● When thousands of Tennessee teenagers stampeded following a rock concert at Nashville's Municipal Auditorium, **WTVF(TV) Nashville** responded to the first police disaster call with five crews. Teams were dispatched to several local hospitals as well as the auditorium, where dozens were trampled and two had been killed as they tried to push their way into a post-concert reception. Fifteen news staffers worked throughout the night on various angles to the story. Both Nashville daily newspapers used stills from **WTVF** coverage for their front page stories on the incident.

● When **WBIR-TV Knoxville, Tenn.**, learned of an emergency in the Great Smoky Mountains involving a hiker who had fallen off a ridge, reporter Cheryl Masur went live from the

ground, where it was learned the hiker had fallen some 1,000 feet. She provided coverage of the rescue workers' efforts to find the hiker, which were hampered by bad weather and terrain, until the body was finally found.

In addition to reporting the news of two child abuse cases, the station, through interviews with victims, abusers, law enforcement officials, social workers and physicians, focused on where help can be gotten before abusive behavior turns into tragedy.

● A man facing three death sentences for the murder of his wife and two relatives escaped from prison, taking two .357 magnums with him and vowing not to be taken alive.

WCIV(TV) Charleston, S.C., sent its live truck, photographers, reporters and an anchor to the escape scene. The station ran live bulletins from the news set until it was able to go live to the scene. The van remained on the scene, staffed by a reporter and photographer, enabling the station to go live at any time. The station reported on developments in the story, including alleged sightings, while warning people of precautions they should take to protect themselves. The station had exclusive reports on the story of a police search of the escapee's mother's home that turned up several guns. The story lasted for two weeks, with the station reporting on the death row inmate's recapture only a few blocks from the point of his escape.

● As New Orleans prepared for its first national convention (the Republicans), so did **WVUE(TV)**.

A news set and editing facilities were built inside the Superdome, site of the convention, allowing the station to originate its nightly newscasts from inside the convention hall. Numerous political officials, including the only Republican governor of the state in recent memory, were called on to analyze the impact of the convention on the state. **WVUE** was the only station in the state to interview the former governor, according to the station.

● Dave Minshall of **KMGH-TV Denver** was at the site of a plane crash on Nov. 15, 1987, at Denver's Stapleton Airport within a half-hour of the disaster. The crash during takeoff of a Continental Airlines DC-9 resulted in the deaths of 28 passengers. Minshall followed his coverage with a five-part series in which the events leading up to the crash were recreated. Through the cooperation of the Federal Aviation Administration, one of the runways at the airport was closed for a few minutes to give **KMGH-TV** the opportunity to complete shooting. The report concluded that a number of coincidences led to the crash. The pilot and co-pilot both had little experience flying DC-9's. The weather was cold and snowy and the

ground crew was unfamiliar with newly delivered de-icing equipment. The flight was delayed on the runway for 30 minutes in those icy conditions because of a control tower error.

The following March 7, **KMGH-TV** covered the crash of a Continental Commuter flight in the mountains outside Durango, Colo., that killed nine people. A half-hour documentary following that crash extended the safety questions raised after the November crash to the small airports in isolated areas of Colorado.

● The **Knoxville, Tenn.**, area was struck by a number of forest fires that tested not only the mettle of firemen, but of the **WATE-TV** news crews who had to get the story. Logistically, the toughest problem was covering venues sometimes 50-60 miles apart. It was done by using the same crews each day in each area. This kept the stories from being redundant, allowed the crews to build a rapport with the firefighters they were covering and saved on overtime expenses, since the crews knew the who, where and why before they left the station. With the only weeknight meteorologist in the market, the station made good use of this individual to highlight how weather conditions were affecting the fires.

● It took a lot of legwork and research for **WABI-TV Bangor, Me.**, to cover a spot news story that was "a little different." When the winner of the state's \$3.3 million lottery prize was not forthcoming, the lottery commission's computers narrowed it to a ticket sold at one of three outlets. Reporter Crystal Canney was assigned to do a story with the winner when he or she was found, but she decided to try and do the finding, too. She worked with the store's owners as they called all their regular ticket buyers. No winners. But Canney learned that a Carrol Hatt had bought some tickets and had not looked at some of them because it allowed him to feel like a winner for a few extra days. Canney convinced him to check his tickets live on the station's 6 p.m. news. Hatt was the winner.

● Among the highlights of **WNYT(TV) Albany** coverage was an "incredible" cops and robbers chase that found photographer Lou Swierzowski in the midst of a gun battle. The incident occurred just before Thanksgiving and involved a man who had allegedly stolen a truckload of turkeys earmarked for needy families. After a lengthy chase, the man abandoned the truck and ran into the woods. He was followed by police and shots were fired. The station got footage of the guns blazing and the capture. In the following days, the footage became the basis of stories about whether too much force was used and whether the police had been justified in pulling their guns.

Tensions were running high in a prison



Rescue attempt on **WBIR-TV**



Plane crash on **KMGH-TV**



Shootout on **WNYT**

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A Denver television station helicopter pilot covering a deadly high-speed police chase became part of the story when he dodged a bullet from a murder suspect and used his chopper to stop the getaway vehicle. On Feb. 9, 1988, helicopter pilot Mike Silva and photographer Jim Stair of **KCNC-TV Denver** were on routine assignment when they were informed by the assignment desk of a high-speed chase. The two spotted the vehicles and followed with cameras rolling. During the first part of the chase the two "elected to maintain our journalistic position of only being there in a TV news copter to report and observe," said Silva, but when they saw the suspect's car strike police officer Bob Wallace as it was traveling more than 50 mph, "that's when I decided to leave the realm of the journalistic ethic and become a citizen and exercise some civic responsibility." In the confusion that followed the police officer's death, authorities lost sight of the suspect, but the helicopter stuck close. The getaway car crashed into a tree and the suspect ran away on foot. The suspect tried unsuccessfully to commandeer two passing cars, firing at them as they sped away. He then fled into a mobile home park where he fired at the helicopter and then took a 73-year-old man hostage and ordered him into his pickup truck. Unable to transmit on the police frequency, Silva said he decided he had to alert the police. He maneuvered the helicopter under high tension lines, hit the windshield and hood of the pickup with the helicopter's strut, and then hovered two feet off the ground directly in front of the truck. Just as Silva believed the suspect was about to fire at him, a police cruiser rammed the side of the pickup. Police surrounded the vehicle and killed the suspect as he was about to fire at the hostage, Silva said.

The coverage won five local Emmys and a first-place award in the Associated Press's spot news category.

outside Albany. The station staked out the prison around the clock, rotating four teams of reporters and relying on the help of engineering and production departments. According to the station, it was the first to report an apparent tentative settlement and the first to confirm the deals of the agreement.

● A fire destroyed a large section of downtown Corunna, Mich. That evening **WJRT-TV Flint, Mich.**, originated its 6 p.m. newscast from the ravaged scene, using its production truck.

The day Olympic gold medalist pitcher Jim Abbott returned to Flint. **WJRT-TV** was 60 miles away with an early news "On the Road" program from Saginaw, Mich. But by the 11 p.m. newscast, the crew was back in Flint for a 45-minute newscast on Abbott's emotional return.

● One of the top news stories in Seattle occurred in August 1988, when a superior court judge fatally shot himself in his chambers. The judge had allegedly had a history of improper contacts with teenage boys assigned to his courtroom. The detailing of those contacts was first reported by **KING-TV Seattle**, according to the station, the culmination of a three-year investigation. The report included not only the improper contacts, but the lack of oversight by the state review board. In the wake of the reports, the judge announced that he would not seek reelection to the bench and would move out of the state.

KING-TV covered the death not only with live reports, but with a full hour of prime time news specials recapping the charges against him, chronicling contacts and reviewing the state board's handling of the case.

● **WBOC-TV Salisbury, Md.**, covered two presidential primaries in March and September, including 11 cut-ins and live shots from three different locations.

It has been a year of traveling for the station. For 17 Fridays between May and September, the 6 and 7 p.m. newscasts went live from a variety of community festivals, using a four-camera setup and two remote live shots within each show. For one Ocean City, Md., broadcast, for example, there were four cameras on the boardwalk for the anchors, another at a racetrack 10 miles away for sports news and another live camera some 30 miles away for

more news and weather. With no production van, the station converted a microwave truck by adding a switcher, monitors and an audio board. For added insurance, advance signal checks were made at each live location. A backup crew remained at the station ready to do a newscast from there just in case.

● In February, a small plane crashed and burned near Interstate 10 and a major shopping mall in El Paso. Initial reports were that the mall had been hit, so **KTSM-TV El Paso** dispatched every available crew to the site, and backup crews were called in. Presidential candidate Al Gore had just finished a press conference in town, and he was rumored to be among the crash victims.

The plane proved to have missed the mall, and Gore was not aboard, but crews spent the day at the site, while other crews gathered sidebar stories. According to **KTSM-TV**, theirs was the only station to get footage of the victims, along with interviews with friends. Stations from around the country requested videotape.

● For **WOI-TV Ames, Iowa**, the Iowa caucuses for presidential preference were a local story. With the only commercial video uplink available, the station was busy servicing networks and stations across the country. On caucus night, Feb. 8, and with the help of "ABC, Ma Bell and microwaves," **WOI-TV** went live from seven locations for the late newscasts. Staffing that effort took the station's entire 25-person complement, plus part-timers.

The hot temperatures and a university crackdown on drinking in the dorms combined to turn Iowa State University's annual spring celebration into a rowdy rush to a nearby commercial-residential area. Six hours and 50 arrests later, the Welch Avenue riots were over. A few hours later, **WOI-TV** aired a special report on the incident.

● **WJLA-TV Washington** reporter Del Walters became involved in a shooting and hostage incident on June 20, 1988. A resident of a senior citizen's apartment building shot and killed one woman, wounded another and held a third hostage because he was frustrated with neighborhood drug dealings. The man called the station and requested that Walters come to the scene. He had talked to Walters the week before about the drug dealing prob-

lem in the neighborhood. Walters agreed, and the man surrendered after Walters entered the apartment and assured him police would not hurt him. The city council later passed a resolution commending Walters for his actions.

● Although the crash of Delta flight 191 occurred 200 miles away from **KTBC-TV Austin, Tex.**, the station dispatched a news crew in its Sky 7 helicopter to the Dallas-Fort Worth airport. The station broke into morning programming with a report on the crash, reported on the crash in its noon news and in hourly newsbreaks, and provided a live satellite-fed report in its 5, 6 and 10 p.m. newscasts. Those reports were in conjunction with **KDFW-TV Dallas**.

● **KEVN-TV Rapid City, S.D.**, knew it was going to be a long summer when it covered its first wildfire in March. It broadcast a live report on the 5:30 news as the fire approached some houses. A month later, a fire broke out only yards from the station's studio, which is perched on a hill in the middle of Rapid City and surrounded by pine trees. As the 5:30 news was beginning, the fire was beginning to assume major proportions. Two **KEVN-TV** photographers tried to help put out the blaze. When fire department officials arrived, the photographers put down their fire extinguishers and picked up their cameras, shutting tapes into the building every few minutes, which were aired without editing throughout the newscast.

The most devastating fire came in July. It was set by an arsonist, and encompassed some 500 acres. A station crew was on the scene within an hour. Photographer Brad Wood rescued a pregnant cocker spaniel from a burning mobile home. He later brought it back to the studio, showed it on the air, and reunited it with its owners the next day. The fire raged for a week. Short of help because of vacations, the station pressed two interns into on-air service. Members of the production department manned remote cameras, and the traffic department pitched in to answer phones.

Regular programming was interrupted dozens of times for live updates.

● On Sept. 22, a gunman's shooting spree ended at a Chicago school with four dead, including a policewoman. Within minutes of the first calls for help, **WMAQ-TV Chicago** interrupted programming (at 10:40 a.m.) to report the incident, having dispatched reporter Derrick Blakely to the school and diverted videographer Jerry Ongaro from another assignment to the scene of the shooting. By 10:53, the station had live video from the scene, the first live pictures from any Chicago station, according to **WMAQ-TV**. There were a total of eight program interrupts during the day to



WMAQ-TV tracks a shooting spree

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John Chancellor, commentator, NBC News

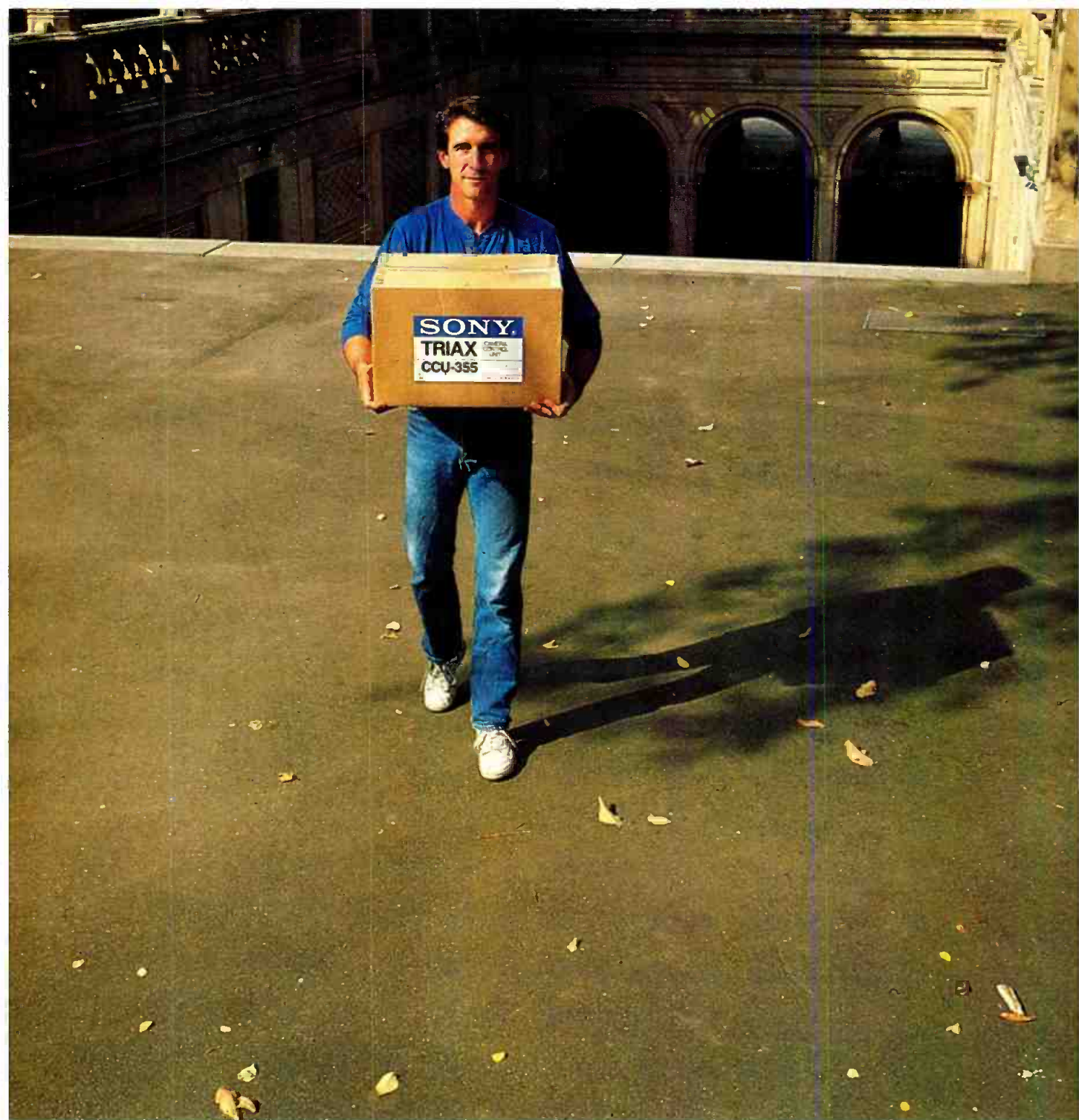
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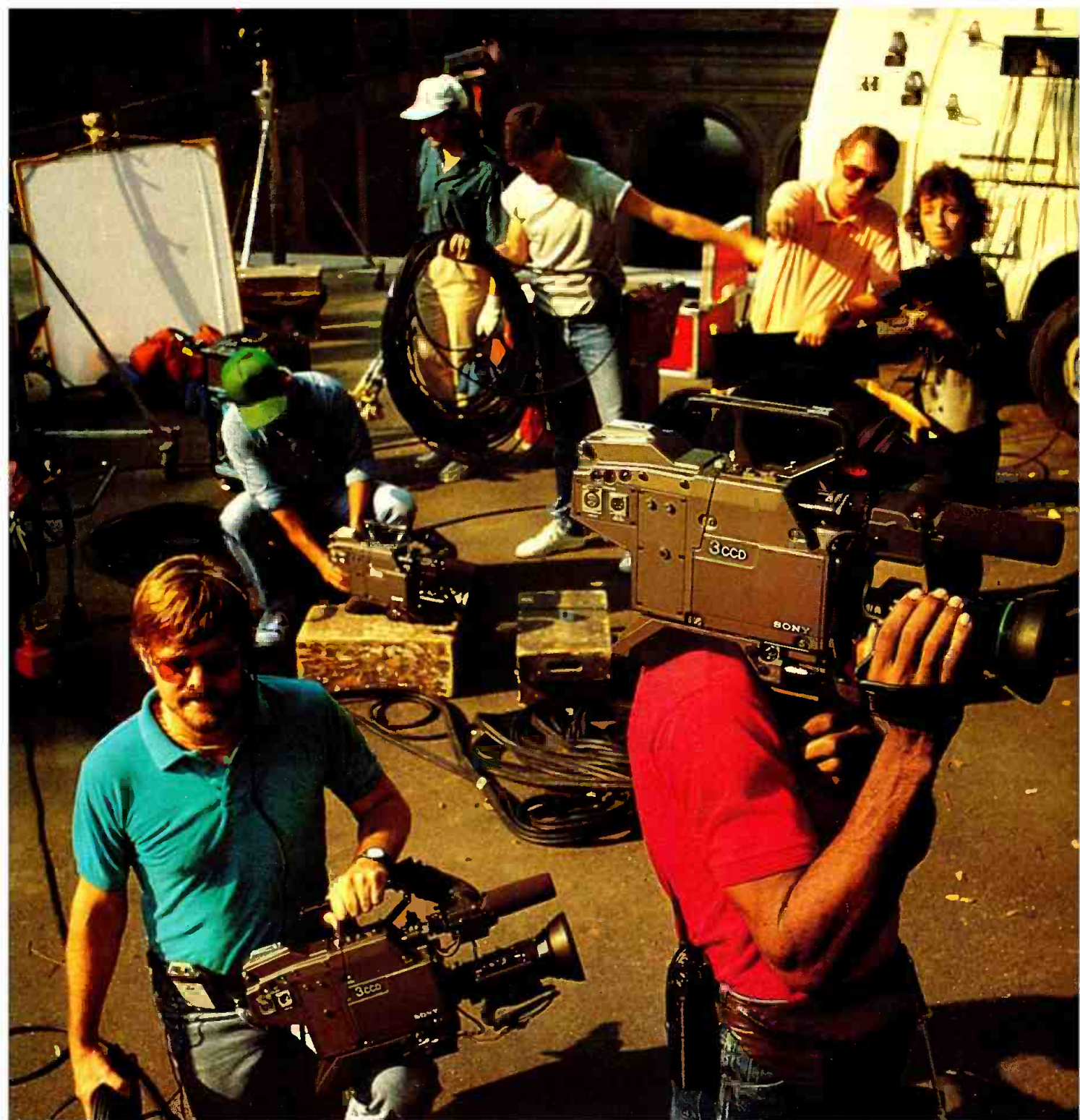
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update the story, including the news that six people had been shot, including the gunman, and that the policewoman had died. Anchor-reporter Ron Magers anchored from the studio, with Blakely at the scene and reporters Renee Ferguson and Rich Samuels providing background stories. According to the station, it was the first to broadcast a press conference by Police Lieutenant Leroy Martin. Reporter Peter Karl dug up information on the suspect's police record and mental state that was later confirmed by police; reporter Rich Samuels obtained the first background report on the gunman's Vietnam War record and on his medication, and Renee Ferguson profiled the policewoman.

- President Reagan visited the Quad Cities area the week of the annual PGA golf tournament, The Hardee's Golf Classic. **WGAD-TV Moline, Ill.**, traditionally originates an hour news program daily from the tournament and televises two hours of the final rounds on Saturday and Sunday. It had to find a way to do three additional live broadcasts. The station used a live truck at the airport and brought in a C-band truck to uplink the President's speech in Davenport, Iowa, to the studio in Moline. The station had its live coverage of the tournament, plus two hours of live coverage of the President.

- According to **WPBN-TV Traverse City, Mich.** and its satellite, **WTOM-TV Cheboygan, Mich.**, spot news in the 131st market is "not a day-to-day or even a month-to-month experience." But early one morning a 19-year-old man barricaded himself inside a sporting goods store, holding police at bay with what they thought was access to unlimited guns and ammunition. The stations interrupted regular programming on the half-hour with updates until a noon news segment, then resumed updates at 1 p.m. Just as a reporter was wrapping up an interview with a police officer, the police stormed the store, sending her interview subject literally running to join the action. The reporter narrated live the capture of the man.

- **WTVD(TV) Raleigh-Durham, N.C.**, has added a 5:30 p.m. Monday-Friday newscast.

During the political conventions, the station covered the North Carolina delegations live at 6 and 11 p.m.

When Duke University made it to the final four in college basketball, the station sent its satellite truck and seven staffers to report on the playoffs.

When troops of the 82nd Airborne were rushed to Honduras in March from Fort Bragg, N.C., **WTVD** bureau chief Greg Barnes went along. He reported live, giving anxious families information on their relatives.

- According to **WGN-TV Chicago**, that station became the first in the market to offer closed captioning for the hearing impaired in its newscasts. A Newstar computer system provides the electronic teleprompter for the anchors and also interfaces with a system that captions the news. There are some 260,000 hearing impaired people in the Chicago area.

- When the Washington area was blanketed with a freezing, unexpected snowstorm last Veteran's Day, **WTTG(TV) Washington** devoted its entire 10 p.m. newscast to report on the

storm. Among the stories covered were the plight of students stranded at school and how the city was handling the emergency compared to the last major snowstorm that caught the city off-guard. **WTTG** used volunteers with four-wheel-drive vehicles to help get crews around town to shoot the stories.

When the Washington Redskins returned victorious from the 1988 Super Bowl, the station used two control rooms, direct and relayed microwave shots, phone lines, two pool cameras and five unilateral camera locations for its live coverage of Washington's welcoming home parade for the football champions.



Prison riot on KPLC-TV

- A test of **KPLC-TV Lake Charles, La.** staff and resources began on election night, but it had nothing to do with politics.

That Saturday evening (Nov. 21) a federal detention center in Oakdale, La., some 60 miles from Lake Charles, erupted in flames as 1,000 Cuban detainees rioted. Within an hour and a half, the station had a crew on the scene and one in the air in a helicopter. Riot bullets were included in the election coverage, including footage of the burning prison. The detainees took hostages, and the riot became a nine-day-long siege. To cover the takeover 24 hours a day required fresh crews every 10-12 hours for the first two days. The station's live truck was out of range but was used as an editing booth, and through the use of satellite trucks from other stations, **KPLC-TV** was able to get the story back to Lake Charles.

For its coverage, the station received an award from the Louisiana Associated Press Broadcasters for "Best Continuing Coverage of a Major Event."



WBBM-TV on mayor's death

- On the day Mayor Harold Washington died, **WBBM-TV Chicago** provided up-to-the-minute coverage of the events of the day, ranging from city hospital to city hall, from the mayor's favorite restaurant to his church, and from his funeral. The station received AP, UPI, RTNDA and NATAS awards for its coverage.

- A ruptured oil storage tank along the Mon-

ongahela River sent close to a million gallons of fuel downstream to **Pittsburgh**—the biggest inland oil spill in U.S. history. The oil fed into the head of the Ohio River at downtown Pittsburgh and then oozed slowly west toward Ohio and West Virginia. The intakes for public water supplies along the way were shut down for as long as a week. Pittsburgh's **KDKA-TV** covered the story all day the first day and then continued with live reports throughout the night and special reports for the next six days. The station added a half-hour early morning news special and a half-hour prime time news special to the schedule throughout the week following the spill. The late news was expanded, and live update reports aired about one an hour for the first few days, trailing off to every few hours until the emergency was lifted. A bank of 15 telephones was set up in a second studio and answered by station staffers, 16 hours a day. The station's ombudsman was assigned full time to the phone bank, often answering the phones himself and solving problems with help from his government and industry contacts.

- When members of the Nation of Islam began patrolling a Washington housing development, taking the law into their own hands in what they said was an effort to get drug dealers out of the area, **WRC-TV Washington** cameraman Harry Davis filmed them beating a suspected miscreant, after which they turned on Davis, pushing him to the ground, ripping his clothing and demanding the tape. Reporter Joe Johns tried to help Davis and was himself beaten.

As far as **WRC-TV** has been able to determine, it is the only TV station to provide local news updates on the hour throughout the day from 9 a.m. to 4 p.m. The updates, which have been sponsored by a single advertiser, are anchored by Lynda Lopez in the morning and by evening news anchors in the afternoon. The station has also added a half-hour morning newscast at 6:30 a.m.

- Among the features covered by **KCAU-TV Sioux City, Iowa**, last year was the 16th annual *Register's* Great Bike Ride Across Iowa, a bicycle marathon sponsored by the Des Moines newspaper. This year the week-long race began in Sioux City, with more than 10,000 riders participating, **KCAU-TV** said, adding that the station ran stories on, among other things, getting in shape and choosing the right bike.

- Just 24 hours after the grand opening of the new **Charlotte, N.C.**, Coliseum, the state-of-the-art multimillion dollar scoreboard crashed to the basketball court below. **WSOC-TV** produced a 30-minute special prior to its 6 p.m. news covering all aspects of the "scoreboard disaster."

When Charlotte, out of a field of 11 cities, secured an NBA expansion franchise, the station covered the NBA draft live, extending its half-hour noon news to over an hour.

This local journalism special report continues with examples of investigative and documentary reporting on page 88.

Books for Broadcasters/Cablecasters

Professionals and students — knowledge and information are your most powerful tools in a very competitive field—

WRITING BROADCAST NEWS: Shorter, Sharper, Stronger by Mervin Block

This is one of the best books ever written for broadcast newswriters. Mervin Block, formerly an award-winning writer for CBS Evening News and ABC Evening News as well as WNBC-TV (and now an accomplished teacher), speaks to newswriters in the same way they're supposed to write—clearly, simply, directly. His practical tips and rules are backed up with hundreds of examples from network and local newscasts. WRITING BROADCAST NEWS gives very specific guidelines (both do's and don'ts) for writing news that captures the viewer's or listener's attention and holds it. Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know. I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement." Bibliography and index.

1987, hard, 231 pp B20-5 \$22.95

THE TECHNIQUE OF TELEVISION NEWS, 2nd Edition by Ivor Yorke

This practical guide describes in detail how television gets its news, defines the duties and organization of editorial, production and technical teams, and goes on to build up, step-by-step, the processes by which items are written and prepared for the screen. The up-to-date second edition of TELEVISION NEWS covers the main developments of the electronic revolution which is making its impact on television news in the 80's. Electronic newsgathering and picture editing and the introduction of computer graphics are fully covered, and an entirely new chapter deals with videotex, how computers are replacing traditional news-processing methods and the effects of cable and satellite services on conventional news programming. Illustrations, glossary, index.

1987, cloth, 214 pp F51253-7 \$34.95

COPYWRITING FOR THE ELECTRONIC MEDIA: A Practical Guide by Milan D. Meeske & R.C. Norris

The best way to improve your writing skills is to practice, and that is the approach of this practical book. As the authors discuss both basics and specifics, keyed to the ways TV and radio operate today, they offer you ample opportunities to hone your writing skills in numerous realistic exercises. Topics covered include broadcast vs. cable copywriting; PSAs, promotional and direct response spots; legal requirements for commercials and contests; getting a job in a small market or a national agency. Glossary and index.

1987, paper, 380 pp W06636-4 \$29.95

RADIO PROGRAMMING: Consultancy and Formatics by Michael Keith

In the competitive and dynamic market of modern radio, almost every aspect of what gets aired must be carefully planned. With the help of many of radio's top programming consultants and directors, the author takes you behind the scenes for a look at how these programming decisions are actually made. RADIO PROGRAMMING covers every aspect of programming, from audience targeting to program clock structuring, viewing the subject from the consultant's and station programmer's perspectives within the context of today's major formats. Join the industry's top professionals as they reveal the techniques and insights that can help build a successfully programmed radio station. Bibliography, index.

1987, paper, 196pp F51792-X \$25.00

MODERN RADIO PRODUCTION by Lewis B. O'Donnell, Philip Benoit & Carl Hausman

The latest equipment and how to use it in editing, news production, commercial production and on-air work is presented clearly and concisely in this handy guide. It offers how-to information you can use to create dramatic effects and hard-hitting commercials: pull an

airshift, make a poor speaker, organize a complex production or integrate a variety of techniques necessary for successful news coverage. Numerous illustrations, bibliography, glossary, index.

1986, hard, 258 pp W05064-6 \$29.95

CHILDREN'S TELEVISION by Cy Schneider

Enter the world of children's television with the leading authority on marketing products to children, Cy Schneider. Learn to communicate your message effectively to children, with greater sensitivity, knowledge and awareness. CHILDREN'S TELEVISION is the first and only guide to this \$600 million a year business. Schneider has written, directed or supervised the creation of over 1,000 commercials for children's products. His book is essential reading for anyone involved with the booming children's market, and for anyone interested in the factors that motivate young minds. From the foreword by Fred Silverman: "I'm certain you will find Cy Schneider's thoughts and historical overview of the subject fascinating and informative, leading to a real understanding of the complexities and challenges of children's television in the 80's."

1987, hard, 228 pp N3146-0 \$29.95

THE RADIO STATION by Michael Keith & Joseph Krause

Comprehensive in its coverage, this book is a clear, concise and candid exploration of the commercial radio medium. Every department and function that contributes to the modern radio station is examined from the perspective of the radio professional (both authors have been broadcasters). After first recapping the status of radio in the 1980s, THE RADIO STATION analyzes the roles of management, programming, sales, news, promotion, production and engineering. Strong visual graphics, including numerous sample forms, enhance the text. A must for anyone interested in the medium. Glossary, index.

1986, paper, 256 pp F51747-4 \$29.95

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Investigative and documentary



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Low-birthweight baby on KFNX-TV



WJW-TV on toxic waste

● According to a three-part report on **KRON-TV San Francisco**, the Reagan administration is served by a network of domestic spies. Right-wing organizations gather information about the left wing and forward it to federal agencies and even the White House, said reporter Sylvia Chase in the story, which profiled U.S. groups reportedly involved in espionage.

When KRON-TV took its cameras to San Francisco's St. Francis hotel to cover a demonstration against George Bush, who was speaking inside the hotel, the station became involved in the news event. During the demonstration, an official of the United Farm Workers, Dolores Huerta, who is the sister-in-law of labor leader Cesar Chavez, was badly injured by club-wielding police. The police denied hurting her, but KRON-TV spotted the incident on their videotape of the demonstration. By viewing it on slow-frame replay, the video showed an officer, whose badge number was visible, inflicting the blows. It was aired on the station. Because of the tape, the officer was suspended; follow-up stories on KRON-TV revealed the officer had a history of violence.

KRON-TV also produced a one-hour, prime time special called *San Francisco in the 50's*. It featured TV footage, photos, home movies and recollections of long-time San Francisco residents.

● In this age of medical miracles, concluded **KPNX-TV Phoenix**, incidences of low birthweight should be falling. Instead, they have been climbing in recent years. The station's special projects unit produced a prime time, half-hour documentary to compel parents to protect their unborn children. During seven months of shooting, the crew videotaped seven births where mothers were at risk for low birthweight deliveries and followed three premature babies for three months in a hospital's intensive care nursery. Other cases and interviews showed what can be done to prevent low birthweight babies.

The program won several honors, including an Edward R. Murrow award from the RTNDA and a Houston International Film Festival gold award.

A report on an incense called RUSH showed how it was being used by teenagers to get high. The incense was sold mainly in adult book stores, where producer Deena Levin went to find the product. The employees admitted that children often bought it.

After the series aired, the Arizona legisla-

ture passed a law against the sale of the incense.

● The investigative stories covered by **WJW-TV Cleveland** over the past year included pieces by reporter Carl Monday on illegal dumping of toxic waste at Cleveland's Hopkins International Airport and fraudulent or shoddy work at area auto repair shops. Among the investigative work of reporter Tom Meyer was a story on police officials who looked the other way when a high-ranking police official smashed his city vehicle into an innocent motorist. After the probe, the official was demoted to patrolman and had his salary reduced by \$17,000. Meyer's other stories included a sex scandal involving the director of a state-funded halfway house; featherbedding at the Cleveland Metropolitan Housing Authority, and hospitals that turned away low-income cancer patients because they did not have health insurance.

● The investigative unit of **WXFL(TV) Tampa-St. Petersburg, Fla.**, aired a series of reports exposing possible unethical and illegal practices by one of the country's largest Ford dealerships. The effort cost the station hundreds of thousands of dollars in advertising revenue since the station refused to air commercials for the dealership following the reports by reporter Steve Andrews. Three of the dealer's sales and financial managers are under indictment, and the owner was forced to sell the dealership and set up a one-half-million-dollar reimbursement fund for consumers who had been cheated.

● Over the past year, *Innovation*, **WNET(TV) New York's** health and science series, and its longest running locally produced series, traveled to such disparate places as the AT&T Bell Laboratories, The Tokyo Zoo, a New York City dump and the Negev desert in Israel. In June, the station was "flooded" with phone calls after an episode on Lyme disease. In October, the series explored the political and technical questions surrounding high-definition television.

● **KWTV(TV) Oklahoma City** monitored school bus drivers on their routes. The station used radar guns and clocked school buses. The station found that about a third of the drivers committed "significant" traffic violations, most commonly speeding through school zones. The series also addressed other

areas of school bus safety, including allegedly inadequate driver training, use of old buses that did not pass newer safety restrictions and the danger created by motorists who do not heed safety signals on buses.

"When Seconds Count" investigated the city's ambulance service and found that average response time was longer than that in comparable cities, that the company frequently failed to call the fire department as a first responder when they were closer to the scene and that some company drivers "fudged" their response time by starting their clocks late or stopping them early.

● In following up the story of a helicopter chase, **KCNC-TV Denver** producer Vicki Hildner produced an award-winning documentary on the lives affected. *Anatomy of a Chase* looked at the lives of the pilot, the elderly hostage and others as their lives intertwined during a bank robbery and subsequent chase. The documentary included video from the helicopter and from video cameras inside the bank.

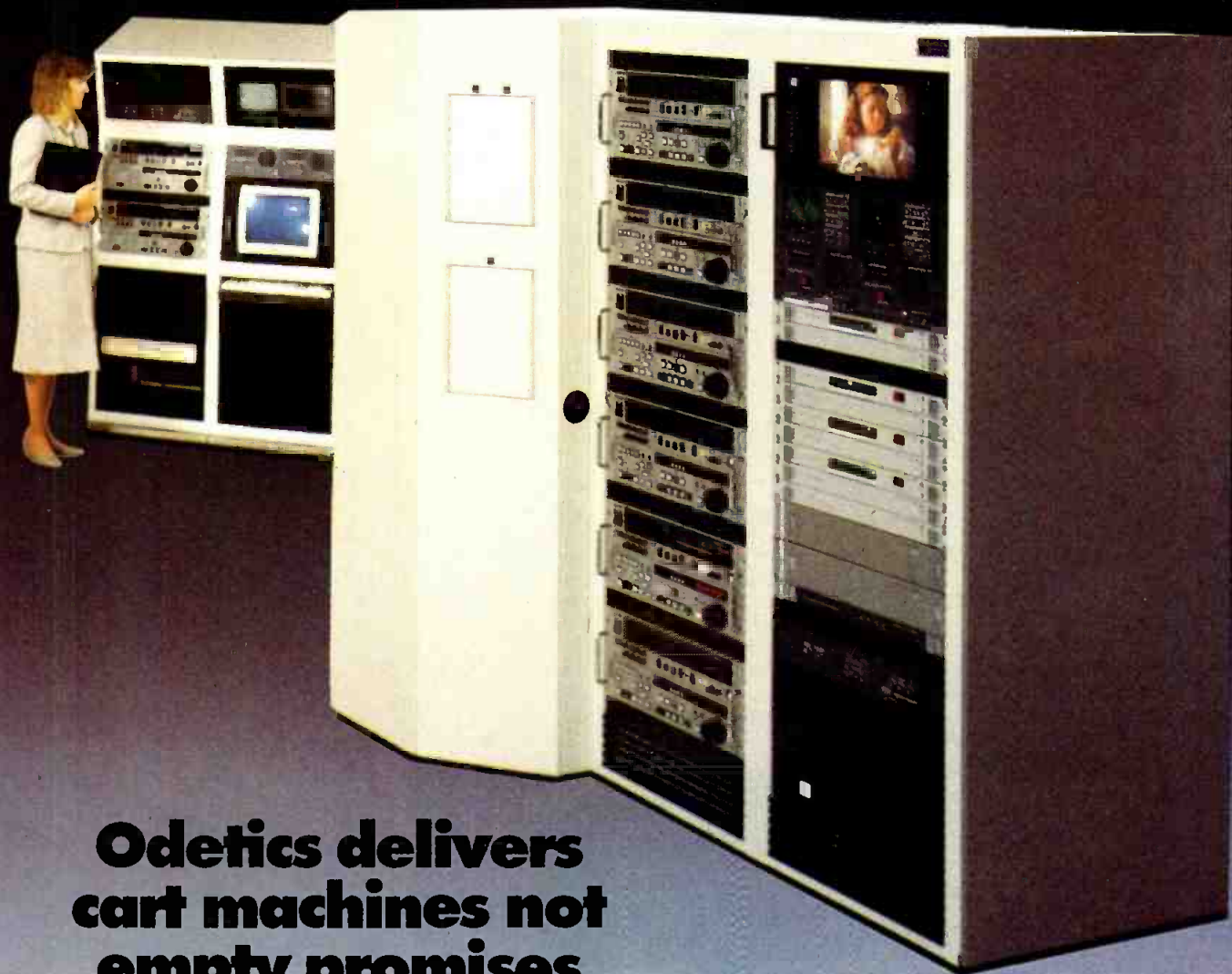
● A former flight attendant for Alaska Airlines, born and raised in Seattle, became the center of a controversy investigated by **KING-TV Seattle**. He was arrested by police for procuring the services of an under-aged male prostitute and physically and sexually abusing him. Through confidential sources, the station learned that the flight attendant had tested positive for the AIDS antibody but had refused to reveal that fact to his sexual partners. The story divided the gay community. The station got calls accusing it of gay bashing; others applauded the reporting, saying that it was essential that society understand the difference between homosexuality, sexual abuse and public health.

The case went to court, with a judge asked to decide whether the flight attendant could be forced to submit to an AIDS test as a consideration of sentencing. The judge ruled that the test would be administered, and the story made the national headlines, setting a legal precedent.

To produce the report took two reporters, a commentator, a photographer, a field producer and several managers.

● In December 1987, **WKYC-TV Cleveland** reporter Paul Orlosky reported a four-part series, "Car 224, Where Are You?," revealing

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Cleveland police officers apparently relaxing in a local hospital lounge while on duty. As a result of the series, seven officers were suspended and 12 others received official reprimands. In March 1988, a warrant was issued for Orlousky's arrest, and it was discovered that two days after the broadcast of the reports, a speeding ticket had been issued against him, although Orlousky said he and his family were in church at the time the ticket was issued. In addition, it turned out that a phony badge number was listed on the ticket and Orlousky's supposed signature was misspelled. The FBI joined the investigation. Following a search of patrolmen's lockers, the ticket book in question was found and two officers were immediately suspended and indicted for forgery, perjury and tampering with evidence. One officer was also charged with possession of a controlled substance when drugs were found in his locker. The officers pleaded guilty and were fired. The series won several awards, including an Emmy and an Ohio Associated Press award.

The City of Cleveland refused numerous requests by WKYC-TV to access the records of 12 cases of civilian shootings involving policemen and for which there was an internal investigation under way. The station took the city to court over the matter, and lost. But the Ohio Supreme Court voted unanimously to overturn the decision, holding that the burden of proof is on the city to show the documents should be kept secret. Only the officers' analysis, plans and interpretations are exempt from disclosure; the facts themselves must be revealed. The city asked the court to rehear the case; the court refused.

● Who will get stung when killer bees invade Texas? That was the question asked by **KHOU-TV Houston**. What they found was that the bees attack livestock and humans; there is no practical means of exterminating them, and the government has not established policies to deal with them. In a week-long series, reporter John Getter and photographers Jimmy Wong and Don Benskin (the latter an amateur beekeeper) traveled to Venezuela with a Houston beekeeper and his wife, Houston area fire officials, agriculture officials and academicians to study the bees. The group witnessed firsthand the bees savagery when the bees invaded the mask of the beekeeper's wife and stung the inside of her nose repeatedly, which required immediate medical attention.

● When the National Guard service of Vice President-elect Dan Quayle became an issue, **WPTF-TV Raleigh-Durham, N.C.**, decided to find out what guard duty was all about. In "The Changing of the Guard," the station sent a crew to eat, sleep and train with members of the North Carolina National Guard. The three-part series showed how the guard is fighting its image problem.

Healthbeat reporter Ben Garrett presented a series of reports on the dangers of radon gas. In cooperation with the Wake County health department, the station made radon test kits available to viewers.

● With the country in the grip of one of the worst droughts in years, **WKOW-TV Madison, Wis.**, produced a half-hour prime time special hosted by anchor Scott Klug. Five crews were assigned to the story, examining problems associated with the Mississippi River, including low water levels, cramped barge traffic and depressed tourism. The station examined the

effects of the drought on cities and farms, while other angles took it to Chicago and the "chaotic" commodities market and to the silver lining of a Janesville, Wis., business whose irrigation systems were selling briskly.

● **WTTG(TV) Washington** won an Emmy award for outstanding documentary for *The Wall: A Healing Place*, which marked the fifth anniversary of the dedication of the Vietnam Veterans Memorial—the black wall engraved



'The Wall,' WTTG

with the names of those who died in the war. The hour-long program, which aired Nov. 11, 1987, took more than a year to make, WTTG said, and included visiting other Vietnam veterans memorials nationwide. The station also talked to the designer of the memorial in New York City, related the stories of the war's survivors and investigated the history and events surrounding the memorial upon completion.

WTTG's *Soldiers of Misfortune* examined the "shoddy treatment" of the nation's veterans, including "mismanagement, wrongful denial of benefits and lax safety enforcement at nursing homes."

● It began when **WNBC-TV New York** got hold of a secret transit police document that indicated the department had stopped an internal investigation into the unusually high arrest records of four officers assigned to a busy midtown unit. It appeared that the statistically "impossible" arrest records showed innocent people were being arrested on bogus charges to boost the officers' activity records.

John Miller's reports, which aired in November 1987, forced a reopening of the inves-



Subway arrest, WNBC-TV

tigation. Miller also allegedly discovered that the false arrests were not confined to the midtown unit, but were virtually routine for others in the transit's decoy squad. Miller's reports caused the suspension of operation of the entire unit, with all members reassigned, and launched city, state and federal probes into the transit authority.

● Noncommercial **WNJT(TV) Trenton, N.J.**

broadcasts to New Jersey over four UHF channels, its own and three others in Camden, Montclair and New Brunswick. A major development over the past year was the creation of Target New Jersey, a documentary unit charged with producing at least six one-hour documentaries a year.

In February, *Atlantic City: The Ten Year Gamble* was the first offering, examining how the city had fared in the years since gambling was legalized. In April, child care issues were the subject of *Who's Minding the Kids*. In May, a documentary on AIDS, *On the Trail of a Killer*, was broadcast in conjunction with a two-hour live call-in program in which a panel of "internationally recognized AIDS experts" took telephone calls from viewers. The program was simulcast on 50 radio stations throughout the state in a joint venture with the New Jersey Broadcasters Association.

A documentary on nuclear fusion, *Sun of Man*, featured health correspondent Marc Levenson's interview with Soviet nuclear physicist Andrei Sakharov. According to the station, it was the first science-related interview by a Western journalist with the noted dissident.

● Several members of a local health club called **WFRV(TV) Green Bay, Wis.**, to say that the cost of membership, for which they had already paid, was being raised by several hundred dollars. The station also received calls from employees of the club who had not been paid or had been fired. Reporter Dennis Ferrier looked into the club's business practices and found that the manager was raising the membership fee in an attempt to keep the business afloat, had been evicted from the building, although he denied it, and had accepted payment for memberships up until the day the club closed. Ferrier broke the story, warning would-be members of the situation. The manager filed for bankruptcy and was forced to sell his assets to pay his creditors.

● When the First Interstate Bank Building of Los Angeles went up in flames, **WJXT(TV) Jacksonville, Fla.**, decided to pursue the story with a look at the safety of local skyscrapers. During a record check of 20 buildings selected at random, the station found sloppy record keeping in the fire marshal's office, missing files and infrequent inspections. The state attorney general's office revealed that the fire marshal had not prosecuted a violation in over seven years. The station also learned that some low-income apartments owned by the fire marshal had numerous fire code violations and a local boarding house had been allowed to reopen despite numerous violations.

When faced with the station's charges, the fire marshal resigned, the mayor announced an investigation and the fire chief announced his retirement, although the mayor denied the report had anything to do with the investigation.

● **WISH-TV Indianapolis** anchor and medical reporter Debby Knox undertook a six-month-long investigation of rumors of wrongdoing at the Indianapolis-based Central Indiana Regional Blood Center. Her series found that officials had been selling blood out of state while claiming an urgent need locally at the same time; moving stocks of blood from the shelves, then calling in the media to show the bare shelves and emphasize the need for donors; allowing blood that initially tested positive for AIDS (it later tested negative) to get

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through its system to a recipient; allowing hepatitis-infected blood to get through to recipients, and blaming the problems of the AIDS and hepatitis incidents on computer problems that had not been corrected after months of difficulties.

The stories resulted in investigations by the Food and Drug Administration and the state board of health, with the latter substantiating the WISH-TV reports. Among the changes and recommendations resulting from the station's work: the center is reporting to the state board of health about changes in its operation; the center's director resigned and its executive director is stepping aside; computer equipment is being purchased to prevent infectious blood from leaving the center.

- In February, **WUSA(TV) Washington** reporter Bruce Johnson took an in-depth look at violence among teenagers. He followed police on a drug raid, attended funerals of shooting victims and interviewed young murderers. The series was followed by a community forum, moderated by Johnson, that gave people a chance to talk about the problem and possible solutions.

Reporter Mark Feldstein uncovered the story of mentally retarded men who were being sexually abused by the owner of their city-funded foster home. The series also documented how some city officials ignored evidence of abuse, and how some of the retarded men subsequently contracted AIDS. The series, produced by Diana Sperrazza, led to an indictment and conviction of the foster home operator, and earned a bronze medal at the International Film and TV Festival of New York.

Another Feldstein series revealed how children were being crippled and killed at a railyard in an inner city neighborhood. Despite that fact, the railyard owners refused to install a protective fence, even though they had done so in affluent, predominantly white neighborhoods. The story, produced by Sperrazza, led the rail company to agree to build the fences, and helped lead to a congressional bill requiring fencing in urban areas.

- *Who's Riding the Buses?* was a three-part investigation by **KTCB-TV Austin, Tex.**, into the operation of the city transit authority, focusing on board actions, ridership, spending and taxing authority. Following the investigation, several board members were asked to resign.

- When **WBNG-TV Binghamton, N.Y.**, anchor Greg Catlin reported exclusively that a Democratic candidate for city council could not legally serve, the candidate withdrew four days before the election.

The station probed into the high number of fatal accidents at an intersection that residents had nicknamed "killer corners." Following the report, the state rebuilt the intersection, and there have been no fatal accidents since.

- Over the past year, **KSBW-TV Salinas, Calif.**, increased its daily news programing from one-and-a-half hours a day to three hours and its news staff from 23 to 35.

In March 1988, troops from Fort Ord were dispatched to Honduras. KSBW-TV anchor Joe Glover and photographer Rito Padilla went to Honduras to cover the troop movement. In addition to reporting from the scene, the station produced video "postcards" from the soldiers and delivered them over the air to loved ones back home.

In October, anchor Margo Myers and photographer Padilla traveled to Panama to report on U.S. involvement in that country, securing interviews with government officials and soldiers.

News anchor Joe Glover took up skydiving as a hobby. His series, *Anchors Away*, won a local Emmy for best feature series.

- As part of the investigation of a "mysterious" death at the Byberry State Hospital in **Philadelphia**, the camera crew of **WTFX-TV** was the first allowed into the treatment facility. The hospital has since been closed by the state.

Reporter Gerald Kolpan and photographer Joel Sanders went to the United States radar station in Tuli, Greenland, for a look at Christmas near the North Pole.

A scuba-certified reporter came in handy in the investigation of dolphin deaths in the Atlantic and pending shipwreck legislation.

- **WWOR-TV Secaucus, N.J.**, participated in a number of investigative reports during the last year: In February a three-part story revealed how people were being misled into paying large sums of money to have "curses" removed to change their futures, as described by fortune tellers, and later in the month, the station's investigative team discovered high concentrations of lead in school drinking water throughout the region.

Last May, WWOR-TV went undercover among students at a Jersey City high school that was the target of the state's proposed takeover bid due to local mismanagement. The station's report showed drugs being sold, violence in the hallways and a high percentage of flunking students and dropouts.

The station also covered cases of incest where the father is the alleged perpetrator. At the risk of going to jail, the station said, some mothers leave an area to protect their children when the courtrooms have failed to do so. WWOR-TV's investigative unit spent four months on the report, surveying more than 300 New Jersey and New York attorneys and traveling across the country to "uncover an underground railroad of women helping their peers."

- Jerry Adams, political reporter for **WIS-TV Columbia, S.C.**, obtained copies of a confidential report on a tax fraud investigation of a man appointed by the governor to a state board. The report indicated there was probable cause for criminal warrants, and investigation revealed that political figures had lobbied prosecutors to keep the case out of criminal court, so that charges were never filed. WIS-TV prepared a story, concluding that the governor knew about the investigation. Members of the governor's staff tried to warn the station off the

story, allegedly saying that "people could go to jail" if the story were pursued. On the day the story aired, state law enforcement agents came to the studio and demanded that Adams turn over any documents used in the story. The station refused. Authorities went to court and obtained a subpoena for the documents. The station protected its source, but was forced by a judge to turn over documents. The source was later discovered, a 30-year veteran of the law enforcement division who had made copies of a document that was then leaked by others to Adams. The agent was fired and is now appealing that decision.

- To mark Black History Month, **KRIV(TV) Houston** produced a documentary series called *Black Aviators*, which traced the progress of blacks in aviation from the Tuskegee Airmen to the current space shuttle program. Among the segments in the show were interviews with members of the U.S. Air Corp.'s first black squadron and space shuttle astronaut Charles Bolden. *Black Aviators* won the 1988 Houston International Film Festival Gold Award for Documentary Research, the first Houston TV news organization to win the award, KRIV said.

- Indianapolis building inspectors were not doing their job. That was the finding of an investigative report, "Enforcing the Enforcers," by **WTHR-TV Indianapolis**. In one case, a major museum was months along in construction, but there was as yet no building permit for it. Inspectors had been told not to impede progress, and structural and other inspections were not being performed. In the area of home construction, inspectors were failing to ensure that that code was being followed. One undercover tail showed an inspector spending less than a minute on one inspection.

The Life of Riley was a documentary on the "miracles" performed at Riley Children's Hospital. Taping covered several months and followed four children through their treatment and release.

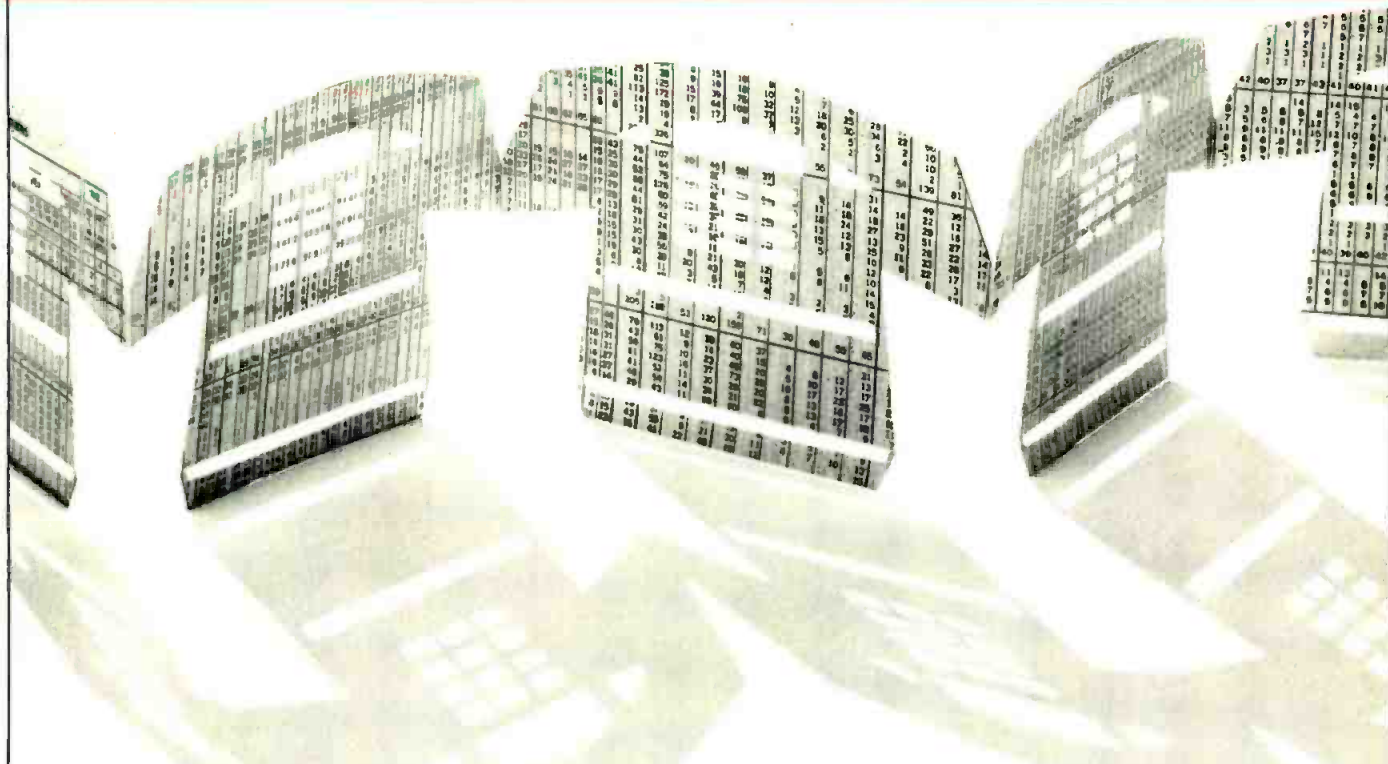
- When rumors began circulating that a prominent resident of Key West, Fla., not only had AIDS, but had been in a position to transmit it to perhaps dozens of other people, **WTVJ(TV) Miami** began an investigation. Just as the station was beginning to ask questions, the man's lover sued for access to his medical records on the grounds that her unborn child could be infected with the AIDS virus. The court ruling provided answers only to the woman, and created more questions among the public.

Investigative producers spent days talking with town residents on the streets and in bars. Finally, they were able to corner the man himself for an impromptu interview in which he denied having the disease, but was unable to provide any proof. The station also learned that his wife had recently died of AIDS-related pneumonia, and an exclusive interview with the late wife's father revealed that the wife had been told both she and her husband had the disease.

- Cleveland Square, a small park in downtown El Paso, has been nicknamed Perversior Park because of the hookers, addicts and others who populate it after dark. **KTSM-TV** investigative reporter Luis Patino and photographer Robert Martinez decided to investigate. With hidden camera and wireless microphone, the two captured candid interviews both with un-



WIS-TV uncovers cover-up



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dercover detectives and with some of the prostitutes. Following broadcast of the report, the city took steps to enforce park hours and cite people for loitering.

● **Violence Against Asians** was the subject of a special on **WNEV-TV Boston**. Through profiles of victims and their attackers, the station looked at the growing incidence of violence against Asian Americans in Massachusetts. Hosted by anchor Bernadette Yao and Lester Strong, the special looked at how different communities are dealing with the problem.

In the one-hour special *Dark Side of Love*, WNEV-TV examined sexual abuse and family violence through portraits of victims and abusers. The program was hosted by actress Michael Learned. A hotline staffed by counselors was set up and received 200 calls.

The lives of Boston elementary school students were changed after WNEV-TV reporter Hank Phillippi investigated the drinking water in 24 schools. Levels of lead were found to be so high that the city turned off the drinking water in all those schools. After a two-month investigation, Phillippi discovered a number of potential trouble spots from unregulated disposal of toxic materials from old industrial sites, reporting on them in a five-part series.

● **Bottom of the Barrel** was an investigative series by Jim Kenyon of **WSTM-TV Syracuse, N.Y.**, that looked into abuses of pork barrel legislation in the New York State Legislature's member item system. Under the member item system, legislators can get programs approved without a full vote by the legislature and without scrutiny. He showed how one state senator had gotten money in the budget allotted to a Syracuse-based anti-poverty group, but the money wound up going for playgrounds in outlying counties. After the series aired, the Commission on Government Integrity began looking into the member item system to see whether a full investigation was warranted.

● **WSEE-TV Erie, Pa.**, launched an investigative unit last year, the only one in the market according to News Director George Stephenson. Among the stories it produced: "Erie Police and the War on Drugs," which resulted in more police on the vice squad and a shakeup of leadership on the force; a story on the nearly \$1 million in delinquent water bills that resulted in businesses paying up their bills, including one hotel that wrote a check for \$8,000 as the investigative team was interviewing its manager; a piece on rape victims who charged the Erie County district attorney with not following correct legal procedures, leading to a public apology from the D.A., and a lack of security at the Erie County Courthouse was investigated, resulting in the use of metal detectors and increased personal searches at the courthouse.

● A one-hour special in February on **WSB-TV Atlanta** looked at the lives of people with heart disease and heart ailments. The story was prompted when the director of local programs, Mark Engel, found he would have to have open heart surgery for a congenital defect. The station decided to videotape the operation and build a show around it, with two cameras in the operating room and a third on his wife, friends and pastor as they awaited the results. Emotional moments and logistical problems were documented from pre-surgery planning to Engel's four-week recovery and return to

work. Also shown was a heart transplant and the excited family as the patient recovered, literally, to a new life.

One viewer called to say that he had had a similar operation and that the series had reminded him to have an overdue checkup. A clot found and removed during the checkup could have been life-threatening had it gone untreated.

● **Noncommercial WSFA(TV) Montgomery, Ala.**, produced a half-hour special on child abuse. Its September airing coincided with station sponsorship of a hot air balloon race that raised \$10,000 to help prevent child abuse. The story dealt both with the problem and possible solutions, with separate stories on particular aspects of child abuse. The station also provided resource information and a telephone hotline to identify possible abused children. Another half-hour special was devoted to efforts by local historians to preserve the F. Scott Fitzgerald house as a museum. The special included interviews with people who knew Fitzgerald.

● **Return to Flight** was an hour-long documentary on America's history in space on **KTVK(TV) Phoenix**. News crews traveled to Houston, Florida, Chicago, Washington and elsewhere, interviewing former astronauts—including Alan Shephard and Wally Schirra—current astronauts from the Discovery space shuttle crew, NASA officials from its earliest days and others who played a part in the space race with the Soviets, including those who worked on the first manned and moon flights. In Florida, reporters talked with workers on the shuttle and with Morton-Thiokol officials. Original music was commissioned for the special. The program aired on the eve of the Discovery launch and is currently being offered for national syndication.

The station found out that there were few materials in the Arizona schools to help teach children about the history of the space race. As a result, in addition to the documentary, a 15-part series aired during the evening news the week of the Discovery launch, with schools invited to tape it for classroom showing. The station distributed 10,000 study guides, the cost of which was underwritten by Motorola.

As a final follow-up, on the day of the Discovery launch, KTVK originated its 5, 6 and 10 p.m. newscasts from Cape Canaveral and the Johnson Space Center in Houston. A five-person crew in Florida and a three-person crew in Houston worked through Conus uplinks to provide the dual coverage. The station was at Edwards Air Force Base for live coverage of the shuttle's landing.

● In November 1987, **WRC-TV Washington** aired a five-part series by investigative reporter Lea Thompson on laboratory testing errors. "Deadly Mistakes" exposed some alarming information on the accuracy, regulation and inspection of medical testing laboratories. Thompson spoke with victims of lab errors, one of whom was going to die because the lab had overlooked cancerous cells in a pap smear, another who can't have children because of a hysterectomy following the misreading of a test.

Following that investigation, Thompson was asked to report her findings at a congressional hearing. Congress later passed and the President signed The Medical Testing and Improvement Act of 1988. A co-author of the bill, Ron Widen, said to Thompson of her re-



Lea Thompson with producer Rick Nelson

port: "The stories that you've done were essential because they documented for the first time that there were serious errors in these medical labs."

Contributing to the investigation were producer Rick Nelson, researcher Sheila Duffy, editor John Spillane and graphic artist Bill Johnson. Thompson and company won a Peabody award for the story.

● **Noncommercial WITF(TV) Harrisburg, Pa.**, produced a three-part series, *Sentenced to Die*, about a man condemned to death for the contract killing of his wife, exploring the crime and the moral issues raised by capital punishment. The series aired during a state supreme court stay of the execution pending resolution of the man's latest appeal. The series included interviews with a co-conspirator, two family members, a former death row inmate, civil libertarians and families of murder victims.

For another series, *Honduras: Building a Road to War or Peace*, the station's news crews went to the Central American country to investigate a "controversial" road-building training project by the military in some remote mountains. Critics were concerned about the use of the National Guard on such a project, given the volatile political situation there. Others were fearful that the training mission might instead be a move to militarize the country. The station sent a reporter, by way of C-130 transport plane and converted school bus, to the remote camp site to follow the story.

● When a Missouri couple boasted of their plot to kill Democratic presidential contender Jesse Jackson, **KSDK-TV St. Louis** broke the story of their arrest by Secret Service agents, with the station reporting live via its satellite news vehicle from the Williams' property. KSDK-TV also got an exclusive on-air telephone interview with Londell Williams from his jail cell in which he denied belonging to a white supremacy group.

A year-long investigation of Child Fund International, St. Louis, culminated in a series of reports on the agency's financial troubles, including alleged improprieties involving its bingo game, its largest source of revenue. There was an investigation by the national organization of the agency and its executive director, who was forced to resign. Child Fund, St. Louis, was subsequently closed.

● **KMSP-TV Minneapolis** has no investigative or documentary unit. Reporters and photographers are pulled from other daily duties.

In April, "The Dioxin Dilemma" presented the results of a four-month investigation to determine the threat Minnesota faces from the carcinogen. The report pinpointed the sources of the poison, which has been linked to birth



Family farm auction on KMSP-TV

defects. The station found that residents are being exposed to dioxin through the air, water, food and even products like coffee filters and disposable diapers.

In September, the station aired "Home Place." Reporter Maureen Reeder was born and raised on a farm. The story focused on her family's farm and the increasing difficulties faced by the small farmer. Financial problems increased and the cameras followed as the machinery and animals were sold to try and keep the farm. The house and land were preserved, but the Reeders no longer have a working farm.

● **WPTA(TV) Fort Wayne, Ind.**, devoted a week to a series about *Kids Behind Bars*. Although it is illegal to jail juveniles with adults, many Indiana communities were doing so. After the series, the state began a campaign to inform communities of the illegality.

A significant number of viewers depend on groundwater for their water supplies, so WPTA decided to find out how safe that water is. The story focused on the amount of nitrates in the water. The station offered free test strips and advice on what to do if the water was high in nitrates. There were 2,300 requests for strips. The lab that supplied the station had to send out to West Germany for more strips.

In May, the lack of rain heralded economic problems. When the city of Fort Wayne began talking about possible water shortages, WPTA created an "instant special" in one day entitled *Waiting for Water*

● **Caution: Precious Cargo**, on **WPLG(TV) Miami**, uncovered unsafe and illegal private school buses in south Florida. The reports prompted parents to stop and inspect their children's school buses and report violations. A local legislator has promised to try and toughen the law pertaining to bus safety.

An investigation of the Dade County jail system, according to the station, found former drug use among corrections officers, thousands of dollars wasted on projects and programs, staff shortages and a failure by its director to file financial disclosure forms. Reaction to the story was "immediate." A county commissioner called for an investigation, and two state agencies began criminal investigations.

● In "Shields of Shame," **WGRZ-TV Buffalo, N.Y.**, parked several decoy cars in three of the highest crime areas in the city. The cars were left unlocked and contained such items as portable radios, survival knives, stereo headsets, BB guns and liquor. The cars were easy pickings for thieves, only the thieves turned out to be policemen. In full view of hidden cameras, police officers in marked cars stopped, entered the cars and took several

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The Paul Miller Washington Reporting Fellowships program is designed to help Washington-based print and broadcast bureau chiefs and staffers do a better job of developing locally oriented news stories in the nation's capital.

Beginning in Spring 1989, 12 fellows will spend two days a month for 12 months meeting with experienced Washington journalists, visiting the places where local news originates, learning how to obtain information, and getting to know prominent newsmakers and behind-the-scenes news sources.

Eligibility The fellowships are designed primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm recipients will be permitted to attend all sessions.

Selection Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

Schedule Applications are due January 15, 1989 and recipients will be announced in February 1989. Classes start in April 1989.

Location Many of the sessions will be held at the National Press Club in the National Press Building at 14th and F Streets, N.W. Others will take place on Capitol Hill.

Faculty The associates who will teach the sessions include experienced Washington reporters, analysts and other Washington-based experts.

Fees The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

Affiliation The fellowships are an operating program of the Gannett Foundation of Rochester, N.Y., in cooperation with the National Press Foundation, and using the facilities of the National Press Club.

Additional information and application forms are available from:

Paul Miller Washington Reporting Fellowships
P.O. Box 12310, Arlington, VA 22209, Phone: (703) 284-6727

items. Several officers were suspended following the series, which won a New York UPI award.

Do dead people still need insurance? According to a loophole in a New York state law, they did. WGRZ-TV's investigation found that it was legal for insurance companies to pocket supplemental health insurance premiums of elderly people who had died before their policies expired. As a result of the investigation, the loophole was closed, with insurance companies now required to return the unearned premiums to the survivors when the policyholder dies.

● **Boston's** Irish underground was the subject of a documentary on **WBZ-TV** there. Reporter Dan Rhea and photographer Jimmy Francis traveled to Ireland to document the situation on both sides of the Atlantic and find out why so many Irish youths are leaving their country to live illegally in the U.S.

Reporter Brad Willis and photographer Dennis Jameson went to Cuba to examine the refugee problem and the human rights issue. Willis spent time with local families who had tried to smuggle relatives out. The two also went on a training mission in Florida with an anti-Castro group.

Willis and reporter Charles Austin teamed up to trace the drug traffic from Bolivia to Boston. Willis went to Bolivia, where he gained access to the illegal operations where the drugs are made and shipped. Austin went to the streets of Boston, showing the influence that drugs are having on New England youths.

Reporter Dan Rhea and producer Paul Toomey broke the story about questions of impropriety surrounding a private organization's efforts to build a Vietnam memorial. Two days after the report aired, according to the station, the director of the organization resigned, admitting falsifying documents.

● Reporter Rex Allen of **KRBC-TV Abilene, Tex.**, received an award from the Texas Associated Press Broadcasters for a story on minority involvement in city hall. He found that few minorities were represented on the city's boards and commissions. After the story aired, the city named new appointments to its board and commissions, with minority representation greatly increased.

● **WWL-TV New Orleans** increased its news programming by three hours per week with the addition of a 5 a.m. newscast weekdays and a 5 p.m. newscast Saturday.

The South was in the political spotlight, with Super Tuesday and the national conventions in Atlanta and New Orleans. For Super Tuesday, **WWL-TV** combined its satellite truck and news crew with the Gillett Group and the Florida News Network for live reports from candidates' headquarters.

At the Democratic convention, the station sent two reporters, two photographers and a political analyst to cover the politics and a third reporter and photographer to record the impact of the event on the city as a foretaste of what New Orleans could expect. The station traded the use of its satellite truck for access to the production facilities of the CBS-owned stations, allowing it to do blocks of live reports from the convention center for each newscast.

Covering the Republicans in New Orleans was a massive logistical undertaking. The station, which has the contract for all the television services in the facility, already had a studio and control room in the Superdome. The greatest expense, besides overtime, came

in converting and reconverting a radio booth for television. Two control rooms were needed, one to handle production from the dome, the other for weather and sports in the regular studio. Beginning with a one-hour special, **WWL-TV** broadcast a total of 17½ hours of news from the convention.

● After "16 years of fraud and bribery at city hall," the mayor of Syracuse was sentenced to a federal prison term. A one-hour special on **WTVH-TV Syracuse, N.Y.**, detailed the mayor's career and the people involved in the corruption cover-up. The story won a New York State Broadcasters Association award.

Anchor Maureen Green traveled to Northern Ireland to interview Catholic and Protestant children who would spend the summer in Syracuse as part of a program called Project Children. The documentary compared and contrasted two children's lives.



KMGH-TV's 'Unsafe Vehicles'

● **KMGH-TV Denver** continued to investigate a story it uncovered in 1987 about the unsafe design of Ford E250 and E350 vans. The station reported in 1987 that exhaust pipes on the vans were located too close to the gas tank and cited examples of vehicles bursting into flames after gas in the tank ignited. In February 1988 Ford began distributing a recall kit to correct the problem. But soon afterward, **KMGH-TV's** Dave Minshall reported that the heat shields Ford was sending to dealers did not work. He has continued to report the burnings of Ford vans that supposedly had been repaired.

● **WWSB Sarasota, Fla.**, reporter Kristi Krueger investigated health care facilities in the Sarasota-Bradenton area to see if there



WWSB's Krueger reports nurse shortages

were shortages in the nursing staffs. Health issues are very important in the area, since the average resident is over the age of 50. Krueger researched all the local hospitals and found vacancy rates for nurses ranging from 9% to 25%. The four-part series, "Nurses Needed: Stat!," dealt with the reasons behind the growing shortage; what happens to health care when nurses are overworked; enrollment and

recruiting at local nursing schools, and the hospitals are doing to attract nurses. The series was honored by the Florida Medical Association and the Sarasota Medical Association.

● **WBTV-TV Charlotte, N.C.**, assigned a full-time reporter to follow the PTL scandal shortly after the TV ministry's former leader, Jim Bakker, resigned. Eighteen months later, when Bakker attempted to buy PTL (which had gone into bankruptcy), the station said its reporter Chris Clackum's investigation revealed that Bakker's middleman providing the money to buy PTL was a convicted con-artist who had served 44 months in federal prison with convictions that included wire fraud, mail fraud and conspiracy to commit fraud. "The question became," said **WBTV**, "Was Jim Bakker being conned into believing [his middleman] could come up with a \$115 million loan?"

Two days after the story aired, the station said, Bakker was under ultimatum to produce evidence that he had access to the loan or to withdraw his bid for the ministry. When Bakker could not get the proof he needed, he was out as a PTL bidder, **WBTV** said.

● **KGW-TV Portland, Ore.**, took its news department on the road and across the sea for a number of stories last year.

The news department hosted two Chinese journalists and, in return, sent a crew to Fujian province to document the changes in China since its reopening to the West. The result was a 12-part series and a half-hour documentary.

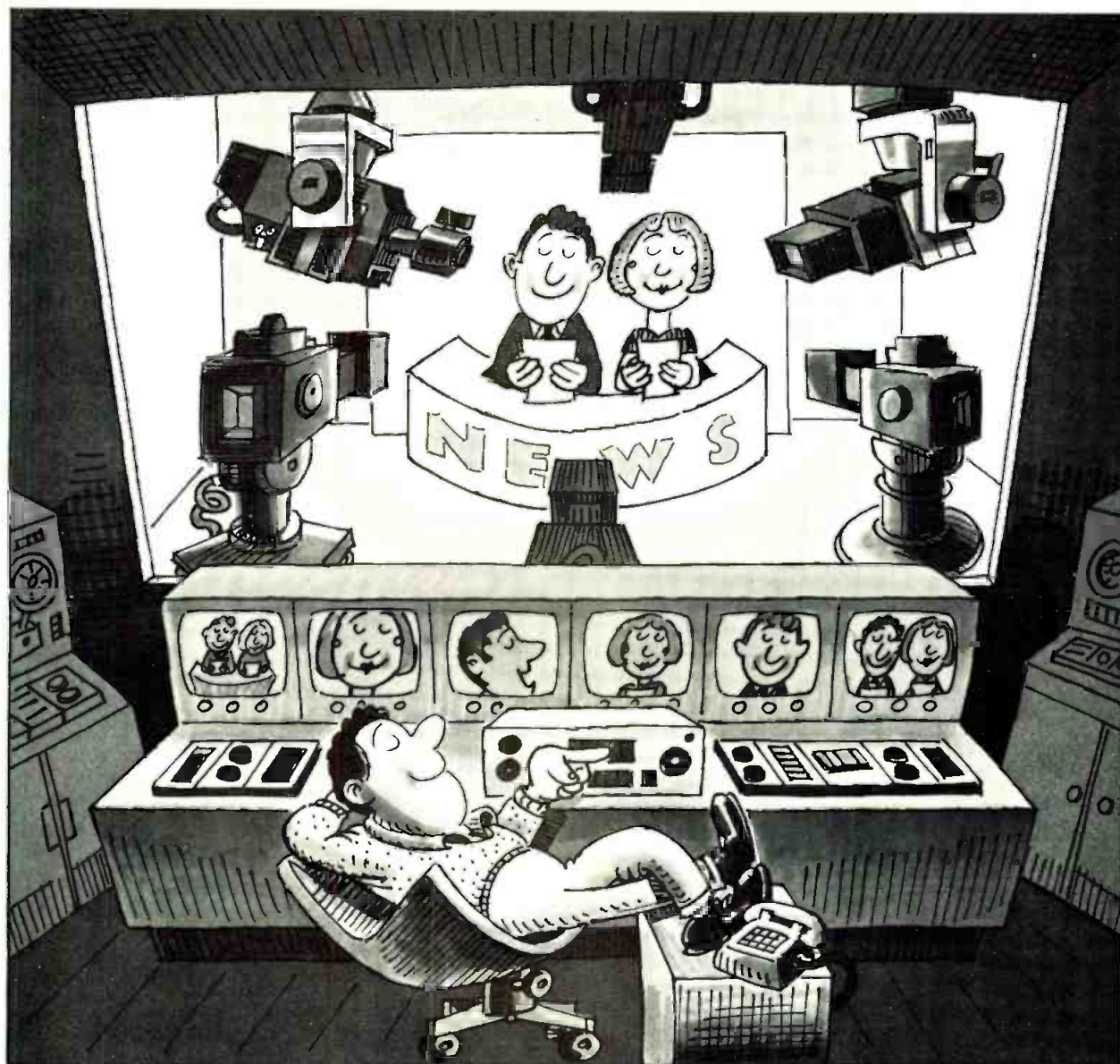
In *Return to Vietnam*, the station did a five-part series on the country, including interviews with Viet Cong and North Vietnamese who want to mend fences with the U.S.

The station also went to Korea for a nine-part series covering such topics as preparations for the Olympics, Oregon businesses operating in Korea and new business relationships and trade agreements.

● Although the fighting ended 15 years ago, there are no statistics for the number of women—wives, widows, mothers, nurses—"wounded" by the Vietnam war. **WBBM-TV Chicago** producers Scott Craig and Laurie Rackus profiled seven Chicago area women who talked about their private horrors and battles and the strength it took to wage them.

On Sept. 1, Illinois Governor Jim Thompson signed legislation to curb abuses in the credit repair industry. These abuses were documented by Pam Zekman's investigative team in a four-part series on abuse in car loans, home repairs, foreclosures and repair clinics.

● In June 1988, **WRAL-TV Raleigh, N.C.**, sent a crew to explore the frontier of Manchuria near the Chinese-Soviet border, an area that had been closed to Westerners since the revolution. The trip took the crew through China from Beijing to Harbin, then by train, bus and four-wheel-drive vehicle to the headwaters of the Zhan river. Next, they traveled by raft five days through the Manchurian wilderness to an outpost peopled by the Oroqen, who had never seen a Westerner before. The journey from Raleigh to Blagoveschensk was long and expensive. The cost was \$25,000 for what was a logistical nightmare. Because the crew had to raft and camp in the wilderness, lots of extra equipment had to be purchased, including a portable generator to recharge batteries and special waterproof boxes. Because of space



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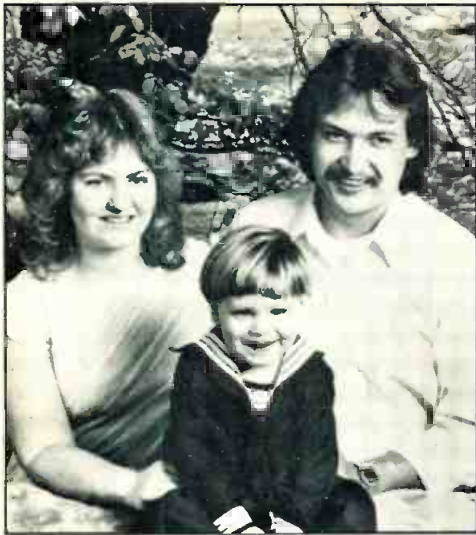
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Creekmores: the image...



and the reality

● *The Unquiet Death of Eli Creekmore* was produced by noncommercial **KCTS-TV Seattle** and later fed nationally via the Public Broadcasting System. The program dealt with the child-abuse death of three-year-old Eli Creekmore of Everett, Wash. It went beyond the death to focus on the government agencies caught between protecting children, respecting the authority of parents and trying to keep troubled families together.

Recognizing the need to respond to viewers calling about the documentary, the station set up a phone bank. Over 200 calls were received from people wishing to report suspected child abuse, from parents who felt they could abuse, or were abusing, their children and from people who wanted to volunteer to work with children.

restrictions, only a two-person crew, anchor-producer Charlie Gaddy and photographer-producer Scott Miskimon made the journey.

The result was *Charlie Gaddy in China*, a half-hour documentary that aired in prime time in July and earned a 12 rating and 27 share.

● Only days after evangelist TV preacher Jimmy Swaggart announced his moral indiscretion, **WVUE(TV) New Orleans'** Joe Giardina learned the whereabouts of the minister's alleged prostitute, Debra Murphree. Giardina and a crew flew to Florida for an exclusive interview from her motel room. Murphree identified Swaggart as the man who paid her for sexual services. Portions of the interview were aired by the station, and it was viewed by the elders of the National Assemblies of God.

Network news programs and syndicated talk shows asked for clips from the interview, and Giardina was asked to tell his story of the interview on various national radio and television broadcasts and in the newspapers.

● Two giant pandas on loan from the People's Republic of China were big news in **Toledo, Ohio**. **WTOL-TV** sent three people to

China to learn more about the pandas' homeland and to accompany them on their trip to Toledo. The result was a five-part series and a documentary on China. One day before the pandas arrived, the World Wildlife Fund went to court to try and block the visit, claiming it was being done for commercial purposes. **WTOL-TV** was interviewing WWF spokesman Ken Cook when the results of the court action came in, with Cook reading the decision that the pandas would be allowed to enter. **WTOL-TV** was the only station to cover live the bears' arrival at O'Hare airport. The station also produced two specials, one airing the night before they went on exhibition and another the next night.

● In early 1988, **KOIN-TV Portland, Ore.**, was informed of irregularities in the funding arm of Portland State University, particularly that money was being used for the personal expenses of PSU President Natale Sicuro. According to the station, reporter Peter Murphy discovered the foundation was more than \$100,000 in the red due to mismanagement, an illegal transfer of state funds had been made to the foundation and President Sicuro was withdrawing money for personal expenses and fund raising above a set limit.

Oregon's attorney general began an investigation of the school's accounting practices, concluding that there were problems with the way the foundation reported and spent money.

The foundation has been ordered to find a way to cover its debt, and many officers have resigned or been replaced. Seventy-five percent of the school's deans and department heads called for Sicuro's resignation, which came Oct. 10, 1988.

● According to **WPIX(TV) New York**, reporters Alec Roberts and Colleen Hunt were the first television reporters to detail the operations of gang dealers selling drugs in Queens. Not long after their reports on crack dealers and the

attendant violence, police officer Edward Byrne was murdered, allegedly on orders from crack "kingpins."

● **WHAS-TV Louisville, Ky.**, health reporter-noon anchor Jean West and freelance producer H.M. Goldman produced a 30-minute investigative documentary, *Beauty and the Scalpel*, about the risks of cosmetic surgery and the competition among doctors for clients. One woman had one breast implant collapse while the other swelled. She has since had seven operations to try and repair the damage. Another patient died following a nose job and another died after liposuction.

● **WTSP-TV St. Petersburg, Fla.**, launched a monthly, prime time news magazine hosted by anchors Sheryl Browne and John Wilson. Stories that aired included a look at Florida's growing alligator population, UFO's and babies addicted to cocaine. All these stories, said the station, were later the subjects of national television or newspaper coverage.

Reporter Carol Slark investigated several companies offering job search services in foreign countries. In a series of reports, Slark showed how the companies were bilking thousands of dollars from consumers.

Anchor John Wilson got a look behind the scenes at the top-secret Central Command at MacDill Air Force Base in Tampa, Fla., which is in charge of military operations in the Middle East and Persian Gulf.

● **WDiv(TV) Detroit** developed *Detroit Confidential*, a series of half-hour, prime access specials anchored by Mort Crim, in which reporters investigated several major topics, including arson, the second biggest crime in the city; homelessness, and crack. For the story on crack, reporter Mike Wendland spent a week *Living on Crack Street*. The station provided Wendland and a photographer with funds to rent an apartment in a drug-infested neighborhood. The station followed up the crack story with ongoing news reports.

For a documentary on Detroit Mayor Coleman Young, **WDiv** got "unprecedented" access to him as he carried out his daily duties.

WDiv(TV) conducted an exclusive investigation on how Michigan prison officials hired ex-convicts to serve as prison guards, while unfairly prosecuting other guards for crimes they didn't commit—specifically, one indicted by the testimony of a convict for alleged drug smuggling. As a result of the reports, the charges against the guard were dropped.

● **KBAK-TV Bakersfield, Calif.**, focussed on health and education in several stories over the past year. One story investigated the response time of medical emergency services. The story was prompted by the death of a young girl in a backyard swimming pool. The station found that a slow flip card system was being used to make sure all ambulance companies got equal numbers of calls. The system was costing "valuable seconds" in response time and was changed soon after the station aired its findings.

A series of stories on the financial status of all the hospitals in the county showed that, while the major ones were doing well, small, rural health care facilities—the bulk of county hospitals—were struggling. The report included possible solutions, such as the development of a coma center in one wing of a failing hospital.

In education, **KBAK-TV** began a feature, *Class*



WTOL-TV's Brian Tiell taping in China

of 2000, that followed a preschooler getting his shots and preparing for a 13-year public education career. The station has added more students to its study of the kind of education Bakersfield area children get. Subjects covered included curriculum, pre-school preparation, parental involvement, classroom equipment and administration. For its efforts, the station won an award from the California Teachers Association for "continuous coverage of education."

● **WUAB-TV Cleveland** reporter David Layne and videographer Joe Quinn investigated allegations of the "questionable" practices of the Cambridge Technical Institute in Cleveland. Layne and Quinn conducted interviews of present and former Cambridge students and the school's top official. They used a hidden camera to show recruiters routinely approaching people coming out of the welfare office across the street from Cambridge. The series documented several questionable practices, including unqualified students being recruited, enrolled and given federally guaranteed student loans and grants, on which the default rate was over 50%.

After *School Daze* aired, the Ohio State Board of School and College registration promised to investigate the school. Six months after the series, the state filed suit against Cambridge, charging them with violations detailed in the series.

● Foreign countries' "buying" of America is evident in east Tennessee, according to **WBIR-TV Knoxville, Tenn.** *Fast Forward*, a weekly news series on the future of east Tennessee, introduced viewers to local Japanese "home-steaders," providing insights into Japanese culture and business and why it is making inroads in the region and the country. Reporter Edye Ellis examined a Japanese school in the area, discovering that students go to school six days a week, stay after school until they understand their lessons and get only a month or so vacation, which went a long way toward explaining why Japanese students rank higher than others in subjects like math and science.

● For the past two years the Mississippi welfare department has taken over church-run homes for wayward children, charging abuse. **WDAM-TV Laurel, Miss.**, aired a five-part series, reported by Sherri Delaney Marengo, profiling church-run homes, which are not licensed by the state. The station also produced two 30-minute documentaries showing both sides of the story, including interviews with state welfare commissioner Thomas Britton and a former home resident who had accused its director of sexual molestation. General Manager Cliff Brown editorialized in favor of state licensing.

● In early 1988, **KPTV(TV) Portland, Ore.**, aired a series on the city's growing gang problem. Since that time, the violence has increased, according to the station, including drive-by shootings and other gang-related homicides. The station interviewed convicted gang members, who talked of the inner workings of their gangs and the extremes to which they went to prove their loyalty.

In August, after four months of investigative work, **WPTV(TV)** aired a half-hour documentary criticizing railroad companies for knowingly exposing workers to damaging levels of noise and prohibiting the workers from wearing any ear protection. The result: Thousands of rail-

road workers have lost part or all of their hearing. According to the report, the companies knew that a "cheap, easy and safe solution" to the problem had been available for more than 20 years but failed to protect their employees. Federal records showed a similar failure by the government. More than 300 lawsuits have been filed across the country, with railroads having settled more than 100. The documentary drew such a large response that it was repeated three weeks later.

● What began as a four- or five-minute piece on the Ku Klux Klan on noncommercial **WSKG-TV Binghamton, N.Y.**, turned into an hour-long prime time documentary, *A Small Circle of Friends*.

Producer Allen Williams traveled to a small town in northern Pennsylvania to cover a Klan rally. While there, he found, in addition to a host of robed followers and local officials, the group's national leader, the Imperial Wizard. Williams was permitted to film the rally and interviewed the wizard. Back at the station, he realized that he had something more substantial than a five-minute documentary. He was given more time to research the story, and discovered some local Klan history, including the fact that Binghamton had once been the home of the organization's state headquarters. Six months of research and three weeks of field production later, the result was an hour profile of the Klan and its history. The documentary was produced without outside funding, but with the help of local historians, sociologists, community leaders and the Anti-Defamation League of the B'nai B'rith. *A Small Circle of Friends* aired July 7 at 10 p.m., combining original rally footage and interviews with historical documents, archival footage and the revelations of a local ex-Klansman and a black man who had grown up in fear of the Klan in the 1950's South. It was the highest rated program of the month.

Julie Kramer narrated; executive producers were Bill Jaker and June Smith.

● **KXTV(TV) Sacramento, Calif.**, uncovered charges of mismanagement in California's Victims of Crime program. Correspondent Deborah Pacyna spoke with workers and clients and discovered "illegal" procedures at the state-run program. The series led to state legislative hearings that resulted in the agency director's resignation. CBS later aired a story on the subject on its *60 Minutes*.

● In an investigative report, *Timber: Our Heritage, Our Future*, **KDRV(TV) Medford, Ore.**, went to Dallas to interview the president of one of the largest timber companies, Medco Inc. The station discovered, through documents secured via the Freedom of Information Act, that timber was being cut at record levels. The story won an Associated Press award for best investigative report. Other AP awards for the station were for best feature—Geoffrey Riley for a story on the making of a made-for-TV movie; best news writing—by Riley again for *Bicentennial*; best documentary—for *Fires: A State of Emergency*; best sports report—by Tim Becker for *On the Road with the Medford A's*; best photo essay—by Ed Teachout and Chip Cornwell for *Fires: A Photo Essay*, and best news program.

● **WLVI-TV Boston** reporter Joe Shirtsleeve followed city workers with an undercover camera for a five-part series entitled *Caution:*



WLVI-TV's 'Men Not Working'

Men Not Working. In one instance, out of six-and-a-half hours of surveillance, four water and sewer commission employees had worked a total of 32 minutes. The series showed workers stopping at bars, fast food restaurants and the library, while other crews seemed to be driving aimlessly around the city.

The series generated considerable local press and resulted in the firing of a Boston Parks Department foreman and the suspension of five workers.

● In a story on truckers, **WNWO-TV Toledo, Ohio**, found a new meaning to stopping for a red light. Reporter Kyle Balluck found a flourishing prostitution trade in the parking lots of Ohio truck stops. The girls would meet their tricks via CB, then link up with truckers at rest stops and truck stops. Several of the girls were found dead along the highway, and authorities believed the murders might be the work of a serial killer.

Kyle and videographer Mark Durdak spent several nights along Ohio turnpikes and interstates, talking with truckers, police, truck-stop operators and hookers. They worked through the night, keeping the same hours as the subjects of their piece. The result was a three-part series examining the problem of truck-stop prostitution and the dangers the women face. As a result of the series, authorities stepped up undercover work at Toledo area stops to crack down on the highway red light district.

● The past year was a busy one for the investigative reporting unit at **WOWK-TV Huntington, W.Va.** The station discovered that the rising cost of malpractice insurance for obstetricians caused many doctors to leave the field and resulted in poorer care. Reporter Kathie McAndrews, herself expecting a child, found that malpractice insurance had tripled to nearly \$90,000 in West Virginia. The result was a series entitled *Baby Doctor Blues*.

Reporter Doug Sheils determined that residents along the Ohio River—which supplies drinking water to some three million people—in the Huntington-Charleston, W.Va., area were consuming zinc, copper, lead, nickel and chromium in their drinking water. *How Safe is the Drinking Water?* found that the concentration of substances was a result of the scores of industries along the river and of the barge traffic. Following the February news series, the EPA tested the drinking water.

WOWK-TV blasted the state's educational system in a five-part series entitled *Reading, Writing and Red Ink*. Keith Morehouse reported on the state's "antiquated school facilities, low pay for teachers [and] inadequate curriculum." The report came at a time when the state government was behind in its payments to the county school systems and resulted in a study which calls for the consolidation of many state

secondary, middle and senior high schools.

● **KESQ-TV Palm Springs, Calif.**, had to compete against nearby Los Angeles stations both for viewers and personnel, with key people "lured" to larger stations. Then there is the local cable penetration, which is among the nation's highest. To help meet those challenges, the station brought in a microwave unit to provide the market's first live-remote broadcasts.

One of the station's best projects was a three-part series on heart surgery programs at the area's two biggest hospitals, which are battling for "patients and prestige." With operating room video, KESQ-TV traced one woman's experience at both hospitals, then used interviews with doctors and patients to compare the services at each.

● In November 1987, Scott Klug and the **WJLA-TV Washington** investigative team looked into the controversial D Day practice exercise that cost the lives of approximately 100 soldiers. The three-part series looked into the "poor handling" of the secret Operation Tiger, in which a stray U-Boat sank several ships. More Americans were killed in the practice than on the beach at Normandy during the actual landing. The investigative team traveled to England, where the practice had occurred and where some residents had discovered a tank left over from the exercise and were using it as a memorial to the dead. The series also focussed on a local Congresswoman from Maryland whose father helped in the planning of Operation Tiger. She recalled stories of the mission and felt compelled to have a new official monument erected to remember the slain.

The station aired three specials on drugs. The first aired in March 1988 and focussed on a wave of drug-related killings, the attraction of drugs and attempts to steer clear of them. The second focussed on the suburban drug problem and babies born addicted. The third dealt with the judicial system.

● **KCBS-TV Los Angeles** produced a series on Korea and a series on Mexico in an effort to educate its viewers on the political, economic, cultural and social changes in those countries, both of which have strong ties to Southern California.

The story on Korea was lengthy—23 parts. Two reporters, two crews and a researcher/translator went to Korea and examined student rioting, labor activism and the presidential election.

The crew traveled for 15 days throughout Mexico to produce the six-part series and one-hour documentary. The story covered the problems of immigration, not only out of Mexico and into the U.S., but also immigration into Mexico from Central America; poverty; the corruption of the election process, and the relationship between Mexico and the U.S. The crew also shot footage in Washington, San Diego and Baja California.

KCBS-TV also did a story on a study that the station said was being conducted secretly by Cedars Sinai hospital in Los Angeles. The hospital was trying to find out how many babies have had transfusions—some apparently without the knowledge of the parents—with AIDS-infected blood in that hospital. The station aired the story, making the study public. After that, Cedars Sinai held a press conference to officially announce the study. The station heard about the study through anchor



Babies with AIDS, KCBS-TV

Terry Murphy, who learned of it through a conversation with a hospital worker.

The Los Angeles Press Club named the report "Best Investigation."

● Because of the large Polish population in western Massachusetts, **WWLP-TV Springfield, Mass.**, traveled to Poland for a 10-part series titled *The Faces of Poland*. In Gdansk, the crew arranged an interview with Polish Solidarity leader Lech Walesa. The crew was being followed by the Polish secret police and it was only through the help of a pair of Polish priests that the tape escaped confiscation.

Stories were done from Warsaw, Krakow and Czestochowa, and dealt with the Black Madonna, Auschwitz and the Wieliczka salt mines. There was also the reunion of one of the station's cameramen with his Polish relatives.

Response to the program was so great that the station repeated the series after normal programming hours to allow viewers to record the series on their VCR's.

● **WOKR-TV Rochester, N.Y.**, aired a series of reports on the city's building code enforcement policies. The reports showed how the city's inability and reluctance to enforce the codes left tenants with substandard housing. The series helped lead to changes in the city's enforcement procedures.

● Continuing coverage by **WJTV-TV Jackson, Miss.**, of gang activity in and around that city has documented its rise and the growing threat to the citizens of Jackson. That coverage has led to a mayor's task force, a gang-suppression unit in the police department and general heightened community awareness.

● On July 11, **WTVT-TV Tampa, Fla.**, aired a five-part series, "The Tarnished Years," on abuses and neglect of the elderly population. Producer-reporter Kelly Ring and photographer-editor Brad Wasson spent three months of research and reporting on the series, which was also culled into a half-hour documentary.

A series by Ring on teenage suicides, "Now I Lay Me Down to Die," received a Silver Angel award from Religion in Media, and the station was recognized by Florida Governor Bob Martinez for "outstanding contributions made to public awareness about Florida's troubled teenagers and their families."

● An hour documentary, *Sea World Sea View Grand Preview*, was presented in prime time by **KENS-TV San Antonio, Tex.**, to provide a tour of the new theme park, which opened last April 13. The show also explored how the new park will positively impact the San Antonio area economically. Other entertainment-ori-

ented documentaries included *Driving the Line*, a half-hour look at grand prix motor racing on the eve of an annual San Antonio race. Sports anchor Lisa Burkhardt taped part of the program at a nearby racing school, where she took shots from the driver's perspective. **KENS-TV** also produced a half-hour look at the Dallas Cowboys' training camp, *Focus on the Future*, for airing before the opening of the National Football League season.

● A staple of Chester County, Pa., and a multimillion-dollar business, is mushroom farming. Almost all the harvesting is done by migrant Hispanic farm workers from Mexico and Puerto Rico. **WCAU-TV Philadelphia** investigative reporter Dennis Woltering went to Chester County, Pa., to see how the workers lived. What he found generally were housing conditions "beyond the tolerance of any modern code," hovels housing 10 people and toilet facilities—if any were available at all—that were "virtually inoperable."

In addition to a multi-part series, the station aired two editorials on the squalid conditions.

After a newborn baby was kidnapped from Children's Hospital of Philadelphia, Reporter Lu Ann Cahn was sent to test hospital security. Accompanied by a technician with a hidden camera, she roamed freely through the hospital, into patients' rooms and around the maternity ward without ever being challenged or checked by hospital staff.

● Among the investigative efforts of **WTEN Albany, N.Y.**, was a three-part series that revealed how easy it is to discover intimate information on individuals using only a license plate number. Using three volunteers, reporter Bob Lawson found information on property transactions, business associations, loans, bad debts, criminal records and marital status. As a result of the series, the New York State Legislature proposed privacy legislation that is now being considered. Reporter John McLoughlin studied the condition of the Albany County airport. As a result, local groups are applying pressure for needed changes. In addition to the three-part series, the station also aired what it called "its most extensive series of editorials."

● An investigative team from **WTVF-TV Nashville** spent several weeks documenting the theft of airplane fuel and parts from the Nashville police's aviation division. The department's chief pilot was accused of taking the material for use in his private plane, which he used to moonlight as a radio traffic reporter. The pilot was forced to resign and ordered to pay restitution and a fine. The reports received an RTNDA regional award for investigative reporting.

Civil Rights: The Unfinished Journey was a series that examined the results of the civil rights movement, juxtaposing interviews with major figures of the movement with historical film footage of them.

● **WBAL-TV Baltimore** reporter Jayne Miller uncovered evidence that two juries had never heard in the case of Kirk Bloodsworth, convicted of the murder of a 9-year-old girl. Miller found that crucial evidence had been destroyed through alleged police negligence, key witnesses had gone unquestioned and a possible suspect had never been investigated.

Reporter Nat Harrington examined construction site safety in Maryland. He wanted to see if the laws had kept pace with the

building boom there. He found that workers were losing their lives because codes were ignored. As a result, says the station, the state is cracking down on builders.

Consumer affairs reporter Dick Gelfman reported that drunk driving offenders were being put right back on the road, with judges being lenient and offenders crossing state lines to obliterate past driving records. As a result of the reports, according to the station, loopholes have been closed and the conviction and punishment rate has increased.

● **WMAZ-TV Macon, Ga.**, received a Georgia Associated Press Ario-Television Award for its investigative series "Not in My Back Yard." The station produced six reports on hazardous waste disposal after the state targeted a local county for an incinerator. Thousands of residents rallied against the move. Reporters Curtis Fuller and Bob Toy visited neighboring states with incinerators to see how they reacted to them. After the reports aired, several citizen groups requested copies to show at community meetings.

● In August of this year, an ongoing investigation by **KERO-TV Bakersfield, Calif.**, into a cluster of cancer deaths in McFarland, Calif., led reporter Karl Schweitzer to Louisiana to explore a coincidence of childhood cancer in Morgan City, La.

KERO-TV ran a series of special reports on the air pollution problem in Kern County, one of 16 areas cited by the Environmental Protection Agency. The exposé on agriculture's contribution to pollution as well as pollution's effect on agriculture received a California-Nevada Associated Press award for top industrial report-



KERO-TV

ing. The specials culminated in an hour-long prime time special hosted by reporters Robin Mangarin and Karl Schweitzer and anchored from atop Bakersfield's tallest building so that the haze of pollution would serve as the backdrop.

● In February, **WIVB-TV Buffalo, N.Y.**, anchor Jacquie Walker spent a day aboard the U.S.S. Carl Vinson, a nuclear-powered aircraft carrier. Local sailors, pilots and others were highlighted in a report on those who work "In defense of America."

● Kentucky was in the middle of its worst drought in 50 years in 1988. **WKYT-TV Lexington, Ky.**, spent the "lion's share" of the summer—250 reports in its three daily newscasts—covering effects of the drought, from farmers forced to sell cattle at heavy losses to homeowners watching their lawns wither. Coverage was highlighted by *Dry & Desperate*, a special that aired at the height of the drought. The program involved all 43 news

staffers. It was hosted live from a Lexington farm and showed viewers how several farmers were coping with the conditions. That meant there were four live locations—the studio and three farms—to coordinate. The main segment was anchored from a hayfield, with reports from a dry creek bed where a farmer was trying to dig a new well and a long-range weather forecast from the studio. Equipment used included two live vans, a portable 2 ghz transmitter and a field production truck. Once the station had explained to the telephone company why it needed 600 ft. of line strung to the middle of a field and terminating in a bush, cooperation was "outstanding."

● In 1977, candy heiress Helen Brach disappeared without a trace. The case has remained unsolved and inactive. **WLS-TV Chicago's** *The Disappearance of Helen Brach* was initially planned as one feature of *WLS Presents*, a half-hour program whose subjects range from entertainment specials to documentaries. The Brach documentary evolved from an initial idea to produce a show on unsolved mysteries. But the Brach story began to take over as the intriguing elements of the case unfolded. It was decided to devote the entire show to the case, and then to expand the program to an hour. The documentary took over six months to produce. The producer read through stacks of transcripts and civil court proceedings and made hundreds of phone calls. Interviews were conducted with key figures who had never before been interviewed, and an interview with a cellmate of a suspect led to renewed interest in a search for Brach's body.

In part as a result of the documentary, the

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The William Benton Fellowship Program at The University of Chicago, now entering its seventh 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 6. Fellows will be notified by June 1. The 1989-90 Program begins September 18, 1989.

PLEASE PRINT

NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

case was reactivated by the Illinois State Police. The police said of the report: "WLS-TV has done more for the Brach investigation in six months than anyone else has been able to do in 11 years."

- **Aquaculture is a growing business in Mississippi.** In July, **WLOX-TV Biloxi, Miss.**, reporter Dave Elliott and photographer Mike Fillipi toured the state to report on this new industry. Elliott interviewed catfish farmers in the Mississippi delta, where more catfish are produced than anywhere else in the country, according to the station. He talked to farmers who have started raising redfish in the hot water discharged from an electric plant. One of the newer crops is soft shell crawfish, which few viewers had heard about.

- **WXIA-TV Atlanta** went undercover, with reporter Kerry Kilbirde, producer Kerry Oslund and photographer Dan Johnson revealing some not so obvious goldbricking by employees of the City of Atlanta Public Works. According to the station, one woman worked 2½ minutes in one eight-hour day. Others threw trash into a park they were supposed to be cleaning up. For three nights of the series, viewers watched city workers "abus[ing] their jobs and public confidence." The series resulted in disciplinary action against supervisors who weren't supervising and several other reforms.

- **WMAQ-TV Chicago** has produced eight documentaries since last year's local journalism special report. A notable example was *Angel of Fear*, the story behind the first people in U.S. history to be convicted of conspiracy to commit terrorism.

Reporter Peter Kari, producers Doug Longhini and Marsha Bartel and researcher Katy Smyser broke the story of an Illinois foster care system "in crisis" in a four-part series, "Throwaway Children." The station found that children were being placed with parents who had a history of child abuse, neither counseling nor corrective measures were being taken when children were mistreated, and the children's care was not being properly monitored.

A week after the investigations aired, a new Department of Children and Family Services director was chosen and a number of internal investigations were launched.

- **WTAJ-TV Altoona, Pa.** reported on the alleged supernatural occurrences at a local mansion. The five-part series aired the week of Halloween. The first three parts provided historical background and interviews with eyewitnesses and recreated some of the happenings. Part four featured live coverage of reporter Craig Demchak's overnight stay at the mansion. He and photographer Keith Pohl were hoping to videotape an "unworldly happening." According to the station, a time-lapse sequence showed a glass-encased wedding dress seeming to change position, although it did not "dance" as rumored. Part five recapped the story.

- In an "unprecedented" co-production arrangement with commercial station WDIV(TV) Detroit, noncommercial **WTVS(TV) Detroit** helped produce the first in a series of documentaries on urban stories. Under filmmaker Harvey Ovshinsky, who has worked at both stations, the *City Tales* series debuted with "Santa Claus is Alive and Well and Living in

Detroit." It told the story of Bernie Marquis, a Detroit artist who paints and repairs mannequins and serves as the Santa in the Michigan Thanksgiving Day Parade. The program aired on both WTVS and WDIV, and was distributed to PBS stations nationwide.

- A local news program that has grown beyond that definition is noncommercial **WPBT(TV) Miami's Nightly Business Report**, which began as strictly a local business news program in 1979. It is currently carried on 275 public stations around the country. The program combines reports on developments in business, finance and the economy with commentary from a group of economists, many of whom have served as economic advisers to Presidents.

In February 1988, the program became associated with Reuters, and can now draw on the expertise of some 1,200 journalists in 113 news bureaus.

- **WPBN-TV Traverse City, Mich.**, and its satellite **WTOM-TV Cheboygan, Mich.** helped reopen a year-old traffic case. New information showed that the original accident probably had been a homicide and that the sheriff and prosecutor had ignored requests from the family to investigate the case further. Shortly after the story broke, the sheriff's department authorized exhumation of the body, and a pathologist's report showed that her head injuries were not consistent with the finding of accidental death. The police allowed the stations to be present when the suspect—the victim's boyfriend—was arrested. He is now awaiting trial on a murder charge.

Latest news in community service



Inmate editorial on WIBW-TV

- An on-air editorial response is not an unusual occurrence, but at **WIBW-TV Topeka, Kan.**, the editorial was delivered by an inmate of the Kansas State Penitentiary. It came following a station editorial questioning a law that took from the Kansas Parole Board some of its power over prisoner releases and gave it to the Secretary of Corrections, who, in some instances, could release inmates without a hearing.

In response, three inmates wrote letters to the station, which asked them to write their views in the form of an editorial reply and offered to let one deliver it on-air. News Director Jim Hollis and Operations Manager Kent Cornish went to the prison to tape the reply. As far as the station can determine, it is the



'Time to Care' honoree Trevor Ferrell (r)

first inmate on-air editorial response.

- **WBZ-TV Boston** co-sponsored the New England display of the National AIDS Memorial Quilt (The Names Project), which contained over 4,000 panels representing people lost to AIDS. Begun in 1987 in San Francisco, the quilt included panels created by New Englanders who had lost a loved one.



WITN-TV and Toys for Tots

The station volunteered information about how to participate by constructing a panel interviewed several people who had made panels, interviewed a mother who had lost a son to AIDS, did a cover story on the disease aired an editorial, gave the story a special segment on its *Evening Magazine* program and interviewed singer and AIDS fund raiser Dionne Warwick.

"Time to Care" was a stationwide campaign to recognize individuals who exemplify caring and service. The campaign was launched with seven community forums. Some 4,000 brochures were distributed to help viewers become involved in their communities. A survey was commissioned to assess the need for volunteers in the community. On-air efforts included 60-second spots highlighting differen

worthy causes, editorials, series and specials.

● In December 1987, **WITN-TV Washington, N.C.** teamed up with local units of the Marine Corps Reserve to help promote the Toys for Tots campaign. The staff solicited donations through PSA's, features and daily reminders. Donations were collected on the news set so that viewers had a tangible measure of the progress of the campaign. The Marine Corps reported that donations were double those of the previous year, allowing them to expand distribution into two additional counties.

● What began as a four- or five-minute piece on the Ku Klux Klan on noncommercial **WSKG-TV Binghamton, N.Y.** turned into an hour-long prime time documentary, *A Small Circle of Friends*

Producer Allen Williams traveled to a small town in northern Pennsylvania to cover a Klan rally. While there, he found, in addition to a host of robed followers and local officials, the group's national leader, the Imperial Wizard. Williams was permitted to film the rally and interviewed the wizard. Back at the station, he realized that he had something more substantial than a five-minute documentary. He was given more time to research the story, and discovered some local Klan history, including the fact that Binghamton had once been the home of the organization's state headquarters. Six months of research and three weeks of field production later, the result was an hour profile of the Klan and its history. The documentary was produced without outside funding, but with the help of local historians, sociologists, community leaders and the Anti-Defamation League of the B'nai B'rith. *A Small Circle of Friends* aired July 7 at 10 p.m., combining original rally footage and interviews with historical documents, archival footage and the revelations of a local ex-Klansman and a black man who had grown up in fear of the Klan in the 1950's South. It was the highest rated program of the month. Julie Kramer narrated, executive producers were Bill Jaker and June Smith.

● The achievements of outstanding black Virginians were the focus of a series of 60-second spots airing throughout February on **WXEX-TV Petersburg, Va.**, for Black History Month. The spots featured prominent black community leaders including Lt. Governor Douglas Wilder, Virginia Supreme Court Justice John Charles Thomas and former Richmond Mayor Roy West.

In fall 1987, the Powhatan High School chapter of Students Against Drunk Driving asked **WXEX-TV** to produce a video encouraging students not to drink and drive. The result was a 10-minute video focussing on a letter from a mother whose son had been killed by a drunk driver.

The station televised the only prime time debate between senatorial candidates Chuck Robb and Maurice Dawkins. The debate, produced in cooperation with the Virginia League of Women Voters, was held in the station's studio and was beamed via satellite to a network of stations in three other Virginia markets.

● **KICU-TV San Jose, Calif.**, participated in the "Destination Downtown San Jose" civic project by producing and presenting 10 hours of specially produced programming.

The station also celebrated its 20th anniversary by donating \$60,000 worth of production

and airtime to six arts groups to encourage public awareness of the arts.

● **WPTA-TV Fort Wayne, Ind.**, participated with other stations in an AIDS Lifeline. In addition to five prime time specials, the station put all its AIDS stories under the AIDS Lifeline umbrella. The station also donated \$3,000 to the local AIDS task force.

● On Oct. 3 at 11 p.m., **WTTG-TV Washington** began its nightly *City Under Siege* program. The live, half-hour report, airing Mon-



'City under Siege,' WTTG

day through Friday, begins with the day's big drug story, ranging from drug-related crimes to new government legislation to police actions. Viewers are encouraged to call a station hotline phone number (1-800-33 FOX TV) with information on drug deals or dealers, the station said, adding that rewards are offered for information leading to the conviction of a drug dealer. Positive aspects in the war against drugs, such as anti-drug programs available in the area, are also part of the report.

● **KHBS-TV Fort Smith, Ark.**, is in a small market, but it has gotten big news reach since it purchased a satellite newsgathering vehicle. It was a "tremendous" investment, said the station, but because of the hilly terrain and relatively large geographical market, it was felt necessary.

The satellite capability has allowed the station to get out into the community. For one two-week period, the station took its 6 p.m. newscast on the road. In each of 10 key cities in the station's ADI it worked with chamber of commerce leaders on hometown celebrations to coincide with the visits. In advance of the broadcasts, the station produced features on each community. The \$6,000 budget was achieved by trading out services with local businesses. Promotion was the key, said the station, which printed posters and cross-promoted on radio as well as on its own air. The station used one of its *Good Morning, America* cut-ins to interview the mayor of each town as a teaser for the evening's newscast.

● *People Helper* is a project of **KOMO-TV Seattle** in which, three times a week, a situation is presented that needs someone's "expertise, leftovers or special help." For example:

■ When a honeymooning couple was caught by Hurricane Gilbert in Cancun, Mexico, *People Helper*, arranged for their transportation home. The Seattle Sheraton, after seeing the story, donated a honeymoon weekend at the hotel. ■ A single mother with an eight-year-old disabled child needed a wheelchair. Seattle Supersonics basketball player Alton Lister and his wife, Bobbie Jo, contributed \$2,500 to buy the chair. ■ While visiting California, a

teenage girl was injured in an accident that took her mother's life. She needed to be airlifted home, and a local department store donated their corporate jet. ■ A senior citizen chorus needed a piano for rehearsals. A dozen used pianos were offered and the station contacted other nonprofit groups and found homes for all the pianos.

● "You saved my life." The "you" in question was **WOWK-TV Huntington, W. Va.** The speaker was Huntington resident and retired hospital worker, Mamie Lucas. Lucas had been watching health reporter Phil Benson's report on skin cancer in his twice weekly series of health reports. In the report, Benson stressed that self-examination was one method of catching the symptoms early. Lucas immediately did so, discovered a growth on her leg, and within days had it successfully removed. Had she not caught it early, said the doctor, the cancer would have spread. "I'll be forever grateful for watching his report," said Lucas.

As part of its anti-drunk driving campaign, **WOWK-TV** produced two public service spots with particular impact. The spots featured a young man whose accident while intoxicated had killed one friend and paralyzed a second. The PSA's were written by marketing director Bob Willis and produced by Anne Drummond and Allen Payne. They aired during prom week. Said the youth in one spot: "I was the driver of that car...and I had been drinking. My life will never be the same. Don't let it happen to you. Please...if you must drink, don't drive."

WVOK-TV holds an annual blood drive, using its lobby and studio facilities in the effort. During "The 12 Days of Donorvision," the station brought in 1,500-plus pints of blood.

● Each month, **KOLR-TV Springfield, Mo.**, produces a half-hour public affairs program, *Eye on the Ozarks*, focusing on local community problems, special events and special people, providing "a flavor of the Missouri Ozarks."

When Missouri's long-time Congressman from the 7th district retired, the race for a successor was big news. The **KOLR-TV** sponsored a live forum in which the seven contenders for the seat discussed a wide range of issues. Following the primary, the station sponsored a full debate.

● The problem of teen pregnancies was addressed in a week-long stationwide effort by **WDIV-TV Detroit**. The station aired two half-hour specials independently produced by the Pontiac School District, and two interactive discussions, one featuring teenagers, the other parents. The campaign also featured editorials, news features, public service announcements and a printed resource guide featuring names and phone numbers of counselors that was distributed to the viewing audience. There were 5,500 requests for guides from suicide prevention centers, teachers, the public library and President Tuxedo, which put a resource guide in every prom tux it rented out.

● Each weekday morning, children ages 6-12 are informed and entertained by a news program targeted to them, *Ready to Go*, which, according to **WNEV-TV Boston** is New England's only live morning information program for children. Hosted by Liz Callaway and Scot Reese, the program offers a variety of informational and lifestyle segments, including local and national news reports, trivia, health tips, games and "Bus Stop" weather reports from a young person's perspective. **WNEV-TV** helped

compile a guide to hunger volunteerism entitled "Lend a Hand for Hunger." The 55-page booklet detailed more than 150 programs in eastern Massachusetts. In addition, the station aired a series of public service announcements that profiled hunger volunteers at work and a multi-part news series on volunteerism.

● Investigative reporters from **WBNG-TV Binghamton, N.Y.**, searched for the *Best Place to Drink and Drive*. Research at the state capital revealed a local county had the worst drunk driving conviction rate in the state. An editorial urged corrective action and the county is now considering hiring additional prosecutors.

Turning to the drug problem, a series of reports led to an investigation by local police.

● Inspired by the mother of one of its staffers, **WUSA-TV Washington** produced a public service campaign directed at latchkey kids and their parents. It consisted of a series of locally produced PSA's and a self-help booklet developed by public service administrator Mike Mannarino and his mother, who is an elementary school teacher. To date, some 40 Washington area schools and more than 30,000 students have received the booklet.

Capital Edition is a Sunday morning hour program that balances hard stories with softer ones, from the threat of acid rain in Virginia's Shenandoah National Park to the Washington ballet.

22:26 borrows its name from the the number of minutes and seconds of programing in a half-hour after the commercial time is subtracted. Topics have ranged from a look at the housing and disappearing beach problems of Ocean City, Md., to an interview with the leader of the Nation of Islam.

● Deborah Knapp-Bonilla, anchor for **KENS-TV San Antonio, Tex.**, hosted an hour special, *AIDS 101*, on March 19 to provide viewers with the basic facts on the deadly disease. The live show included a panel of experts and a viewer call-in. The station has since continued to air public service announcements and weekly AIDS news features. On August 20-21, KENS-TV co-sponsored a Health Fair at San Antonio's Trinity University with the *San Antonio Light* newspaper. Along with an AIDS panel, there were seminars on cancer, heart disease, diabetes, drugs and alcohol, pediatrics, obstetrics, stress and depression and weight problems.

● During the "scorching" summer of 1988, **KMBC-TV Kansas City, Mo.**, launched a project to provide fans and air conditioners. The station aired stories calling attention to the life-threatening dangers of high temperatures. The Channel 9 Fan Club raised \$25,000 to buy 2,000 fans and 100 air conditioners. In contrast with the summer of 1980, another very hot summer when 150 people died, fewer than 10 people died as a result of the heat.

● The anti-drug campaign of **KSNB-TV Garden City, Kan.**, was multifaceted: ■ An artwork contest for elementary school children asked the creative question: "Why I say no to drugs?" News broadcasts ended with displays of the resulting posters, and others were placed in local stores. ■ Bumper stickers were given away at local stores. ■ A 30-minute pre-produced program showed the winners of the art contest and examined the drug prevention efforts of southwest Kansas. The campaign cost about \$6,000, a portion of which was

covered by two co-sponsors.

● The Rocky Mountain Poison Center answers phone-in questions about poison. Budget cuts at the state and federal level threatened to close the facility. The **KCNC-TV Denver** public affairs department created a successful public service campaign and held a fund-raising rally to keep the center open.

The Homework Hotline is staffed by volunteer teachers who help students with problems on their homework. It has received an average of 24,000 calls per year since its inception in 1985.

● In May, an entire city block of Cohoes, N.Y., burned down. The damage included 38 homes and nine buildings. Twenty-five families were left homeless. **WTEN Albany, N.Y.**, worked with local agencies to organize a drop-off point at the station for contributions. The station staff worked overtime to receive the goods. The station collected several truckloads of clothing, furniture and food, along with cash contributions for the homeless families.



WTEN-TV's Steve Wilkins surveys donations

● In February, **KRIS-TV Corpus Christi, Tex.**, reporter Karen Boudrie presented a week-long series of reports called *Life Gift*, each night featuring someone who's life was saved or improved through organ donation. The series explained how viewers could become donors. The station was recognized by the Kidney Foundation, Lion's Eye Bank and others for heightening community awareness.

● **KPOM-TV Fort Smith, Ark.**, sponsored Foodline 24 in cooperation with the Northwest Arkansas Food Bank, the Salvation Army and numerous volunteer groups. The food drive, just before Thanksgiving, raised over 60,000 pounds of food. In June 1988, the station sponsored its third annual Fanline 24. In cooperation with the Salvation Army, KPOM-TV collected fans to distribute to the needy and elderly to fight the summer heat.

In conjunction with the Arkansas chapter of the American Cancer Society, KPOM-TV ran a series of public service announcements asking women over 35 to participate in a statewide breast screening project. Participants called a toll-free number to receive information and a \$50 discount on a mammogram. Over 1,500 viewers responded.

● **BOLO' (Be on the Lookout)** began in March 1986, as an idea of Detective Bill Mullins of the Moraine Police Department and Lt. Ed Crowder of the Beaver Creek Police Department. Under the program, **WKEF-TV Dayton, Ohio**, broadcasts information, including a photo or video, of wanted felons in the area. Each segment deals with a felony for which a warrant has been issued. The segment airs on the 6 and 11 p.m. newscasts, and has since

been expanded to include the 10 most wanted criminals in the Miami Valley. A phone number is made available and information kept confidential.

According to the station, in 1988, 70% of the felons broadcast on the program have been apprehended as a direct result of the show. In one week, nine felons were identified on the broadcast; nine were arrested.

● **WPTV-TV West Palm Beach, Fla.**'s 1987 Food For Families campaign surpassed the previous year's effort by 36%, raising 218,000 pounds of food for the needy. WPTV began the annual food drive in 1985, modeled after a program in Nashville. The six-week program is held each year prior to Thanksgiving. The campaign included daily news reports and public service announcements.

● **KMGH-TV Denver** spent the month of May looking at issues affecting children. "Kids Month" featured daily news stories on subjects such as babies born addicted to drugs and the difficulties in finding adequate day care. A three-day series by reporter Bertha Lynn and producer Danielle Zieg on homeless children received the most attention. The station followed that report with a one-day "Kids Drive" to collect clothes and furniture for children at two Denver shelters.

● For four months **WTKR-TV Norfolk, Va.**, made a *cause celebre* of saving the Chesapeake Bay. The station adopted the theme "Have a Nice Bay" to characterize the effort. WTKR-TV produced dozens of news stories on the science, sociology and ecology of the bay; PSA's and ID's told viewers how they can make a personal contribution to the health of the bay by conserving water, disposing of waste properly and not overfertilizing their lawns. The station also produced a two-hour special that included 30 minutes of stories on boating, fishing, toxic chemicals and species management, and a panel including conservationists, state and local government representatives, U.S. Senator Paul Trible via satellite and an audience of 50 people. It was shot on location along the bay in Hampton, Va. Theme music was commissioned from a local musician and the art department produced special graphics. The "Have a Nice Bay" effort also includes staffing booths at area festivals and selling T-shirts, caps and visors with the "Have a Nice Bay" logo and donating the proceeds to the Chesapeake Bay Foundation.

● For the fourth year, **WDAM-TV Laurel, Miss.** recognized valedictorians and salutatorians among graduating high school seniors. Some 100 students from 18 counties were treated to a day of activities and featured in numerous promotional spots, plus a 30-minute special.

● In conjunction with a five-part news series, *How Healthy is you Child*, **KSDK-TV St. Louis** launched Operation Vaccination, a mass-immunization project co-sponsored by three area public health departments. Medical experts were available at the vaccination site to answer questions on what diseases were being protected against. Family health portfolio kits were provided free to all participants as were refreshments.

"Cholesterol: Check It Out," was a massive screening project organized by the station in conjunction with a week-long series of reports on the subject. The screening attracted 10,000 participants. An information line was installed at the station and supported with public ser-

vide spots. Information packets were produced that included a list of resources for nutrition information. Station meteorologist Bob Richards got his cholesterol level checked live during a weather remote from the event.

● **WCAU-TV Philadelphia** mounted three "Save-a-Life" campaigns designed to help viewers survive dangerous situations. The three campaigns were on cardio-pulmonary resuscitation, skin cancer and fire safety. The campaigns comprised multi-part news series, late fringe special programs, school outreach, CPR training, skin cancer screenings and community fire drills.

Correspondent Terry Ruggles learned CPR and helped demonstrate how it saved lives. News anchor Alan Frio donned firefighting gear and went into a controlled fire at the Philadelphia Fire Academy to learn what conditions were really like.

● Oklahoma ranks fourth in the nation in illiteracy with over half a million citizens who are functionally illiterate. By some estimates, the social and economic problems that result cost the taxpayers \$1 billion a year.

● **KOCO-TV Oklahoma City** has begun a two-year campaign, "Project Challenge," to promote literacy and continuing education. The project kicked off with 90 business breakfasts in 77 counties at which a documentary was simulcast over Oklahoma Educational Television Authority affiliates. The station's newscasts have been geared to the campaign, and a weekly public affairs show, *Challenge '88*, deals with literacy and continuing education.

● California's car insurance rates hung in the balance as four separate ballot measures were put forth that would overhaul the present system. **KXTV(TV) Sacramento, Calif.**, held a live, public forum to help viewers decide among their options. Viewers could call in questions that were answered by experts (over 4,000 calls were received), and the station handed out a pamphlet on the issues.

● In February, following a five-part series on the **Austin, Tex.**, medical community, **KTBC-TV** provided a 30-line phone bank staffed by 120 doctors answering viewers' medical questions. The four-night project received some 33,000 calls. The Channel 7 Spirit of Sharing Food Drive conducted in April collected 120,000 pounds of food for the Capital Area Food Bank. The drive was preceded by a five-part special report, *The Changing Face of Hunger*.

● "Club Connect" is a half-hour weekly program for, by and about teenagers, with teenage reporters and research based on responses from 2,000 teenagers. The noncommercial **WTVS(TV) Detroit** program is accompanied by a community development effort to involve youth in the program. The Central Educational Network has requested segments into which they can insert local posts and stories "a la *PM Magazine*."

As part of his No Crime Day, Detroit Pistons star and station board of trustees member Isaiah Thomas hosted a half-hour, live call-in program on drugs and crime in which Thomas talked with teenagers who have faced those problems and answered calls from viewers about their own concerns.

● "Health Hotline" on **WSOC-TV Charlotte, N.C.**, was a live, three-hour call-in program featuring 150 doctors who answered ques-

tions, then referred callers to the proper medical authorities for diagnosis. Healthbeat reporter BJ Harrison provided feature material and status reports. Over 3,000 calls were received.

In April 1988, the station launched a massive program to distribute Lifesaver Tags. A three-part series by anchor Janet England featured interviews with area medical and fire personnel to determine the importance of immediate identification of victims of sickness or accidents. Updates on the program were provided during the station's newscasts. As of September 1988, 325,000 tags were distributed.

● Dick Gelfman, community affairs reporter for **WBAL-TV Baltimore**, joined with Steve and Roseann Pagotto and the Baltimore community to fight city hall. City hall had met its match. The Pagottos were told that Roseann's \$78,000 of experimental chemotherapy treatments was not covered in her husband's benefit package as a city policeman.

Together with the Pagotto's lawyer, Gelfman determined that the treatment was covered in full, and the city agreed to pay all past and future claims.

● In the area of public affairs, **WBRE-TV Wilkes Barre, Pa.**, offers *28 Magazine*, a monthly magazine show produced by the news department as a "labor of love." It features a cover story, sports, a behind-the-scenes sports story and a feature segment, "Gallagher's Travels." The program, according to the station, provides the staff an outlet for creativity in which the traditional newscast rules are traditionally broken. Stories run long and there is experimentation with techniques not possible under the deadlines of daily newsgathering. The program was even done live on location in prime time to raise community awareness and support for the renovation of a local park.

● The Atlanta Community Food Bank was holding a benefit concert at a local nightclub featuring local talent. Native Georgian Ray Charles agreed to perform his hit, "Georgia on my Mind," but a concert date in Savannah proved a conflict. **WSB-TV Atlanta** sent its Ku-band truck to Savannah and prepared to feed the song live, but Charles finished his concert before the benefit began. The song was videotaped from the concert and fed back to a rented downlink outside the nightclub. Attendees of the benefit saw it on wide-screen TV's shortly thereafter.

● On March 9, 1988, **KTSF(TV) San Francisco** aired a live, two-hour phone-in program, *It's Your Right*, offering viewers a chance to ask questions about the amnesty program offered by the U.S. Immigration and Naturalization Service. So that the program would reach its intended audience, the station broadcast the program in six languages: Mandarin, Cantonese, Japanese, Korean Tagalog and English. The program was divided into segments devoted to each language, but viewers could call in any time during the program to speak with a volunteer in their native language. The station received more than 200 phone calls.

● **WNCT-TV Greenville, N.C.**, began a weekly News Teen segment in its 6 p.m. Wednesday newscast, featuring high school students presenting a short segment on a subject of interest to teenagers. Topics have ranged from SAT scores to sex. The program began with

students from the Pitt County School System, but has been expanded to the 20 counties in the station's viewing area. A 30-minute public affairs program, *Blueprint for the Future*, aired in August and featured the views of educators and the public on the future of the Pitt school system. It was one of a series of programs planned to discuss the needs and interests of the region.

● **WGN-TV Chicago** was the site of a bill-signing ceremony in August after the Chicago station did a series of reports exposing life-threatening practices in medical laboratories that process pap smears. The series, "Russian Roulette: Pap Smears that Fail," showed how overworked technicians and lack of quality control combined to produce false negative readings in women with the first stages of



L-r:Thompson, Harvey and Rick Rosenthal

cervical cancer. Reporter-anchor Pat Harvey testified in May 1988 before the Public Health, Welfare and Corrections Committee. The hearings resulted in legislation designed to establish quality controls over the reading of pap smears. Governor James Thompson signed the bill on WGN-TV's 9 p.m. news, then gave the pen to Harvey.

● **KTPX(TV) Odessa, Tex.**, responded to what had appeared to be a shooting but turned out to be a teenage suicide. The station decided to investigate teenage suicides. After dealing with an uncooperative police force and sheriff's department, they finally were able to inspect pertinent files. The found that the rate was double the national average.

The result of their investigation was the prime time series of specials, *Midland's Secret Sorrow*, which identified the problem and highlighted the story of one 13-year-old who had killed himself after wrecking the family car. Other segments showed parents what signs to look for. Several psychologists were interviewed live to discuss the information contained in the reports.

After the specials aired, school officials began training counselors in how to recognize the telltale signs of a possible suicide. The station offered viewers written information on recognition and prevention.

● The Chicago public schools were called the "worst in the nation" by a former U.S. secretary of education. **WLS-TV Chicago** has made a one-year commitment to bring people together to address what it calls a crisis in the Chicago educational system. The "Say Yes to Education" campaign is a cooperative venture with the *Chicago Sun-Times*. The television portion of the campaign began with a one-hour studio forum hosted by news anchor Mary Ann Childers. It defined key issues and helped bring together the key players: parents, teachers, students and the business community. The station is producing and airing at least one special a month on issues in

● Over a three-week period in May, **WVTM-TV Birmingham, Ala.**, concentrated on "The Golden Years." Some 45 special reports aired on its 5 p.m., 6 p.m. and 10 p.m. newscasts, focussing on problems and issues related to aging. Those topics included fitness and nutrition, loneliness and catastrophic health care. The reports were produced by nine different reporters, two producers and three photographers. More than 50 senior citizens were interviewed, and a panel of senior citizens was interviewed to determine topics of greatest interest. A resource booklet was produced and distributed. Throughout the three weeks, volunteers manned phones to answer questions from viewers. Five thousand calls were received and 10,000 resource books handed out.

● In November 1987, **WBAY-TV Green Bay, Wis.**, joined with the Boy Scouts to collect canned food. The station and scouts collected food door-to-door. Plastic bags were produced with the project name and the Boy Scout and station logos on them. The bags were distributed to doorsteps by the scouts on a Saturday morning. The following week, PSA's and news spots asked viewers to fill the bags with canned food. The bags were picked up the following Saturday. The project was a success and there are plans to repeat it this year.

● Addressing the criticism that the broadcast industry does not help train young journalists, the University of Missouri-owned **KOMU-TV Columbia, Mo.**, in conjunction with the Cosmos Broadcast Group, sent five student reporters to each of the national political conventions. The reporters served as interns for Cosmos when they weren't reporting for the station's 6 and 10 p.m. news.

At each convention, two of the students were designated reporters of the day, while the other three logged tapes and answered phones for Cosmos. The KOMU-TV stories were fed via Cosmos satellite. Both teams covered the Missouri state political conventions, produced profiles of local delegates and wrote pieces on the platform planks of special interest to their local audience.

The Atlanta crew produced a story on former Missouri Senator and vice presidential candidate Thomas Eagleton, and his role as a television commentator, as well as one on candidate Richard Gephardt.

Each crew sent preview stories, at least two stories a night, and follow-up pieces.

● **WXFL-TV Tampa-St. Petersburg, Fla.**, noon anchor Barbara Callahan joined forces with the American Cancer Society to sponsor a two-month project encouraging breast screening. In addition to an eight-part series, the station installed a phone bank. More than 12,000 women called to take advantage of the low-cost mammograms offered, and 30 cases of cancer were caught in time that could have otherwise become life threatening.

Anchor Bob Hite shot, edited, wrote and produced a series on the endangered manatee (sea cow). The station started a manatee watch with daily reports from its helicopter and the Civil Air Patrol on sightings that would help boaters avoid hitting them accidentally.

The station has also created a three-person Perspective unit, digging a little deeper for background on the day's top story.

● **KCBS-TV Los Angeles** has aired three live, prime time news programs featuring one or

two anchors and a studio audience. Subjects were earthquake preparedness, the Los Angeles gang problem and the "troubled public education system." The station reports that each of these programs has received "critical acclaim and high ratings." The program features not just the town meeting format, but also includes a three- to four-minute background tape, which also may break news. The show on public education featured a computer polling system. According to KCBS-TV, each member of the audience was linked to the system. Prior to broadcast, persons entered demographic information about themselves and then entered their opinion on various questions. During the program, as these questions were raised, the demographics were retrieved and displayed on-screen.

Another public affairs effort by KCBS-TV was to establish earthquake information for the hearing impaired, using an "open-captioning system" of a crawl.

● **WMTW-TV Poland Spring, Me.**, decided to do something to help drought-devastated farmers in the Midwest. Their answer was The Maine Hayride, a 20-truck convoy of hay from Maine to farmers in the hard-hit Youngstown, Ohio, area. The hayride was organized by the station's promotion and news departments, with the assistance of the Maine Agriculture Department and St. Johnsbury Trucking, which donated trucks and drivers.

It was a total station effort. News anchors helped load the hay. Meteorologist Cliff Michaelsen updated the drought situation nightly on the weathercasts, then accompanied reporter Martin Morenz on the two-day hayride. Karen Michaelsen and Ursula Lipari of the promotion department helped get the word out about the event.

The hayride left Portland, Me., on Aug. 14, with enough hay for 100 Ohio farmers—chosen by lottery—to feed their herds for up to three months. Food, accommodations and fuel for the truckers were donated. The hay was distributed on Aug. 15 and a special, *The Maine Hayride: Making Good News Happen*, aired Sept. 2.

● According to **WOKR-TV Rochester, N.Y.**, it was the first local TV station in the state to close caption its early newscasts. The local cable company made decoders available to the deaf at no charge. Captioning costs were underwritten by a local supermarket chain in exchange for a mention in the station ID preceding the newscast.

When the United Way identified a need for 5,000 volunteers to help out at local service agencies, WOKR helped organize a recruitment drive. Anchor Don Alhart narrated a series of public service announcements and the station aired features on area volunteers in action.

● **KHON-TV Honolulu** has undertaken several joint projects with the state's morning daily, *The Honolulu Advertiser*. The two conducted debates, one among the candidates for the hotly contested first congressional district, the other for the office of mayor of Honolulu. The debates were moderated by the newspaper's managing editor and the panel of questioners comprised two reporters each from the station and paper. The debates were broadcast in prime time and heavily cross-promoted in the newspaper, as well as by the station.

Another joint venture is the Hawaii Poll, an independently conducted voter preference survey. The costs of the survey are shared, while the breaking poll results are used on an alternating basis. According to assistant news

director Jack Kellner, the station has found that "while we are competitors, we can work together on certain projects while gaining great promotional advantage over our television competition and the newspaper's afternoon rival.

● **WCIV-TV Charleston, S.C.**, participated in a number of community-related projects over the past year:

It sponsored a food drive at which some 15 tons of food was collected for needy families.

The station asked viewers to send Christmas cards to sailors on Charleston-based ships. Thousands did.

An AIDS Lifeline campaign featured locally produced news series and reports that won awards from area medical associations.

The station is also promoting a Coats for Kids project to provide winter clothing to needy children.

● **KOLN-TV Lincoln, Neb.**, and its satellite KGIN-TV Grand Island, Neb., organized a food drive in the face of a drought that was straining the resources of rural food banks. The news department produced stories detailing the need for food. A station personality spent two weeks traveling, appearing at the site of each day's food drive. The project concluded with a day-long drive at the Nebraska State Fair. The result: 27 tons of food.

The station also conducted a blood drive, supported by 12 stories during the month of July on the need for and uses of donated blood. The station also promoted community drives and sponsored its one-day drive with live reports in the news. The result was a 10% increase in blood donations.

● A major effort of **WWOR-TV Secaucus, N.J.** was the A+ For Kids campaign, addressing a report by the Carnegie Foundation for the Advancement of Teaching that had decried the quality of education in urban schools. The campaign includes five prime time specials or topics including teen pregnancy, school drop outs, and learning disabilities; multi-par news series; special events coverage; features within original programming and PSA's celebrating outstanding teachers and students. As part of its off-air effort, the station provided \$50,000 in grants to outstanding teachers and is helping them network their successful classroom projects.

A 10-part series on how people can control their cholesterol count through dietary and lifestyle changes was presented by WWOR-TV. In addition to the on-air material, a cholesterol testing program was developed with three area hospitals, providing tests to more than 20,000 people. A follow-up campaign involving more hospitals is planned for next spring.

The station also carried New Jersey Governor Thomas Kean's State of the State address live, followed by a half-hour report examining the major issues covered in the governor's



'A+ For Kids' on WWOR-TV

speech and how he planned to address them.

● The *Christmas Pops Concert with the Saginaw Symphony Orchestra* was a one-hour special to benefit the U.S. Marine Corp.'s Toys for Tots program orchestrated by **WJRT-TV Flint, Mich.** The station hired the conductor, paid the musicians' salaries and rented the music and theater. Three news anchors acted as hosts, providing commentary and personal notes. Two other anchors participated in two of the musical pieces. The station's art department designed the set and, along with the production personnel, worked on the lighting and decorations. The Saturday night performance was edited into an hour program and aired in stereo the following Monday, with a repeat performance on Christmas Day.

● **WTAJ-TV Altoona, Pa.**, reporter Charlotte Ames produced a series, in cooperation with local hospitals, on the detection and prevention of breast cancer. Women were encouraged to take advantage of screening efforts at the hospitals, which timed them to coincide with the series. A follow-up story reported test results. Some patients were called in for more testing, "hopefully saving lives in the process."

A once-monthly news program, *Keystone Country Journal*, was developed, devoted solely to staff-contributed stories that needed more time than could be devoted on newscasts. One story, "Special People," dealt with the educational and employment options open to the mentally handicapped in the viewing area.

● Noncommercial **WSFA(TV) Montgomery, Ala.**, covered live the governor's address to an opening session and special session of the state legislature. That broadcast was picked up by the state educational TV system and simulcast statewide.

Among the other community efforts:

■ A one-hour special on the state's infant mortality rate, the highest in the nation. The special brought together political and social leaders, medical experts and a studio audience of viewers armed with questions. "As a result of the program and other publicity," according to the station, the state has implemented several programs aimed at reducing the infant mortality rate.

■ *Healthcast*, a half-hour health news program. On three occasions, a "Healthline" was set up, with 100 doctors volunteering to answer phone-in questions. The lines received 7,500 calls. A "Lawline" has been added using volunteer attorneys.

■ *Walk with your Doc*, inviting viewers to walk with their doctors along an outdoor fitness trail where simple tests were performed to measure blood pressure, pulse rate and cholesterol.

● **KLJB-TV Davenport, Iowa**, was asked by the local police to help produce a 15-minute educational program on the consequences of drinking and driving. The idea was to recreate an actual crash in which two cars were drag racing on a four-lane highway at 9 p.m. on a Friday night. Speeds reached over 90 mph as the cars played "leap frog," criss-crossing the road. As the drivers approached an intersection, one noticed a teenager on a moped about 100 feet in front of him. The driver put the car into a skid while attempting to stop. The 15-year-old moped driver was struck by a car and killed. The station re-created the crash and followed the drivers through the judicial process. In order to complete the story, it also

interviewed other victims of alcohol-related crashes.

The police provided 11 officers. Officers drove the drag racing cars and blocked traffic to avoid creating traffic hazards and having any unnecessary cars in the footage. Three vehicles were used.

After the show aired, the station received many requests for copies from schools, law enforcement agencies, local businesses, churches and civic organizations. The station is also making a revised version available to educational institutions, and a 30-minute version is being used by the Davenport Police Department as a teaching tool in driver education programs. Two weeks after its airing, the station scheduled a rebroadcast.

● *Kid's Poll* was a several-week-long effort by **WTHR-TV Indianapolis** and the Children's Museum of Indianapolis to let youth express their feelings on a range of issues from teenage pregnancy to world peace. It was tied to the election process by having the youth vote on special computer ballots, with the outcome announced at the time of the national elections.

WTHR-TV sponsors a Coats for Kids campaign to provide winter clothing to needy children. In last fall's campaign, more than 13,000 coats were donated.

● In June and July, the drought became a daily story for **WOI-TV Ames, Iowa**. To help viewers beat the heat, the station gave away fans in conjunction with a Des Moines city agency.

● On Oct. 10, 1988, **WJLA-TV Washington** became the first station in the city to offer live closed-captioned news, beginning with its 6 p.m. newscast. The captioning is done by the National Captioning Institute, and is being underwritten by several local businesses.

The station has an ongoing Radon Watch public awareness campaign designed to warn residents of the dangers of radon gas and provide means of testing for it. The station urged local teachers to have their classrooms tested. Walker Mill Middle schools in Prince George's County, Md., allegedly found radon levels with a hazard level equivalent to smoking three packs of cigarettes a day. According to WJLA-TV, their's was the largest survey of radon conducted in the nation. The results showed that more than one in four homes surveyed had levels higher than the EPA's suggested action level.

● Last year, **WTVT(TV) Tampa, Fla.**, formed an internal editorial board to meet with members of the community to discuss a variety of problems and needs in the Tampa Bay area.

The station's biggest commitment has been toward reducing crime. The station launched a Crime Stoppers program in conjunction with the sheriff's department and 68 other law enforcement agencies. The station produces a segment, "Crime of the Week," that airs during the 6 p.m. news. Viewers are asked to phone a tip line with information on crimes, with rewards paid anonymously. The campaign was launched with an hour-long special, *Getting to the Heart of Crime*. The station's start-up investment in the program was \$15,000. It generated \$20,000 in advertising.

The station's commitment to weather reporting is found in its new \$1 million Doppler radar system, the most powerful commercially owned Doppler system in the world, according to the station. A half-hour program, *Scanning*

our Skies, introduced the station's viewers to the system, perched atop a 200 ft. tower.

● At **WKBW-TV Buffalo, N.Y.**, a fatal accident became more than just a bite on the evening newscast. It prompted several news series, a record, two music videos and a performance for the President and First Lady and became an integral part of a nationwide substance abuse campaign. The accident involved a drunk driver who rammed a car, killing three teenagers and their driver's ed teacher. After hearing about a song written by one of the victim's relatives, the station made it into a record and distributed it to local high schools. The song, "Someone's Child," was also made into a music video. On the flip side of the record was "Drug-Free America," a song by a performer who had kicked a cocaine habit. The station was "flooded" with requests for the record and videos, which it grouped under the heading, "A Cry for Life."

Schools, community groups and law enforcement agencies in 28 states have since asked for and are using the materials.

The National Commission Against Drunk Driving has selected "A Cry for Life" as winner of its 1988 Media Awareness Campaign.

● A special report on inhalant abuse was broadcast by **KTSM-TV El Paso**. It included exclusive footage of children inhaling paint fumes. Reporter Luis Patino discovered there were hundreds of inhalant abusers, but no programs to help them until their lives were threatened. There is a law prohibiting the sale of spray paint to minors, but a hidden camera and microphone found retailers "eager" to make sales without checking for identification.

Community members were invited to discuss the issue in a program hosted by news director Ralph Wilson Green, and attempts were later made to improve the inhalant abuse problem.

● Noncommercial **WUCM-TV University Center, Mich.**, a service of Delta College, produces a weekly, live call-in show, *Momentum*. During the past year, topics have included "Project Graduation," a national program aimed at encouraging high school seniors not to drink and drive; satanic worship, trauma centers and the controversial English-only amendment.

The show is produced on an annual budget of \$48,000, which covers production costs and student wages less out-of-pocket costs and staff salaries. The station is able to produce the show largely because of the dedication of volunteers.

● **WLVI-TV Boston** produced a one-hour documentary, *Childcare: Everybody's Baby*, comparing the child care systems in Sweden and the U.S. The U.S. is the only industrialized nation in the world without a national child



'Child Care: Everybody's Baby'

care policy, according to the station, while Sweden's is the world's oldest and among its most progressive. Producer Marilyn DeAngelis, reporter Ann Dufresne and videographer Steve Ratner spent three weeks in Stockholm profiling working families and talking to government officials. DeAngelis also focused on families in Massachusetts, a state that spends \$100 million in subsidies for child care. The station also produced numerous PSA's, a three-part news series and a brochure to assist parents in getting child care.

- With three day's notice, **WCVB(TV) Boston's Chronicle** nightly news magazine produced a 90-minute prime time special on a series of drug-related crimes in Roxbury, a predominantly black area of Boston. The report, *Roxbury Speaks Out*, was broadcast from the Roxbury Boys and Girls Club and gave the 150 Roxbury residents who attended a chance to confront public officials, police representatives and other community leaders. The special was moderated by *Chronicle* co-host Mary Richardson, while co-host Peter Mehegan and reporter Andria Hall interviewed audience members.

In June, WCVB(TV) aired two, hour-long AIDS specials back to back in prime time. One began with a profile of an AIDS patient, spending a year with a Cambridge resident who had been diagnosed with the virus. A story originally about dying from AIDS became one about living with the disease. Dr. Timothy Johnson, the station's medical editor, and Richardson looked at the progress made in research, visited local support groups and profiled many mothers who had contributed to the AIDS quilt, a national project begun in San Francisco that contains thousands of swatches, each representing an AIDS death. Following *Fighting for Life: The War Against AIDS*, the station aired a documentary *Too Little, Too Late*, produced by an Emerson College professor about AIDS patients who are being comforted and supported by their families.

- **WWL-TV New Orleans** aired a number of prime time specials over the past 12 months. Anchor Garland Robinette conducted two half-hour live interviews with Governor Buddy Roemer. The first sought to answer questions about changes in the state's education system and balancing of the budget. The second dealt with tax reform he was about to propose in special session.

Medical reporter Janet Lawhon moderated a panel discussion on AIDS before a studio audience. The panel included doctors, counselors, and AIDS victims and their families. Listeners called in with questions, so many in fact, that the circuits for the three-line phone bank were overloaded, according to the station.

- In June, **WBBM-TV Chicago** joined with the University of Chicago Hospitals to launch an 18-month public awareness campaign aimed at reducing the high infant mortality rate in the city. The campaign includes local programming, PSA's, editorials and news reports on areas of specific concern to new mothers.

- **KSNW(TV) Wichita, Kan.**, joined with several other Conus member stations to fund exclusive Gallup polls. To supplement the stories, the station followed up with a "Diner Politics" feature, in which news crews sampled opinions of diner customers at small rural coffee shops.

In May, the station aired a five-part series

about high school students and alcohol called *Think, Don't Drink*. Running in conjunction with the series was a public service campaign, "Tie One On," in which viewers were asked to tie a blue ribbon (supplied by the station) on their car's antenna as a sign that they would drive sober and watch out for those who didn't.

- An editorial by **KDKA-TV Pittsburgh** led to the overturning of an almost 90-year-old dishonorable discharge. Franklin Phillips, from McKeesport (near Pittsburgh) contracted malaria while fighting in Cuba during the Spanish American War and went home to McKeesport complaining of poor medical treatment by the Army. He never returned to duty. In 1899, the Army charged him with desertion and discharged him "without honor." Two months after his discharge, Phillips enlisted in the Marines under the assumed name of Harry Fisher. As a Marine, he fought in the Philippine Insurrection; and in 1900 he was killed in China during the Boxer Rebellion. "Fisher" was posthumously awarded the Congressional Medal of Honor on July 19, 1901.

In 1981, Fisher's name was seen by Wes Slusher, a McKeesport native, in a book of Medal of Honor winners. He called it to the attention of local officials and a dedication in Fisher's name was made on Veteran's Day 1982. Then in 1985 the Marines announced that a ship would be named in honor of Harry Fisher. While searching for information on the ship's christening, Slusher learned of Fisher's real identity. He tried to set the records straight, but the Marines denied a request to change Fisher's name and the Army denied a request to change Phillips's dishonorable discharge.

Slusher contacted KDKA-TV's Dane Topich, the station's public affairs and editorial director, who looked into the case and arranged for the station's vice president and general manager, Joe Berwanger, to do an editorial urging Defense Secretary Frank Carlucci and other officials to investigate the Phillips story and clear his name. After the editorial and letters from Berwanger, the Marine Corps put the Medal of Honor in Phillips's name; the Army upgraded the discharge to honorable, and the secretary of the Navy has agreed to re-christen the ship.

- In January 1988, **WMAQ-TV Chicago** launched a year-long project, "Race Relations: Where Do We Go from Here?," to encourage discussion among community groups about ways to live together. Seven local specials have aired, two of which were prime time teleplays. Four more are planned for airing before the end of the year. News reports relating to race relations were featured and over 1,000 PSA's and 25 guest editorials were produced. One of the teleplays, *Fast Break to Glory: The Du Sable Panthers*, was based on the first all-black team and the first Chicago high school team to reach the state basketball finals.

- Health Care 88 was a four-month campaign by **WCSC-TV Charleston, S.C.**, to encourage early diagnosis of four major health problems: arthritis, cholesterol, eye problems and colorectal cancer. The station worked with the Medical University of South Carolina and a local drug store chain to provide testing and free follow-up visits. During each month of testing, the station aired hundreds of PSA's, as well as documentaries, live remotes and specials.

In all, some 50,000 people were screened with 1,800 diagnosed with arthritis, 4,500 with dangerously high cholesterol, 3,000 people with eye problems and 12 people with colorectal cancer.

- Coverage of the 1988 presidential election became a public affairs story for **WHIO-TV Dayton, Ohio**, as it tried to ensure the involvement of future voters in the election process. The result was the publication of an *Election & Teacher's Guide*. Teachers were asked to submit classroom activities that emphasize the "skills and responsibilities of citizenship in a democracy." The best projects were compiled in a booklet and distributed to every school in the station's viewing audience. For example first graders learn the electoral process by holding a "leader of the forest" election, where students go on a field trip based on the campaigns of students representing various destinations. A total of 8,000 guides were distributed to 500 schools.

- **KHOU-TV Houston's** annual toy test resulted in a brochure available free to consumers and the donation of \$27,000 worth of toys to area day care centers. Five hundred children in 72 day care centers and homes played with toys while trained child development specialists observed. The toys, donated by manufacturers around the country, were then donated to the children. The toys were tested for ease of assembly, educational value, play value and durability. The brochures, with the results of those evaluations, were available through all area Burger King outlets.

- **KSAT-TV San Antonio, Tex.**, wanted a new way to present medical information so it developed a three-hour special that focussed on six major topics: heart attacks, substance abuse, cancer, pediatrics, AIDS and allergies. Special projects producer Kirby Oliver and medical reporter Angela Vierville worked with a local medical society to develop the format. The segments were a blend of packaged reports (18), live interviews (19, including two AIDS patients) and six pre-produced health quizzes for audience participation. A phone bank was set up and manned by physicians. It took nearly 1,500 calls during the three-hour broadcast.

- Blinded by the setting sun, 18-year-old Daphne Creed of Walnut Grove, Mo., did not see the approaching freight train. As her car crossed the tracks it was struck, carried a mile and she was killed. Walnut Grove mourned its loss and saw the death as particularly senseless and told **KSPR-TV Springfield, Mo.**, of some close calls at the same crossing. Consumer reporter Sarah Overstreet listened to their stories and decided to do something about it. She began to investigate the death with the goal of getting the crossing marked.

The investigation helped prompt the high way administration to request the Missouri Railroad Crossing Committee to evaluate the crossing.

- **KPNX-TV Phoenix** devoted the months of November and December to drives for food, clothing, jobs and homes for the disadvantaged. The station profiled a different family every day on its 6 p.m. news and worked with local agencies. With the help of viewers, all the families profiled received help. The effort ended with a massive clothing, food and furniture drive that resulted in four, 40-foot tractor trailers filled with the donations.

The cable connection

● **Cablevision Systems' Long Island News 12** continues to be to local cable journalism what CNN is to national cable journalism, a leader in its field.

News 12 operates very much like a local broadcast news operation, with a fleet of newsgathering trucks and coverage of local news, sports and traffic, the last a key issue to commuting Long Islanders.

The service has provided extensive coverage of the Shoreham nuclear power plant issue and the state's efforts to close it. In June, News 12 carried a live two-hour town meeting with an audience of 300 a few days after the state took action on the plant. In addition, the show received 800 phone calls for the call-in segment of the program. In September, News 12 conducted a poll of 433 residents to determine their feelings on closing the plant. The poll is the first in a series that News 12 plans to do on issues of local importance.

News 12 sent several crews to each of the political conventions this summer, which provided both news reports for newscasts and several live cut-ins. During the election season, News 12 carried 16 local debates between candidates.

Earlier this year, News 12 carried live reports each hour from the scene of an accident where a propane truck crashed and burned for three days. Several hundred homes were evacuated because of the accident. News 12 also provided constant updates on the beaches that were closed because of medical waste that washed up on Long Island shores. Other news stories examined the toll on beach attendance, the health threat and the effects on local businesses.

In "Project 2000," News 12 produced a 10-part series on a task force studying Long Island in the year 2000. The reports addressed housing, the economy, education, environment, cultural growth and transportation.

Glenn Fishkin, senior vice president, said that as the service grows, News 12 has begun assigning reporters specialty beats. News 12 plans to expand its reporting to cover town meetings on a quarterly basis, plus larger trend issues such as waste treatment and day care.

Even though News 12 covers an area as large as the 25th largest ADI, it retains a local touch. When Suffolk County, N.Y., police found jewelry worth \$11,000, News 12 got the story and within 24 hours the owner was located. News 12 also carries an adopt-a-pet service.

● **The Connecticut News 12** operation, in Fairfield County, won two ACE awards earlier this year, to go with the many wire service and journalistic awards it has won in its six-year existence, said Jim Sweeney, producer. Like local broadcast operations, it now ventures beyond local stories to international ones. After Hurricane Gilbert struck Jamaica, News 12 sent a reporter and photographer to cover the devastation and relief efforts. The reports followed the disbursement of supplies donated by the Connecticut Jamaican community. The system has also carried reports on Reflex Sympathetic Dystrophy Syndrome, a disease where a simple injury turns into deep pain.



Media General's migrant worker series

One woman was interviewed who had limbs amputated to relieve her suffering, News 12 said. The report included an interview with a doctor in RSDS research.

● **Media General's local news operation in Fairfax, Va.**, probed the situation behind migrant families who have made local area campgrounds their home. The issue was brought to the public's attention after a fire broke out in a trailer, injuring a young boy. Media General presented a series of reports on what local, state and federal jurisdictions were doing to help the migrant workers. Media General produces a nightly newscast, *The Fairfax Evening Report*, which has been nominated for an ACE award three years in a row.



'Crimewatch'

● **Continental Cablevision's Lawrence, Mass., system** provides local news coverage in its *CTV-3 Special Report* on issues that go uncovered by the large-market Boston television stations. The half-hour show is carried bi-monthly and features news reports followed by in-studio discussions. For example, a report on a local prison riot was followed by a discussion with an inmate, a prison supervisor and community leaders. Another show reported on a zoning referendum and included live election night reports. The system also polled residents on a referendum issue that would have the city pay for Emerson College's move to Lawrence.

The system also carries a weekly half-hour program entitled *Crimewatch*, a call-in program that has delved into turmoil within the

police department, drugs in schools and fur-loughs for murderers. Guests have included judges, the state attorney general, detectives, criminals and victims. *Crimewatch* regularly reports on crime statistics, based on local police logs, has done documentaries by accompanying police officers on drug busts and provides tips on crime prevention, all with an annual budget of \$3,000.

Robert Byrd, a local origination producer for Continental's **St. Paul, Minn.**, system, produced a one-hour documentary on international torture that was picked up by the Discovery Channel. *Torture: The Shadow of a Beast* examined countries where torture is used, the types of leaders associated with it and the psychological impact it has on victims and presented an historical overview of inquisitions. The documentary, using international footage from CNN, received positive reviews in the local press, Continental said.

● **Viacom Cable's San Francisco system** has added a regular feature to one of its access channels that focuses on AIDS/ARC service organizations. The Helping Hands program features a minidocumentary of the organization and interviews with its representatives and is followed by a call-in segment.

Viacom also carries *City Desk*, a weekly discussion of city news by a panel of journalists; *Viewpoint*, a live weekly news interview program with local officials, and *That's Politics*, a weekly two-on-one interview public affairs program. The system also carries a weekly news review of European, Asian and Latin American news.

In **Marin County**, Viacom worked with the local League of Women Voters to provide information on local candidates on the November ballot. Programming included five- to eight-minute interviews of local candidates; *Pro and Con*, a discussion of statewide propositions on the ballot, and PSA's encouraging people to register and vote. The system also provided live returns on election night.

Viacom's **Milwaukee system** provided live election night coverage for local, state and national races. Leading up to election day, the system carried live a voter education forum where local candidates in 10 assembly districts were interviewed.

● On election night earlier this month, **Group W Cable's system in Chicago** provided voting results in the native language of the city's German, Polish, Italian, Greek, Spanish, Ukrainian and Assyrian residents. The election special ran from 9 p.m. to 12:30 a.m. and was carried on Group W's Ethnic Television Channel. The coverage was also picked up by Tele-Communications Inc.'s system, which serves the rest of the city. The coverage reported the results of local, state and national races of particular importance to the ethnic groups in the city. ■

This "Special Report" was produced by John Eggerton with Mark Miller, Susan Dillon, Kira Greene and Matt Stump.

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News directors to talk shop in Las Vegas

Annual RTNDA gathering to feature workshops, panels, exhibits and warning against possible moves by Bush administration to restore fairness doctrine

Radio and television news directors from around the country converge on Las Vegas this week for the 43rd annual Radio-Television News Directors Association's International Conference and Exhibition. There will, as usual, be the host of workshops designed to help the news directors perform their jobs better. There will also be the usual budget of name speakers, most drawn from the ranks of network journalism, but one a former member of President Reagan's cabinet—William J. Bennett, who served as Secretary of Education. And the formal program will be highlighted by a call to be on guard against expected congressional efforts to revive the fairness doctrine and to reverse a decline in the number of minorities in radio and television news. Then, too, of course, there will be gossip and corridor talk inevitable when more than two news directors get together.

RTNDA reports 1,250 preregistrants but expects at least 1,500 paid registrants by the time the four-day conference gets under way on Nov. 30, about the same number who attended the conference in Orlando, Fla., last year. And Bob Priddy, of the Missouri Network, who as chairman-elect is the executive producer of the conference (see "Fifth Estater," page 151), says the aim of the conference planners is to send attendees away as better professionals and people.

There will be such nuts-and-bolts sessions as "Radio News and Radio Promotion: The Delicate Balance" and "TV Newscast Producing." And there will be, for the first time at an RTNDA conference, roundtable discussions, 11 of them, on topics ranging from "relations with law enforcement officials" to "working with the program director and sales manager." But there will also be panels dealing with more personal problems—"Burnout and Family Relations," for instance, or that mid-life employment crisis—"Motivation at Mid-life: Choices for the Journalist."

The principal speaker will be Douglas Edwards, who retired in April after a 46-year career with CBS News, who is to receive the Paul White Award on Saturday. Ed Bradley, the CBS News *60 Minutes* correspondent, will deliver the keynote address on Wednesday. Bennett, who is now president of the Madison Center, a Washington think tank concerned with education policy issues, speaks at the general session on Thursday. Garrick Utley, NBC News's principal correspondent on *Sunday Today*, is the luncheon speaker on that day, and Jeff



Reach for Excellence

RTNDA '88 ▲ Las Vegas ▲ November 30-December 3

Greenfield, ABC News correspondent and political analyst, addresses the Saturday luncheon.

The alarm on the possible restoration of the fairness doctrine will be sounded at the general session on Thursday by RTNDA President Ernie Schultz. He said last week he will "make sure everybody is ready to respond" when legislation to reinstate the doctrine the FCC repealed last year "is intro-

duced in January," as he expects it to be—by Senator Ernest F. Hollings (D-S.C.), in the Senate, and by Representative Edward Markey, chairman of the House Telecommunications Subcommittee, in the House.

The issue could be an early test for the new Bush administration. Key members of the Democratically controlled Senate and House are still smarting under President Reagan's June 1987 veto of a bill writing the

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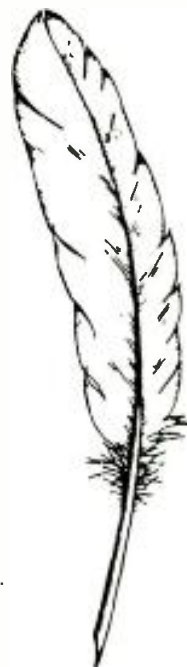
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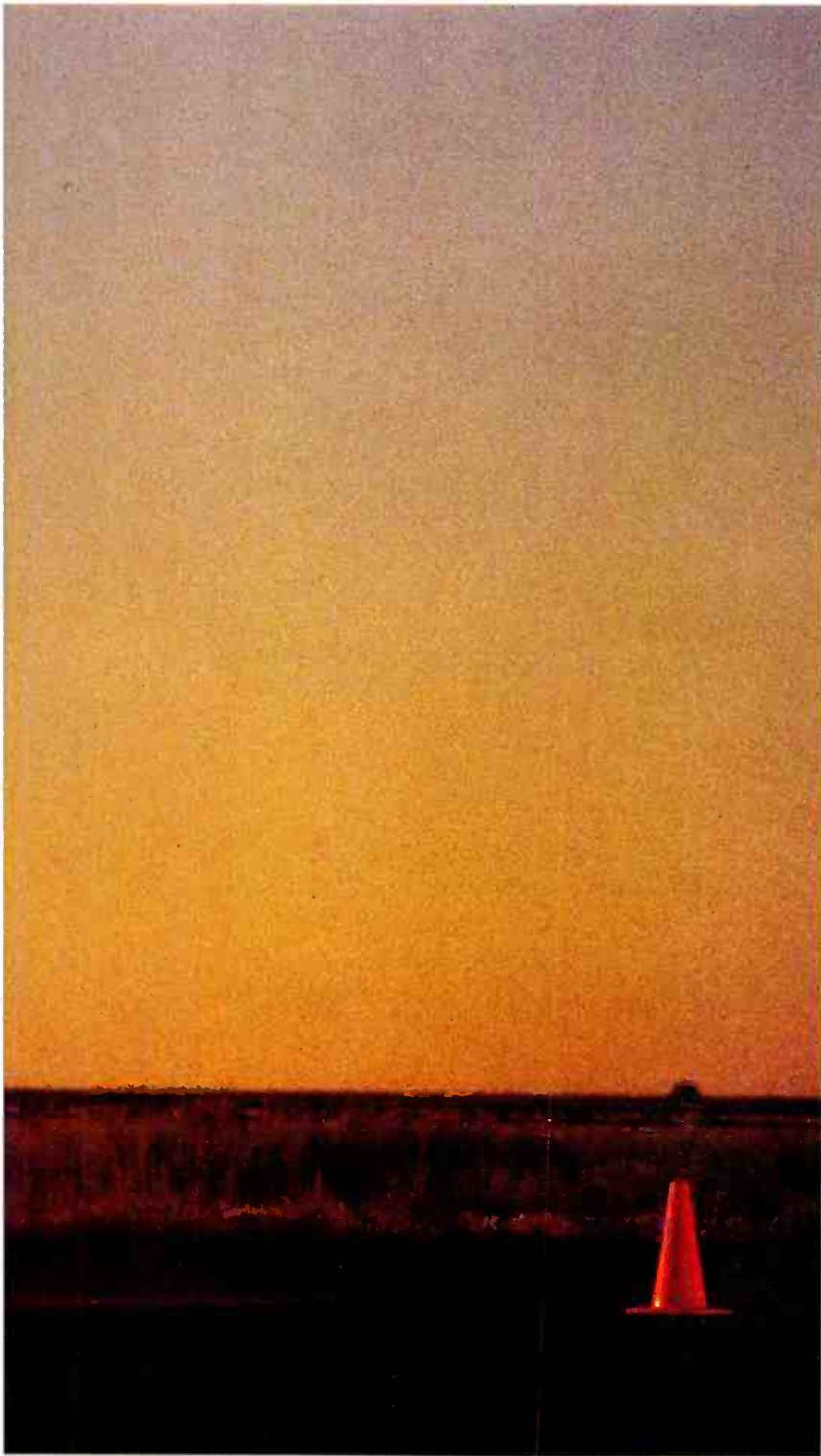
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doctrine into law, a veto that they were unable to muster the votes to override. They have vowed to make a new fairness doctrine bill one of their first orders of business. Bush, like Reagan, is on record as opposing the doctrine as a violation of the First Amendment. Whether he will risk antagonizing the Democratic Congress by vetoing a bill about which important Democrats feel deeply remains to be seen.

Another issue planners of the conference expect will command attention is the decline in the presence of minorities in broadcast journalism, from 15% of the population of such journalists six years ago to 13% when the last survey was made, two years ago. One general session, on Saturday afternoon, will be devoted to the task of finding and retaining members of minority groups. The moderator of the panel on "Facing up to New Faces: Change, Challenge and Choices," will be Pam Moore, vice president for broadcasting of the National Association of Black Journalists. What's more, a human resources center will be located in the convention center exhibit hall to help those looking for qualified minority journalists.

The center will be staffed by representatives of the National Association of Hispanic Journalists, the Asian-American Journalists Association, the National Association of Black Journalists and the National Association of Broadcasters Employment Clearing House. And on Saturday, the RTNDA officers will hold a breakfast meeting with minority registrants.

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The Performance Company



News directors often get more out of RTNDA conventions than what they hear in the speeches or learn at the workshops. RTNDA Chairman Bob Brunner, of WSAZ-TV Huntington-Charleston, W.Va., thinks the news directors will have plenty to talk about between sessions and over drinks and dinner. Most of the topics on his mind concern the networks and the shrinkage they are undergoing. He cited the sharp cuts that have been made in the ranks of network newspeople—there are about 1,400 fewer of them than there were a couple of years ago—and noted that some in local news fear the cuts may be contagious. He also talked of the possible cutback in the amount of hard news and features the networks now feed affiliates. "The affiliates may have to take up the slack," he said.

On exhibit at RTNDA

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<i>535 N. Dearborn St., Chicago 60610</i>	
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Assoc. Press Broadcast Services	542
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Baf Communications Corp.	908
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Basys	204
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<i>1325 Walnut Hill Lane, P.O. Box 152079, Irving, Tex. 75015-2079</i>	
Brite Voice Systems	870
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Siscom Inc. 960
100 Arapahoe Ave., #1, Boulder, Colo. 80302

The Space and Rocket Center 764
One Tranquility Base, Huntsville, Ala. 35807

Sports Newsatellite 322
1212 Avenue of the Americas, New York 10036

Sportsticker Inc. 917
670 White Plains Rd., Scarsdale, N.Y. 10583

SPR News Source Inc. 470
5165 Shady Island Rd., Mound, Minn. 55364

Storeel Corp. 667
3337 West Hospital Ave., Atlanta 30341

Sure Shot Satellite Network 937
12450 Harman Rd., New Springfield, Ohio 44443

Taurus Communications Inc. 867
Box 2861, Framingham, Mass. 01701

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Walt Disney World 922
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Washington Internat'l Teleport 766
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McLean, Va. 22101

Winsted Corp. 941
10901 Hampshire Ave.,
South Minneapolis, Minn. 55438

Wold Communications 919, 921
3415 South Sepulveda Blvd., #500,
Los Angeles 90034-6065

Wolf Coach Inc. 757
7 B St., Auburn Industrial Park,
Auburn, Mass. 01501

Worldwide Television News 557, 656
31-36 Foley St.,
London W1P7LB

3M/Magnetic Media Division 707
Building 223-5N, 3M Center,
St. Paul, Minn. 55144

The Media

High attendance, big issues at Western Cable Show

More than 200 exhibitors expected at two-day show in Anaheim; HDTV, fiber and telcos among session topics

Not since cable's heady days in the early 1980's have cable exhibitors spilled over into the neighboring arena at the Anaheim Convention Center for the Western Cable Show. But next week's convention (Dec. 7-9) in Anaheim, Calif., will mark the first time since 1981 that the convention center has been too small to house the 225 exhibitors occupying 110,000 square feet of space.

The panel session lineup will reflect all the major issues affecting the industry, culminating with a cable-telco general session to close the show on Friday. It will feature Lee Cox, president of Pacific Telesis; John Goddard, NCTA chairman and president and chief executive officer of Viacom Cable; FCC Commissioner Patricia Diaz Dennis, and Intermedia general partner Ed Allen. The session will be moderated by CATA President Stephen Effros.

The opening session is built around the show's theme, "America's Watching." Panelists include Charles Dolan, chairman of Cablevision Systems; William Connolly, president of Sony Advanced Systems, and David Gerber, president of MGM/UA. The moderator has not been announced.

The show's only official luncheon, on Thursday, will feature former network television reporter and producer Linda Ellerbee.

Programming issues will take center stage on Thursday with both the basic and pay worlds being addressed in sessions focusing on positioning them for the future. The basic panel includes Gerry Hogan, president, Turner Entertainment Networks; Tim Robertson, president, CBN Family Channel; Michael Eskridge, president, Consumer News and Business Channel, and Gerry Laybourne, executive vice president, Nickelodeon/Nick at Nite. It will be moderated

by Warner Cable President James Gray.

The pay programming panel: Thayer Bigelow Jr., president, HBO; Tony Cox, chairman, Showtime; Josh Sapan, president, Bravo, and John Cooke, president, The Disney Channel. It will be moderated by Jones Intercable President Glenn Jones.

Policy issues will be discussed at several Thursday afternoon roundtables, moderated by Michael Morris, vice president, congressional and regulatory affairs, CCTA. Panelists include California congressmen Jim Bates (D) and Elton Gallegly (R); FCC Mass Media Bureau Chief Lex Felker; FCC General Counsel Diane Killory; Lisa Hook, legal assistant to FCC Chairman Dennis Patrick, and congressional staffers Larry Irving, House Telecommunications Subcommittee; David Leach, House Commerce Committee, and Toni Cook, Senate Communications Subcommittee. Representative Matthew Rinaldo (R-N.J.) will speak at a Cable PAC breakfast on Friday.

High-definition television and fiber will be the major focus of the show's technical sessions, which begin Wednesday afternoon and run through Friday morning. FCC issues will be addressed on Wednesday, in both an overview session and in one on signal leakage. John Wong, assistant to the chief of engineering, FCC, will be at both sessions.

Thursday morning will begin with two consecutive sessions addressing fiber applications. Speakers include Jim Chiddix, senior vice president, engineering and technology, American Television & Communications; Jim Hood, president, Cattel Telecommunications; Brent Bayon, manager of engineering, Viacom; Frank Little, project manager, Scientific-Atlanta; Dave Large, director of video product planning, Raynet Corp.; David Fellows, director of marketing, Scientific, Atlanta; Dave Robinson, director of fiber optic technology, Jerrold, and John Holobinko, vice president,

marketing and sales, American Lightwave.

Thursday afternoon sessions will be devoted to HDTV with panelists Wayne Lulpow, Zenith Electronics; Dr. James Carnes, David Sarnoff Research Center; Yves Faroujda, Faroujda Laboratories; Robert McFarlane, Philips Laboratories; Greg DePriest, vice president, Association of Maximum Service Telecasters; Brenda Fox, general counsel, NCTA; Vito Brugliera, vice president, marketing and production planning, Zenith Electronics; the FCC's Lex Felker; Larry Irving, senior counsel, House Telecommunications Subcommittee, and Rupert Stow, director of product system analysis, CBS. Friday's session is entitled "Consumer Electronics Interface Report."

How cable fared in political advertising in 1988 will be addressed at a Thursday session, "Political Spot Buys on Cable: Increasing Your Margin." Bob Alter, president, Cabletelevision Advertising Bureau, will moderate the panel of Alan McGlade, executive vice president and general manager, Adlink; Bob Williams, president, National Cable Advertising, and John Whitehurst, senior political consultant and media buyer, Clinton Reilly Campaigns.

On the social circuit, the National Academy of Cable Programming will hold a reception at the Le Dome in Hollywood on Tuesday evening for the nominees for this year's ACE awards. There is a by-invitation-only chairman's reception on Wednesday evening at the Marriott.

The Southern California location will give GTE a chance to showcase its plans for Cerritos, Calif., where it is building a fiber optic cable system in conjunction with Apollo Cablevision. GTE plans to extend invitations to congressional staffers on hand for several closed sessions at the show to tour GTE's Cerritos facility. The CCTA board meets Wednesday morning from 8 a.m. to 1 p.m.

NAB faces opposition to its Class A FM proposal

Some disgruntled FM stations drop their membership in association

The National Association of Broadcasters is facing resistance from some of its FM members for its position on power upgrades for Class A FM stations. Under the NAB's plan, about 78% of the 2,043 Class A stations would be able to increase their power from the current maximum of 3 kw to 6 kw. But from those stations excluded from power increases, the NAB's proposal is drawing fire and, in the case of three stations, has led to their withdrawal from the association.

Most of the stations excluded by the plan are located in the Northeast, where NAB claims interference with larger Class B and Class C FM's would result if some Class A's were to double their power. (Class A's in that region are supporting a rival plan submitted to the FCC in September 1987 by the New Jersey Class A Broadcasters Association. The New Jersey group, which submitted its proposal before the NAB offered its plan, presented data that suggests that all Class A's in the country could be upgraded with the simultaneous adoption of changes in protection ratios in some short-spaced situations

(BROADCASTING, Jan. 18). Comments on an FCC rulemaking examining both proposals were due last Tuesday (Nov. 22).

As of late last week, three stations had pulled out of the NAB: WVLTV(FM) Vineland, N.J.; WBXQ(FM) Cresson, Pa., and WYRY(FM) Hinsdale, N.H. And the NAB received letters from other broadcasters who expressed dismay at the NAB's Class A upgrade proposal, some of whom threatened to withhold half of their membership dues.

Richard DeFabio, president and general manager of WYRY thinks the Class A controversy has "made small operators come to grips with the realization that NAB is primarily supported by larger stations and groups and that it's looking out for the interests of those larger stations and groups." WYRY is a member station of the New Jersey group.

NAB President Eddie Fritts responded with a statement a few days before the comment filing deadline stating that "NAB strongly supports doubling the power of Class A FM's, provided no new significant interference is caused to any existing FM stations... One of the great imperatives of sound spectrum management is to prevent

additional interference among stations. Therefore, in some heavily populated areas of the country where there are many stations, a power increase would not be feasible due to the interference it would cause to neighboring FM stations."

"We're very sympathetic to the concerns and interests of Class A stations in the Northeast," said Michael Rau, NAB vice president, science and technology. Rau acknowledged the controversy, saying: "We've had a lot of people looking at this issue and we're very concerned about increasing interference in zone one [the Northeast]."

"There is a very strong anti-NAB undercurrent, particularly in zone one where a very large number of stations would be disenfranchised by the NAB action," said Robert McAllen, vice president, WJLK-AM-FM Asbury Park, N.J., and president of the New Jersey Class A Broadcasters. The group estimates that in New Jersey alone, 17 out of 19 stations would not be eligible for power increases and that more than half of the Class A's in the Northeast region would be forced to hold to 3 kw.

McAllen said that the public interest stan-



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ard should prompt the FCC to rule in favor of Class A stations when interference trade-off decisions are to be made. "A Class A station is more likely to produce [a] higher quality of local service than a Class B station that obviously covers a much greater area," he said.

The New Jersey group spent the weeks before the comment deadline drumming up support from Class A stations around the country. A mailing was sent encouraging those stations to comment in favor of the New Jersey proposal. In a letter to broadcasters, McAllen criticized the NAB: "Trade associations are not supposed to pick sides among their members when there is a possible divergence of views within a trade association's membership; its most basic obligation is to stay on the sidelines and let its members make their own cases before a governmental agency such as the FCC." NAB "has taken a position before the FCC which favors one group of members [big broadcasters] over another [Class A's]," he said.

"I do not see this as a major split in the ranks," Lowry Mays, president and chief executive officer, Clear Channel Communications, and chairman of NAB's radio board, said of the actions taken by the disgruntled Class A operators. He disagreed that the Class A controversy is a case of big broadcasters versus small. "I am a Class A broadcaster and I think [NAB's plan] helps Class A's," Mays said. "I am just sorry that we cannot help all Class A's." The NAB's Class A plan is one of a series of moves the association is making to block regulatory actions that could lead to increased interfer-

ence on the radio bands, including the "AM-ization" of the FM band that could result from over-allocation of new stations and increases in power at existing stations.

The claim that Class A upgrades could lead to AM-ization of FM is a "scare tactic," according to Michael Rice of WILI-FM Willimantic, Conn. Rice, along with Michael Hanson of WLQY(FM) Norwalk, Conn., and Peter Arnow of WDHA-FM Dover, N.J., were among the broadcasters who wrote to the NAB complaining that it should not have taken a position on the issue. "The overwhelming attitude of the people I have spok-

en with is that NAB should have stayed out of this," McAllen said. Rice and Arnow indicated that they would withhold half of their NAB dues and send the money to the New Jersey Class A Broadcasters.

WILI-FM enlisted the support of its local congressman, Representative Sam Gejdenson (D-Conn.), whose district has the largest number of Class A's in the state, and who wrote to the FCC on behalf of Class A's. Rice said that "if NAB's position prevails, most of us will end up being second class stations...The Class A's will be divided into the haves and have-nots," he said. □



Signing up. The Sheridan Broadcasting Network has signed an agreement with Chicago stations WGCI-AM-FM to begin carrying the urban format service beginning Jan. 2. Pittsburgh-based SBN reported that it now has 132 affiliates for its satellite-delivered news, sports and special entertainment programs. Pictured at the contract signing were (l-r): Thad Hill, manager, station services/entertainment, SBN; Marv Dyson, president and general manager, WGCI, and Ronald R. Davenport, chairman, SBN.

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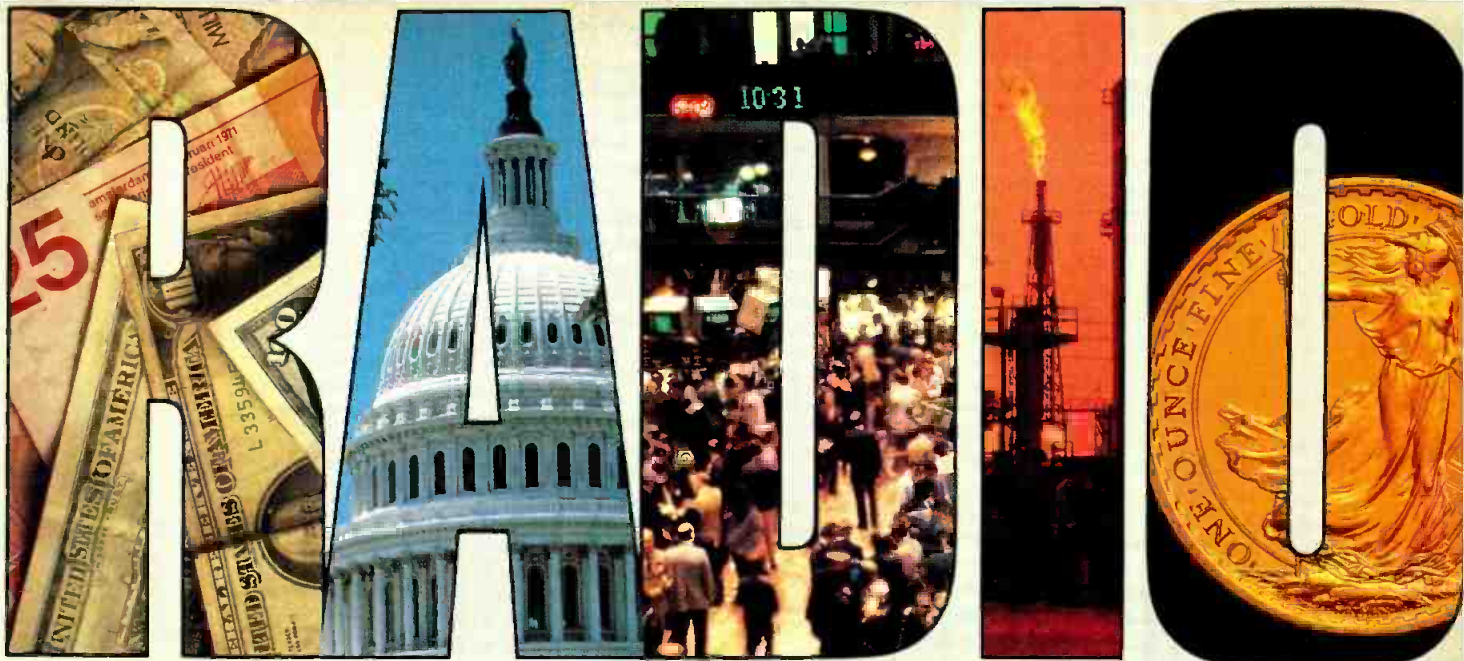
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Hard times for easy listening

List of stations dropping format grows; some are doing so to attract baby boomers; those keeping it are trying to adjust approach

If there is a single format that has taken the most lumps this past year, easy listening is a strong contender. The year has seen a number of stations drop their easy listening formats, some of which were on the air for as many as 25 years. Among the two most frequently cited reasons for abandoning easy listening are the niche opportunities in formats geared more toward baby boomers and a lack of advertiser support for the age 55-plus market.

Despite the changeover, many station operators that have switched from the format say that they still believe in the viability of easy listening. At least two AM-FM combinations—KMEZ-AM-FM Dallas and the former WAYL-AM-FM Minneapolis—are showing their commitment to the format by maintaining it on their AM stations while switching, or planning to switch, their FM formats.

Easy listening appears to be among the most maligned formats this year, said KMEZ general manager Jim Stanton, but the industry may not want to put any final nails into the coffin that has been conjured.

"In past years, I've seen an outpouring of articles about the death of AOR radio...and that was premature," said Stanton. The same was true for country and contemporary hit formats, he said. Maybe next year, he added, adult contemporary formats will be subjected to mudslinging. "This year, it just happens to be easy listening," he said.

Whether attacks against the format are warranted, the declining number of stations carrying the format seems to reflect dissatisfaction in the category. As of early 1988, easy listening was heard on 1.8% of all AM stations and 8.8% of all FM stations in the country. The figures, compiled by the Radio Information Center, represented 4.8% of all AM and FM stations nationwide. That overall percentage figure showed a drop from 6% in 1987 and 7.7% in 1986. The figure continues to spiral downward as more and more stations drop the format.

Stations dropping the format during 1988



Age 35-plus listeners 'get ticked off when they hear a Beatles song done instrumentally.' —WEZN's Ed Zelle

include several long-time easy listening stations located in sizable markets, notably: KMEZ-AM-FM Dallas, which said it will be maintaining its easy listening format on the AM station but which is planning a switch to urban contemporary on the FM property in December; WAYL-AM-FM Minneapolis, Minn., with a 25-year history in the format, which has kept easy listening on its AM station but last July changed its FM counterpart to classic gold KLXK-FM; WBYU(FM) New Orleans, an easy listening station for a reported 18 years that changed its call letters to WQXY-FM and switched to a country format last September; WEAZ(FM) Philadelphia, which claims 25 years in the format but switched last February to soft contemporary; WEZN(FM) Bridgeport, Conn., which switched to soft contemporary after a reported 15 years in the format, and WJYE(FM) Buffalo, a station that chalked up 18 years in the format and switched earlier this month to soft contemporary.

"For the last three or four years we've been fighting an unchangeable loss of [age] 25-54 listeners," said Chris Ackerman, vice president and general manager of WJYE. The loss was particularly painful in the Buffalo

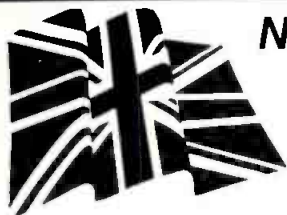
market, he said, because research showed the age 35-44 and 45-54 groups on the rise within the next five to 10 years. The station was in the position of looking at its listenership (which he described as "disproportionately over the age of 55") and realizing that from a market share and advertising standpoint a change was needed.

"We were able to maintain a strong sales base, but it was getting harder and harder to maintain," said Ackerman. National and regional accounts were proving particularly hard to attract with the older demographics, he said, while loyal advertisers such as clothing stores, financial institutions, furniture stores and luxury car dealerships were becoming anxious. "They were all expressing concern over the composition of the audience and where it was headed," he said of the advertisers.

Ackerman, like many other former easy listening operators, said he still believes in the viability of the format despite the switch. He said an easy listening station with a definite niche in the market and with lean operations should have no problem turning a profit. Nevertheless, he added, most easy listening stations must remember that the majority of their sales are going to be local and that the revenue pool is going to be small.

The irony of the advertising situation—and one of the more frequently cited frustrations of easy listening station operators—is that many analysts see the 55-plus age group as being tomorrow's yuppies. The advertising industry, for example, has begun studying and categorizing the age group with particular fervor. Labels such as "master consumers" and "empty nesters" are popping up to pigeonhole the group, invariably described as an overlooked population weighed down with wallets full of disposable income.

"This is a group that is quite well off, active and is basically a very attractive consumer target," said Alec Gerster, executive vice president, media director, Grey Adver-



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tising. In 1989, he said, the 55-plus age group is expected to be a "hot item" among advertisers. He said to date, however, "they've been largely ignored as a marketing target."

Therein lies the frustration of many easy listening programmers, who continuously hear about the tremendous potential of the 55-plus group but complain that they have not yet seen any changes in the advertising picture.

"Until the advertisers decide they want to take advantage of that, it doesn't mean much," said Jerry Lee, WEAZ Philadelphia president. "It could be a very good product, but [advertisers] don't utilize it."

Craig Hanson, vice president and general manager of KSFI(FM) Salt Lake City, added that by the time advertisers realize the potential of today's 55-plus audience it will probably be too late. "What do we do in the meantime?" he asked. "We cannot wait around. We have to do something to broaden our demographic appeal."

KSFI, which has been an easy listening station since 1971, is involved in what Hanson described as an "evolution" of its format. "The easy listening format as we've known it will cease to exist, but we believe there will be a new format that will not only survive, but thrive," said Hanson. "We believe the format is far from dead; it's just going through a redefinition."

The single biggest challenge of easy listening stations today is learning how to adjust the format to relate to changing demographics, said Lou Bartone, promotion manager of WJIB(FM) Boston, who last summer started up the Easy Listening Network, an informal cooperative of stations. A common solution, he said, is adding vocals to appeal to the new wave of age 35-plus listeners.

"These people get ticked off when they hear a Beatles song done instrumentally," said Ed Zelle, operations manager and program director, WVEZ(FM). A recording of the Mormon Tabernacle Choir singing "You're Having My Baby" was played for laughs on the television sitcom *WKRP in Cincinnati*, but Zelle said playing such covers on the radio is not likely to produce similar smiles among young adult listeners. "How are you going to hold onto a 30-year-old doing that?" he asked. "They don't want to hear that."

While the original audience for easy listening was brought up on instrumental-based Big Band music, today's young adults were brought up on vocal-based music, said Steve Woodbury, vice president and general manager of KLXX(FM) Minneapolis, which adopted its classic gold format to appeal especially to the age 30-45 market. "Baby boomers are becoming a tremendous force," he said, noting the presence of television shows such as *thirtysomething* and *Baby Boom*. "Obviously, the entertainment industry is responding."

Despite Woodbury's enthusiasm for KLXX's classic gold format, he said co-owned WAYL(AM) has maintained its easy listening format and is doing "very well" on its AM stereo frequency. "It will always be there in one form or another," he said. "I don't think it's going to die by any stretch of the imagination." □

Riding Gain

Up October

The network radio revenue figure for October 1988 was \$39,924,883, according to the Radio Network Association, representing an 8.6% increase over October 1987's \$36,756,291. The year-to-date network radio revenue figure released by the association was also on the rise compared to the same period last year, up from \$309,818,432 to \$313,710,089. The year-to-date increase over last year was 1.3%. RNA figures reflect financial information collected each month from network companies by the accounting firm of Ernst & Whinney.

Excellence honored

The New York Market Radio Broadcasters Association presented eight awards for radio advertising excellence at the 16th Annual Mother's Day/Father's Day Council Advertising Awards Breakfast in New York City. Receiving the award for Best Mother's



Day radio commercial in 1988 was Republic Radio for its KGV(AM) Missoula, Mont., campaign. Pictured receiving the award from MC and WNEW(AM) New York morning announcer Ted Brown is Diane Sanfillipo, Republic account executive.

Grammy lineup

MJI Broadcasting said it has been chosen for the fourth consecutive year by the National Academy of Recording Arts and Sciences to produce and syndicate specials associated with the annual Grammy Awards. Programming lined up includes a two-hour preshow special tailored to seven formats: AC, AOR, CHR, classical, country, jazz and urban. Each show, delivered on disk, will feature interviews with Grammy nominees and include background on the nominated songs. Immediately following the Feb. 22 telecast of the 31st annual Grammy Awards, MJI will carry a live one-hour backstage wrap-up that will be delivered via satellite.

More sports

CBS Radio Network has added a Saturday edition of *Sports World Roundup* to its sports programming line-up. The two-minute program, anchored by Bill Daughtry, features recaps of the previous evening's sports events, including actualities from players, coaches and managers. The new series airs at 6:45 a.m. ET.

Oldies from Arizona

The Satellite Music Network has signed a producer/distributor agreement with Florida-based Adams Communications to feed oldies station KOOL(AM) Phoenix live via satellite to radio stations nationally. The new music-intensive format, which features songs from the 1950's through the late 1960's, is called "KOOL Gold." It is one of nine music formats currently offered by Dallas-based SMN. The new service has already picked up three affiliates, according to an SMN spokeswoman.

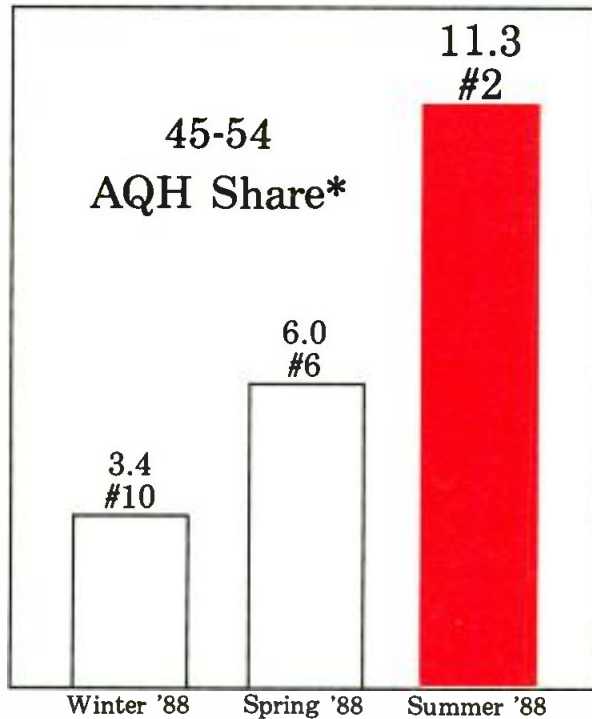
Changing formats

WNYJ(FM) Albany (licensed to Rotterdam, N.Y.) reported that it aired the classic hit song *Heard it Through the Grapevine* for about 28 consecutive hours as it changed formats from adult contemporary to oldies. The new station playlist is primarily music from the 1960's, along with some hits from the 1950's and '70's.

At WHK(AM) Cleveland, the station dropped its oldies lineup in favor of a business format. WHK is using the Business Radio Network as its primary supplier, picking up about 22 minutes per hour from the service during morning drive and most of the hour during midday. Beginning next January, according to program director Chip Binder, the station plans to pick up NBC Talknet from 7 p.m. to 5 a.m., seven days a week. WHK, a Malrite station, is placing its emphasis on local and national business news and information, with a full complement of local and world news, sports, traffic and weather.

WWRB-AM-FM Nashville (FM licensed to Franklin, Tenn.) has changed its call letters to WRLT-AM-FM and switched from AOR to Transtar Radio Network's Format 41 soft adult contemporary format. The switch was made by new station owner GMX Communications of Nashville.

KJJO-AM-FM Minneapolis (both licensed to St. Louis Park, Minn.), which had been simulcasting a "heart and soul" oldies format, has switched to two new distinct formats. KJJO-FM has changed its format to AOR, while KJJO(AM) has just picked up Satellite Music Network's Z-Rock service. Station general manager John Rohm said he is counting on a strong combination demographics sell for the two different formats.



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President/KIXI/KMGI

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ABC-TV hoping 'Home' is where the viewers will be

The network is being unusually patient with its daytime series, expanding it to an hour in hopes it will become another 'franchise'

It is low-rated and unprofitable. Yet *Home*, ABC's daytime information series, is about to be expanded to an hour, and some at the network think the show can be built into a "franchise" of the same order that the morning talk shows have become. Whether that hope ever becomes reality depends on the views of affiliates and the affiliation of viewers.

What the 11-month-old series, hosted by Rob Weller and Sandy Hill, offers to its predominantly female audience is a succession of domestic topics, from home decorating to cooking, from breast cancer to entrepreneurs working at home, from children taking care of parents to how-to videos. It is, said Mary Alice Dwyer-Dobbin, vice president, daytime programs, East Coast, a "content-driven" show.

When ABC conducted its primary research for the show, focus groups told the network "there was this need to know. But something other than news...information that they could use...that gave them the sense of learning," said Richard J. Montesano, network program research. "There was a segment out there watching at home who didn't find game shows rewarding...and had a certain amount of emptiness watching in the morning anyway, when you



'Home' hosts Robb Weller (l) and Sandy Hill

should be doing something," Montesano continued.

Each of the show's first five pilots was an hour long, but when it came time to schedule the show, the network, said Dwyer-Dobbin, realized it would take a while to establish it, and meanwhile the network would get better clearances with it as a half-hour.

To say that the show is going to an hour, as of Jan. 16, is slightly misleading, since the 11:30 a.m.-to-noon segment can still be carried as a stand-alone half hour. Some ABC affiliates have already indicated their intention to do just that, which explains why clearances for 11-11:30 will be roughly 80%, compared to the 90% or better for *Home*'s second half-hour.

The network has a problem, like all three networks do before noon, with some affiliates who won't clear the show, instead running talk shows or "court" shows that have more spots for the station to sell and generate shares roughly three times that provided by *Home*. Major markets in which affiliates are currently preempting the show include Boston, Atlanta and Miami.

One reason that ABC is staying with *Home* is that its demographics are far better than the household numbers would indicate. A research executive at a competing network said that although *Home* is one of the lowest-rated daytime shows, its audience composition of women 35-49 is third highest of all daytime programs, and it ranks eighth among women 25-34. Thus, the show delivers a high proportion of women 18-49, the category most sought by advertisers during the daytime hours. With a 50% improvement in ratings, asserted Abrams, *Home* could outdeliver that demographic during the time period, beating even ratings leader *The Price is Right*.

In the 11 months it has been on the air, the show's performance has proved intractable, consistently registering a 2.6 rating. Dwyer-

Dobbin and the show's producers have already started to experiment with programing designed to break the image of *Home* as just a "nice calm little show."

One such change has been to air series on "topical" issues such as drugs and the family, which, when it aired, caused an increase, though minor, to a 2.8 rating. Other such recent series have included a five-part series on quitting smoking.

A second programing change is the use of celebrity interviews.

Programing changes might also be expected now that the show recently added a new supervising producer, George Merlis, who previously worked with the show's executive producer, Woody Fraser, on ABC's *Good Morning, America*. *Home* is produced by Woody Fraser Productions in association with Reeves Entertainment Group.

ABC defends the show's ratings, citing the first-year experience of *Good Morning, America*, which then drew shares between 9 and 11, said Abrams.

ABC executives are also pitching to advertisers that viewers pay greater-than-usual attention to the show. Recently *Home* ran a three-week contest with a first prize of \$10,000 worth of home redecoration. The contest attracted 800,000 entries, or one for every three persons watching the show.

Abrams said the combination of demographics and viewer involvement has not gone unnoticed by the advertising community, and that the show's costs-per-thousand has recently moved up. Two segments of the show are sponsored by advertisers—the Drackett subsidiary of Bristol-Myers and Hyundai.

So far, Jo Ann Emerich, senior vice president, daytime, and other top entertainment executives at ABC appear willing to provide *Home* with the support necessary—including what Abrams said was an "exceptional" amount of on-air promotion. Also, the network has already persuaded at least a half

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dozen stations to swap time periods between *Growing Pains* and *Home*, allowing *Home* to run at 11 a.m. The move has already given *Home* a better lead-out, typically a talk show, a genre the network feels is compatible with *Home*.

But perhaps a more important question is how long *Home* will have to prove it can become another "franchise" show such as *Good Morning America*. As of last week the answer to that question was still not known. □

Disney forges alliance with Murdoch

Disney agrees to jointly market new British pay channel and to provide films for Murdoch's Sky Movies

The Walt Disney Company has cast its lot with Rupert Murdoch's News International in the volatile British satellite TV business. Disney has agreed to jointly market a new UK pay Disney Channel with Murdoch's Sky Television movie service and to provide Sky Movies with Disney Touchstone Films product. The agreement was announced during a New York-London press conference last Monday (Nov. 21).

The Disney-Murdoch alliance brings together two of Hollywood's top three studios—Disney's Touchstone Films and Murdoch's Twentieth Century Fox Films—and comes less than a week after Murdoch urged a key relationship for another of his pay channels, a \$54-million agreement with news agency Visnews to bring NBC News programs and footage and other Visnews services to Sky TV News (BROADCASTING, Nov. 21).

For Disney, the launch represents a first step into European pay TV and gives the studio an early start in the British Isles, where at least two other satellite-to-home children's channels are to begin vying for viewers before the end of next year.

The Disney move also opens a potentially lucrative new overseas programming window for the studio, which already earns big foreign box office and home video revenue, although relatively little from foreign broadcast syndication, according to Merrill Lynch analyst Hal Vogel.

The new Disney Channel, operated by Disney and modeled after the company's 4-million-subscriber U.S. pay cable family service, could be an important promotion vehicle as well for the new multibillion-dollar Paris-based Euro Disneyland theme

park the company has committed \$300 million to building for 1992.

With increasingly fierce competition for program acquisitions among emerging satellite services, Disney's joint venture with Murdoch is a blow to its rival British direct broadcast satellite service, the three-channel British Satellite Broadcasting (BSB) project due for launch late next year.

BSB tried, but failed, to woo Disney for its own daytime children's service, according to one knowledgeable British source. Murdoch was outbid, however, earlier this fall in BSB's \$100 million joint deal with the British Broadcasting Corp. for rights to MGM/UA product and in its 94-film package with Warner Bros.

As a result of the alliance, Sky Movies will have its first supply of studio product outside of Murdoch's Twentieth Century Fox, which has already agreed to provide Sky Movies with exclusive UK pay rights to its product.

At a New York press conference Nov. 21, Murdoch explained that the Disney-Murdoch arrangements may also allow "appropriate" Fox movies to be used on The Disney Channel following their airing on Sky Movies.

Murdoch also said he expects to close other program deals for Sky Movies soon, probably with U.S. independent producers.

The new Disney Channel is expected to launch late next spring, several months after Murdoch's Sky TV package launches Sky Movies and its free, advertiser-supported general entertainment, 24-hour news and European sports channels on the 16-channel European Astra satellite. Disney Channel and Sky Movies will be marketed jointly for approximately \$22 per month.

Disney executives attributed the channel's delayed start to the need to acquire UK programming rights to non-Disney supple-

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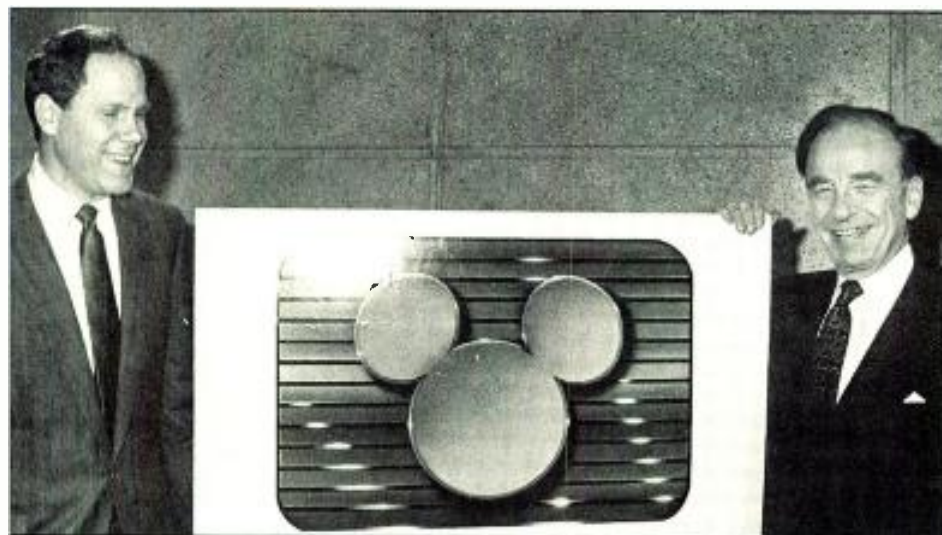
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Eisner (l) and Murdoch united by Disney Channel

mentary programming, as well as to the need to define budgets for original programming and European co-productions.

At the press conference, Walt Disney Chairman and Chief Executive Officer Michael Eisner called the deal a "perfect marriage," and said the company is "very enthusiastic about Disney Channel in Europe and particularly in Britain."

Of the possibility of other Europe-based pay channels (one senior Disney executive suggested this fall that as many as five European national pay channels were under consideration), Eisner said: "There's always that possibility," but added that the company was going to concentrate first on the UK and reserve other European pay TV expansion for a later date.

Disney Studios President Richard Frank, speaking by satellite from London, said the 18-hour-per-day Disney Channel would be roughly broken into children-oriented programming from sign-on to about 4 p.m., then would switch to family-oriented programming such as comedies and light entertainment from about 4 p.m. to 8 p.m.

The evening schedule would be movie-driven, with adult-oriented Disney material, and Eisner said Disney Channel movies would appear following UK home video releases, similar to Disney's U.S. exhibition pattern. Frank also explained that Disney programming will continue to be available to broadcasters in England.

The Disney Channel would be clearly differentiated from Sky Movies. Eisner said, with the latter running mostly current theatrical motion pictures. Murdoch de-

scribed Sky Movies at the press conference as "a very British version of Home Box Office."

Neither company would predict how much would have to be spent on the two pay services before they could break even, although Murdoch indicated that the pay channels could be in the black within two

years and would have well over a million subscribers within three or four years.

The pay channels will be scrambled within several months of launch to prevent pirating outside the primary UK market, and Murdoch said a manufacturer of descramblers had been selected and the choice would be announced in a week's time. □

Post-brawl boost. The ratings for the *Geraldo* talk strip have increased dramatically since the well-publicized brawl during a taping of the show several weeks ago (BROADCASTING, Nov. 7). The five programs airing after the Nov. 3 incident all were among the top 20 highest rated *Geraldo* shows, culminating with the 13.9/39 that the brawl episode averaged on Friday, Nov. 11. The episode featured white supremacist groups, civil rights leader Roy Innis and a rabbi. That episode doubled the previous record (a 6.7/25 in the 18 metered markets) by a show on Marilyn Monroe that was seen only the day before.

As a follow-up to the brawl episode, *Geraldo* taped a program entitled, "Has TV Gone Too Far?" with former CBS News President Van Gordon Sauter, Innis, *Eyewitness News* creator Al Primo and several TV critics.

In related news, WFSB-TV Hartford, Conn., a CBS affiliate that carries *Geraldo*, reran the now infamous brawl segment Nov. 12 at 10 p.m. in place of the network's *High Risk*. The show placed second in the market with a 14.8/24, beating NBC (9.5/15), but losing to ABC's *War and Remembrance* (19.7/31). KTVN-TV Oklahoma City was scheduled to run the brawl episode in prime time Nov. 18.

Separately, Rivera's brother Craig, field producer for *Geraldo*, has joined King World's *Inside Edition* as an on-air reporter and producer.

Changing Hands

WRGI-FM Naples, Fla., and WSYB(AM)-WRUT(FM) Rutland, Vt. □ Sold by All Communications of Naples Inc. to H&D Broadcast Group, L.P. for \$9.5 million (\$6.7 million cash and \$2.8 million

financed by seller). **Seller** is owned by Allar W. Roberts and family. **Buyer** is member of H&D Broadcast Group, principally owned by Joel M. Hartstone and Barry J. Dickstein Group also owns WDOV(AM)-WDSO(FM) Dover Del.; WFPG-AM-FM Atlantic City, N.J.; WSUB(AM) WQGN(FM) Groton, Conn.; WBBW(AM)-WBBG(FM) Youngstown, Ohio; WTLB(AM)-WRCK(FM) Utica N.Y., and WKRS(AM)-WXLC(FM) Waukegon, Ill. Dickstein and Hartstone are principal owners of Hartstone & Dickstein Inc., specialized investment banking firm concentrating on acquisition and financing of radio and TV. WRGI-FM operates on 93.5 mhz with 3 kw and antenna 300 feet above average terrain; WSYB is on 1380 khz with 5 kw-D and 1 kw-N; WRUT operates on 97.1 mhz with 1.15 kw and antenna 2,997 feet above average terrain.

WRJN(AM)-WHKQ(FM) Racine, Wis. □ Sold by S.E. Wisconsin Radio Inc. to Vision Broadcasting Inc. for \$3.665 million. **Seller** is principally owned by Dexter E. Card, who has interest in WROE(FM) Neenah and WYNE(AM) Kimberly, both Wisconsin. **Buyer** is owned by Anthony J. Gazzana, who has interest in KSRB-AM-FM Billings, Mont., and KEZA(FM) Fayetteville, Ark which has been sold, pending FCC approval. WRJN is on full time on 1400 khz with 1 kw, and WHKQ is on 92.1 mhz with 3 kw and antenna 275 feet above average terrain.

KXDC(AM) Monterey and KXDC-FM Carmel both California □ Sold by Carmel Broadcast Associates Inc. to Western Media Group Corp. for \$2.65 million. **Seller** is headed by Jack L. Woods, president. Woods is also president of Ventura Broadcast Associates, licensee of KOGO(AM)-KBBY(FM) Ventura, Calif. **Buyer** is headed by Thomas K. Scallen. It has no other broadcast interests. Scallen owns the Harlem Globe Trotters and the Ice Capades. He formerly owned KTAB-TV Abilene, Tex. **Broker: Blackburn & Co.**

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Broadcasters to P-B Broadcasting Inc. for \$1.225 million. **Seller** is owned by Laura Funston and her husband, Rod. It has no other broadcast interests. **Buyer** is owned by Joseph Bayliss, 20%; Shawn Phalen, 40%, and Kathleen Phalen, 40%. It has no other broadcast interests. Kosz operates on 107.3 mhz with 4.2 kw and antenna 807 feet above average terrain.

WEQZ(FM) Saegertown, Pa. □ Sold by Osborne Broadcasting Inc. to Community First Broadcasting for \$425,000. **Seller** is owned by Linda Osborne and her husband, Thomas, of Meadville, Pa. It has no other broadcast interests. **Buyer** is owned by Edward Mattar

III, 80%, and Werner Poegel, 20%. Mattar is Worcester, Mass., educator with no other broadcast interests. Poegel is Winchendon, Mass., broadcaster, who used to own WINQ(FM) Winchendon, along with Mattar. He will become general manager of station once sale is approved and finalized. Weoz operates on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Ray H. Rosenblum.**

CABLE

Systems serving Prince George's County, Md., and Leesburg County, Va. □ Sold by Prime Cable of Maryland L.P. to ML Media

Opportunity Partners L.P. **Seller** is subsidiary of Prime Cable, Austin, Tex.-based MSO serving approximately 509,000 subscribers in seven states. **Buyer** is public limited partnership formed by Elton H. Rule, I. Martin Pompadour and Merrill Lynch & Co. It is separate entity from ML Media Partners, another public limited partnership formed by same principals. MultiVision Cable TV Corp., also owned by Rule and Pompadour, serves approximately 450,000 subscribers. Systems serve 72,000 subscribers. **Broker: Waller Capital Corp.**

For other proposed and approved sales, see "For the Record," page 133.

Law & Regulation

Arguing over minority preferences

Appeals court panel of judges hears arguments to get rid of FCC policy, suggests they are bound by Supreme Court precedent

The FCC's minority and gender preference policies can claim no more than shaky support from the commission itself, and the Department of Justice regards them as unconstitutional. Still, they may be able to weather the challenge they are facing in the U.S. Court of Appeals in Washington. At least two of the three members of the panel that heard arguments in appeals of a case where minority preference was a critical factor in a commission grant indicated they saw no reason to find the preferences unconstitutional. But the issue may not yet be fully resolved.

A majority of the panel, at least, appeared to feel they were bound by a decision reached by a unanimous panel of the court in 1984, in *West Michigan Broadcasting Corp.* That panel held that the minority and gender preference policies—designed to promote diversification of programming—were consistent with administrative and statutory law, as well as with the Constitution, even when the community involved had only a small minority population (BROADCASTING, May 28, 1984). The Supreme Court denied review in that case. What, the panel members last week wanted to know, had changed in the law since 1984?

At issue is the commission's action in affirming a review board decision granting the application of Rainbow Broadcasting Co. for a permit to build a UHF television station in Orlando, Fla., and denying the mutually exclusive applications of Winter Park Communications Inc. (WPCI) and Metro Broadcasting. The grant was based largely on the award of a comparative preference to Rainbow because of the 90% minority owners' proposed participation in the management. The minority owners involved are a Hispanic man, with an 85% interest, and his mother, who has a 5% interest.

Metro, credited with 80% ownership integration into management (it contends it should be credited with 99% integration)—

and with 19.9% of the ownership assigned to a minority—contends that the minority and gender preferences are unconstitutional, that they violate the equal protection clause of the Constitution. Metro received support in an amicus curiae brief filed by the Department of Justice. What's more, the commission brief defending the policies was endorsed by only two of the three members of the commission—with Chairman Dennis Patrick casting the dissenting vote (BROAD-

CASTING, Sept. 19).

WPCI has a different ground for complaint. It proposes to establish a station in Winter Park, Fla., a community of 25,000, adjacent to Orlando, a city of some 130,000, and says it is entitled to the grant on the basis of Section 307(b) of the Communications Act, which calls for the equitable distribution of broadcast facilities among the country's states and communities. Its station would be the first in Winter

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The case is one of several caught in a change of heart on the part of the commission regarding its minority and gender preference policies—a change of heart that itself was reversed by a Congress determined that the commission preserve those preferences. The court had remanded the case to the commission in response to its request for further consideration of its statutory and constitutional authority to award such preferences. But the commission's study of the relationship between programming diversity and minority ownership was aborted in accordance with legislation passed by Congress in December 1987 directing the commission to reinstate the preference policies. They subsequently reaffirmed the grant to Rainbow, and the losing parties reinstated their appeals.

The agency's flip-flop on the issue did not go unremarked by the bench. The commission, in requesting the remand in 1986, had said that "reasonable assumptions" are not sufficient to warrant the belief that minority ownership would contribute to greater diversification of programming. "Does the majority of the commission no longer follow that view?" asked Judge Daniel M. Friedman of the U.S. Court of Appeals for the Federal Circuit, who was sitting by designation. "The majority of the commission," said Daniel M. Armstrong, "doesn't any longer believe [that reliance on "reasonable assumptions"] is "incompatible with the strict scrutiny" required.

But it was the counsel for Metro, John H. Midlen Jr., who received most of the panel's attention on the question of the constitutionality of the preference policies. "What undermines existing law, especially in light of the *Fullilove* case?" asked Judge Harry Edwards. In *Fullilove v. Klutznick*, in 1980, the Supreme Court held that Congress is entitled to considerable deference when legislative acts are challenged on equal protection grounds. Judge Stephen F. Williams expressed similar concern: "You have to come up with a post-*West Michigan* Supreme Court decision."

Nor did the Justice Department brief appear to have persuaded at least one of the judges, Edwards. He saw the department's brief as acknowledging that the courts regard the preference policies as constitutional but as urging the appeals court to wait until the department had had an opportunity

to persuade the Supreme Court otherwise. The department, in an amicus brief in a case pending before the Supreme Court, has argued that a City of Richmond, Va., program setting aside municipal contracts for minority-owned companies is unconstitutional. The case was argued before the high court last month. If the Supreme Court agrees with it in the City of Richmond case, the department told the appeals court, it would have to overturn *West Michigan*. In the meantime, Edwards said, he knows of no adjudication that would support Metro's position.

It was Williams who seemed skeptical of the constitutionality of the commission's preference policies—and who seemed to some lawyers as a possible dissenter, or at least as the author of a concurrence expressing uneasiness with an opinion that affirmed the commission. He noted that Supreme Court Justice Sandra Day O'Connor has said in a concurring opinion in a discrimination case that underrepresentation cannot always be shown in terms of the percentage of a minority group's employment—that discrimination may not be the cause when minorities are not employed in an industry in direct proportion to their numbers in the workforce. Williams also said that the purpose of bringing people of different backgrounds together might be to show their similarities but that the commission's view is that dissimilar backgrounds make for diversity in programming.

Like Midlen, WPCI's attorney, Robert J.

Buenzle, appeared to have his problems with the judges. Buenzle said the commission had reserved the 307(b) issue for the comparative hearing and that WPCI had met the "high burden" of demonstrating Winter Park is a separate community from Orlando and, therefore, entitled to its first television service. But, said Friedman, the commission treats "an urbanized area as a separate community." He seemed to find it hard to accept the argument that the commission should regard the issue of Winter Park's separateness or independence from Orlando as the only issue. "You say that's dispositive?" he asked, "even though the others would have provided superior service?"

Armstrong said the commission since 1957 has followed a policy in television cases of regarding applicants proposing to serve a large metropolitan area as part of the large "community," regardless of the actual city of license. To secure a 307(b) advantage, Armstrong said, an applicant whose station is to be located in a community of 25,000 would have to demonstrate that the needs of those viewers are different from those of viewers in the encompassing urbanized area and that the applicant could operate a successful station by focusing only on the needs of those local viewers. WPCI "didn't do that in this case," Armstrong said.

When compared with the other applicants, WPCI trails both in terms of the critical question of integration of ownership and management. A 10% owner would work at the station on a part-time basis. □

Cities ponder whether to push for cable reform

NLC to review plan to revise 1984 Cable Act giving cities authority to regulate rates and control renewals

When members of the National League of Cities meet in Boston Dec. 3-7 for its annual Congress of Cities they will consider a new communications policy that, if enacted into law, would put most cities back in the business of regulating cable rates and lead to greater municipal control over franchise renewals and transfers.

The policy would strengthen the cities'

position in approving renewals and it would grant them new authority to disapprove proposed transfers. Cable regulators have expressed frustration with renewal provisions which they say are "complex and ambiguous" and "favor the incumbent cable operator."

Moreover, NLC may endorse telco entrance into the cable business and try to limit the number of systems an operator can own. The establishment of so-called "lifeline service" would enable regulators to require cable operators to "offer a minimum level of service at affordable rates," an idea Boston Mayor Raymond L. Flynn has submitted for NLC approval. Cablevision now offers discount rates to low-income Boston residents.

The cities' discontent with the status quo emerged in October when an NLC steering committee voted to recommend major reforms of the Cable Communications Policy Act of 1984 (BROADCASTING, Oct. 24). Those reforms are fleshed out in the steering committee's report to its parent policy committee, which meets Sunday morning (Dec. 4). The NLC's resolutions committee must then approve it before its presentation to the full membership next Wednesday (Dec. 7). If adopted, it becomes part of NLC's National Municipal Policy, which incorporates every issue of significance to the league.

It is almost certain to receive the two-thirds vote needed for final adoption. Still,

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its inclusion in the NMP is no guarantee it will become a chief priority for the NLC on Capitol Hill. The NLC board will establish its legislative agenda for the new Congress next March during its Congressional-City conference in Washington; until then it remains unclear what status the revisions to the act will be given.

The new communications policy is motivated by the cities' desire to regain their power over cable (usurped by the act), coupled with an interest in creating competition by removing current regulatory and legislative barriers that keep the phone companies from owning cable systems in their service areas.

Under the NLC plan, telcos would be subject to the same franchising requirements as conventional cable systems. To prevent cross-subsidization, the cities would require phone companies to establish a separate subsidiary for their cable operations and prohibit telcos from purchasing existing cable systems.

A telco providing both phone and cable services would have to "provide access to unaffiliated information service providers at nondiscriminatory tariffed rates, offer switching and related services on a tariffed

and unbundled basis, be prohibited by regulation from discriminating in favor of its own service offering, and expand and upgrade its facilities as demand increases."

Concentration of ownership within the cable industry is yet another issue. The steering committee wants an ownership cap and a prohibition on volume discounts for programming. It suggests that no more than 25% of the nation's cable subscribers can be served by one MSO. Furthermore, NLC thinks Congress should adopt must-carry rules to insure that cable systems carry local commercial and noncommercial broadcast signals.

Franchising authorities would also have a say in where a cable service or broadcast signal is placed on a system.

The steering committee proposal also:

- Permits cities to "regulate basic service rates and related charges such as installation and converter rental fees unless there is direct competition from another cable system or other comparable provider of multi-channel service [including access channels, local broadcast stations and satellite services]." Currently, cities can only regulate rates if the FCC finds there is not "effective competition," which, according to the agen-

cy, is determined by the availability of three broadcast signals.

- Asks Congress to enact legislation granting cities immunity from liability for monetary damages in First Amendment lawsuits filed against cities upholding franchising provisions in the act. At one point, the NLC and the National Cable Television Association were working on legislative language to tackle that problem, but the negotiations broke down (BROADCASTING, Oct. 24, 31).

- Would limit the FCC's jurisdiction over cable and, thereby, its ability to preempt local regulation. In addition, cities would have authority to establish and enforce technical standards.

- Would clarify that the 5% franchise fee cap does not apply to "such matters as the cost of franchising."

The new policy is not limited to cable, however. It also calls for reimposition of the fairness doctrine. Furthermore, the committee wants to insure that local authority over "placement, size or siting of satellite facilities, such as satellite dishes, radio towers, microwave facilities and similar facilities," is not preempted by the federal government. □

Let telcos distribute programming, says FCC economist

Office of Plans and Policy's Pepper, in 106-page analysis, thinks question regarding phone companies should be what safeguards are needed to let them participate, not whether they should be players

In perhaps the most comprehensive analysis to date of the telephone companies' possible future role in television, an economist in the FCC's in-house think tank suggests that telcos should be allowed to offer video transmission services as common carriers and, with certain safeguards, to make use of the services to distribute programmers along with anybody else.

The 106-page analysis, authored by Robert Pepper of the FCC's Office of Plans and Policy and released by the agency last week, said the telcos will probably proceed with the construction of integrated broadband fiber optic networks capable of delivering video, other information services and "plain old telephone service," even if regulatory barriers to their providing "content" remain in place.

"While this view probably is correct in the long run, it fails to recognize the utility of allowing local exchange carriers the ability to 'prime the pump' by insuring the availability of broadband services and, therefore, stimulating the development and growth of competitive services," the report said. "The question should not be whether local exchange carriers should be permitted to have a role in content provision, but, rather, the terms and conditions under which they should be permitted to enter."

The report also tries to gauge the impact of telco entry into video on affected industries, including cable and broadcasting.

Cable has the most to lose, the report said, particularly if Congress or the courts

remove the statutory requirement that any programmer using a cable or fiber network procure a municipal franchise. "Over the next five to 15 years, however, the threat to today's cable television industry is more perceived than real," it said. At best, the telcos will have fiber in no more than 18% of the nation's homes by 2000, it said. "In addition, the cable industry has marketing experience and institutional ties to the programming industry and the ability to upgrade its networks to compete better with new [telco] networks and services."

"Broadcasters—while worried about increased competition—and other program producer/distributors stand to gain from integrated broadband network development," the report said. "Common carrier access to such networks could give broadcasters direct access to subscribers without going through the intermediary cable television operator," it said. To benefit, broadcasters have to see their business as more than

"emitting non-ionizing radiation from towers," it said. "Rather they have to view their business as producing, selecting and packaging video programming that attracts audiences for delivery to advertisers."

The report noted the Association of Independent Television Stations' assertion that its members do not intend to pay for carriage on the telco fiber networks (BROADCASTING, Nov. 21). "Not all broadcasters seem to understand—or want to accept—that in the telephone business it is traditional to pay for transport," it said.

Although the report has a disclaimer saying the opinions within it are those of Pepper and not the FCC, its principal finding—that telcos ought to be able to offer video over their own transmission facilities—parallels the FCC's "tentative conclusion" last July to recommend that Congress drop the statutory prohibition against telcos owning cable systems in their telephone service areas.

The telco-cable crossownership ban,

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codified in the Cable Communications Policy Act of 1984, is not the only obstacle to telcos competing fully in the television business. The Bell operating companies, spun off in the breakup of AT&T, are also barred from providing cable and other "information services" by the 1982 consent decree that ordered the breakup and ended the Justice Department's antitrust suit against AT&T.

"Perhaps the greatest barrier" to the telco's involvement in video is the 1984 Cable Act's requirement that all providers of video services have municipal franchises. A franchised cable operator can lease transmission capacity from the telephone company, the report said. "But anyone else wanting to lease the same common carrier channel service—from a proposed competing cable system to a stand-alone sports or movie channel or even the local Little League or theater group—must first receive its own cable franchise from the local franchising authority—usually the city," the report said.

"That's not easy, given the incentives of

an incumbent cable operator to oppose such an application.... No national video program service will develop if it must first go to every city hall in the country and defend itself against claims of unfair competition such as 'cream skimming' in order to receive permission for leasing channel service from the local telephone company."

Citing the First Amendment, the report questioned the cities' rights to require franchises for video providers who lease capacity from the telcos. "Where is the 'important or substantial government interest' that will enable cities to constitutionally license video programmers in an integrated broadband environment where the telephone network is built under existing state authority and there is no disruption to public safety or thoroughfares?"

The report recognizes that permitting telcos to program some of their own channels could lead to anticompetitive abuses, but it also suggests safeguards are available.

To protect against cross-subsidization and

predatory pricing, it said, the FCC has already established accounting procedures that will prevent telcos "from shifting costs of unregulated activities to ratepayers or regulated services.... In addition, the commission and many states are considering alternatives to traditional rate-based rate-of-return regulation that would reduce incentives and the ability of carriers to shift costs...."

To guard against discrimination, the report said, the FCC could impose requirements similar to those it developed in its Computer III decision. In that ruling, the FCC required the BOC's to submit Open Network Architecture plans providing access to "underlying basic service elements" to outside enhanced service providers. Also, it said, under Computer III, "if a BOC wants to offer an enhanced service before its ONA plan is approved, it can do so but only after the commission approves a service specific plan for "comparably efficient interconnection." □

Business

Changes looming in affiliate compensation

All three networks will be reviewing cash paid to stations; among possible changes may be different rates for different dayparts

The roughly \$450 million in cash compensation paid annually to affiliates by the three television networks is up for review for the first time in two years and will be a subject discussed at upcoming affiliate board meetings. ABC's thinking continues to be shaped by ongoing discussions with consultant Paul Bortz, while NBC's proposals are based on remarks made earlier by NBC President Robert Wright. CBS, the last of the three to hold a winter affiliate board meeting, is also looking to discuss the issue in January. Many affiliates commenting said they do not consider the outcome to necessarily be unfavorable or the discussions hostile, but the

networks indicate they expect tangible changes to result in the near future.

Hints of what kind of proposal ABC might come up with can be found in the study Bortz did for the network, and suggest that compensation rates might be determined by ratings, rather than daypart. He told BROADCASTING: "I can't go into specifics, except to say that it is being looked at rather intensively. [The question is,] can you come up with a plan that makes economic sense between networks and stations and that is politically palatable to both?" George Newi, ABC senior vice president in charge of affiliate relations, said: "We don't expect a definitive statement to come out of the affiliate board meeting [in Monterey, Calif.], but we are looking for more than just a general conversation and expect some progress to be made."

Speaking for CBS, Tony Malara, affiliate group president, said the compensation issue will be "one of the more serious discussions we will have with our association." Malara said that one difference between now and the network-affiliate discussions of two years ago is that all three networks have now made substantial cuts in just about every other area: "I don't think there is an affiliate out there today who doesn't believe the networks have done their best to make some sense out of costs."

NBC will present some plans as a starting point for a discussion on compensation. Said one network executive: "We do have a proposal, most of which is contained along the lines of Wright's speech to the affiliate last spring.... To my mind, though, this is the first specific time such a plan has been raised, although I don't know that anything would come out of this other than further discussion."

NBC will also broach the subject of affiliates contributing to help pay for certain high-priced programming events. The reaction to this idea from Tom Goodgame, president of Group W Television, was: "We haven't received much compensation on some of these events...so I would have to say we are already helping pay for them."

Most of those commenting, including some members of the current NBC affiliate board of delegates, said they didn't expect a confrontational meeting. Bruce McGorrill executive vice president of WCSH-TV Portland, Me., said: "If you upset the fundamentals, you are plowing new ground, and that can be risky.... I would be surprised if anything was done in other than on a positive new basis." □

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As compiled by BROADCASTING from Nov. 16 through Nov. 22 and based on filings, authorizations and other FCC actions.

Abbreviation: AFC—Antenna For Communications; ALJ—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; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; 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; SI.—studio location; 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. One meter equals 3.28 feet.

Ownership Changes

■ KMAX(FM) Arcadia and KEST(AM) San Francisco, both California (FM: BTCH881108EB; 107.1 mhz; 3 kw; HAAT: 240 ft.; FM: BTC881108EA; 1450 khz; 1 kw-U;—) Seeks assignment of license from KMAX Inc. and KEST Inc. (respectively) to Douglas Broadcasting Inc. for \$23 million. Seller is owned by Universal Broadcasting Corp., Mincola, NY-based group of six AM's and three FM's. Buyer is owned by John Douglas, who has no other broadcast interests. Filed Nov. 8.

■ KOSZ(FM) Grover City, CA (BALH881109HO; 107.3 mhz; 4.2 kw; HAAT: 807 ft.)—Seeks assignment of license from R&L Broadcasters to P-B Broadcasting Inc. for \$1,225,000. Seller is owned by Laura and Rod Funston. Buyer is owned by Joseph Bayliss, 20%; Shawn Phalen, 40%, and Kathleen Phalen, 40%. It has no other broadcast interests. Filed Nov. 9.

■ KIQQ(FM) Los Angeles (BALH881101HJ; 100.3 mhz; 5.3 kw; HAAT: 3,005 ft.)—Seeks assignment of license from Outlet Broadcasting Inc. to Westwood One Stations-Los Angeles Inc. for \$56 million. Seller is Providence, RI-based group headed by Bruce Sundlun and David Henderson. It purchased KIQQ in 1978 from Cosmic Communications for \$4.5 million ("Changing Hands," Jan. 9, 1978). It also owns WTOP(AM)-WASH(FM) Washington; WCMH-TV Columbus, Ohio; WJAR(TV) Providence, RI, and WIOQ(FM) Philadelphia. WIOQ is being sold, subject to FCC approval, to Professional Broadcasters Inc. (see "Changing Hands," Oct. 17). Buyer is publicly held, Culver City, CA-based network radio group headed by Norm Pattiz, chairman. Earlier this year, it purchased WYNY(FM) New York ("Changing Hands," April 25), and acquired 50% interest in WNEW(AM) New York ("Changing Hands," July 11). Filed Nov. 10.

■ KROY(FM) Sacramento, CA (BALH881108HN; 96.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Commonwealth Broadcasting of Northern California to Great American Television and Radio Co. for \$11,725,000 ("In Brief," Nov. 7). Seller is owned by San Diego-based group principally owned by Dex Allen and partners of Thorsnes, Bartolotta, McGuire & Padilla, San Diego law firm. It also has interest in KYX(FM) Yuma, AZ. It is also purchasing KRZY(AM)-KRST(FM) Albuquerque, NM (see below). Buyer is Cincinnati-based group of six AM's, nine FM's and five TV's headed by Carlyle J. Wagner. Filed Nov. 8.

■ KSPK-FM Walsenburg, CO (BALH881114HU; 102.3 mhz; 3 kw)—Seeks assignment of license from Baker Communications Corp. to Hargrave Broadcasting Co. for \$100,000. Seller is headed by Columbus Baker. Buyer is equally owned by Charles M. Hargrave and Cindi L. Johnson. Filed Nov. 14.

■ WRGI-FM Naples, FL, and WSYB(AM)-WRUT(FM) Rutland, VT (WRGI: BAPL1881114HT; 93.5 mhz; 3 kw; HAAT: 300 ft.; WSYB: BAL881114HR; 1380 khz; 5 kw-D 1 kw-N DA-N; WRUT: BALH881114HS; 97.1 mhz; 1.15 kw; HAAT: 2,997 ft.)—Seeks assignment of license from All Communications of Naples Inc. to H&D Communi-

tions L.P. for \$9.5 million (\$6.7 million cash and \$2.8 million financed by seller). Seller is owned by Allan W. Roberts and family. Buyer is member of H&D Broadcast Group, principally owned Joel M. Hartstone and Barry J. Dickstein. Group also owns WDOV(AM)-WDSD(FM) Dover, DE; WFPG-AM-FM Atlantic City, NJ; WSUB(AM)-WQGN(FM) Groton, CT; WBBW(AM)-WBBG(FM) Youngstown, OH; WTLB(AM)-WRCK(FM) Utica, NY, and WKRS(AM)-WXLC(FM) Waukegon, IL. Dickstein and Hartstone are principal owners of Hartstone & Dickstein Inc., specialized investment banking firm, concentrating on acquisition and financing of radio and TV. Filed Nov. 14.

■ WWAV-FM Santa Rosa Beach, FL (BAPL881110GV; 102.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Carter Broadcasting Inc. to Emerald Coast Communications Inc. for \$1.65 million ("Changing Hands," Nov. 21). Seller is owned by Mark Carter and members of Carter family. It has no other broadcast interests. Buyer is owned by Thomas Birch, 70%, and Raymond Quinn, 30%. It has no other broadcast interests. Filed Nov. 10.

■ WPAS(AM) Zephyrhills, FL (BAPL881110EC; 1400 khz; 1 kw-U)—Seeks assignment of license from Charles Wister to Big Z Broadcasting Inc. for \$335,000. Seller has no other broadcast interests. Buyer is principally owned by David Zeplovitz and his father, Franklin Zeplovitz. David is Baltimore broadcast executive and programing consultant for Teleports Inc. Franklin is Buffalo, N.Y., surgeon. They have no other broadcast interests. Filed Nov. 9.

■ WPTX(AM)-WMDM-FM Lexington Park, WBMD Baltimore and WQSR-FM Catonsville, all MD (WPTX: BTC881114EC; 920 khz; 5 kw-D 1 kw-N DA-2; WMDM-FM: BTCH881114ED; 97.7 mhz; 3 kw; WBMD: BTC881114EA; 750 khz; 1 kw-D; WQSR: BTCH881114EB; 105.7 mhz; 50 kw; HAAT: 245 ft.)—Seeks assignment of license from Key Broadcasting Corp. to Sconnix Broadcasting Co. for \$25 million. Seller has no

other broadcast interests. Buyer is Gilford, NH-based group headed by Theodore Nixon, Scott McQueen and Randall Odencal. It also owns WHDH(AM)-WBOS(FM) Boston; WMXJ(FM) Pompano Beach, FL; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-AM-FM Kansas City, KS; WMRZ(AM) Moline, and WLLR(FM) East Moline, both Illinois; WLNH-AM-FM Laconia, NH. Sconnix is selling WBOS(FM) Brookline, Mass. Filed Nov. 14.

■ WWCK-AM-FM Flint, MI (AM: BAL881114HP; 1570 khz; 1 kw-D 238.8 w-N; FM: BALH881114HQ; 105.5 mhz; 3 kw; HAAT: 330 ft.)—Seeks assignment of license from Reams Broadcasting Corp to Majac of Michigan Inc. for \$2.4 million. Seller purchased station in 1975 for \$650,000 ("Changing Hands," June 16, 1975). Seller is Toledo, Ohio-based group principally owned by Frazier Reams Jr. It owns WBVE(FM) Hamilton and WCWA(AM)-WIOT(FM) Toledo, both Ohio. Buyer is principally owned by Jack T. Steenbarger. It also owns WDAN(AM)-WDNL(FM) Danville, Ill. Filed Nov. 14.

■ KRZY(AM)-KRST(FM) Albuquerque, NM (BAL881109EF; 1450 khz; 1 kw-D 250W-N DA-1)—Seeks assignment of license from Wagontrain Broadcasting Corp. to Commonwealth Broadcasting of Northern California for \$8.1 million. Seller is owned by Bill and Patricia Sanders, who also own KIEZ(FM) Ventura, CA, and Drake-Chenault Enterprises. Buyer is San Diego-based group principally owned by Dex Allen and partners of Thorsnes, Bartolotta, McGuire & Padilla, San Diego law firm. It also has interest in KYX(FM) Yuma, AZ, and KROY(FM) Sacramento, CA, which it is selling, pending FCC approval (see above). Filed Nov. 9.

■ WRQN-FM Bowling Green, OH (BALH881109HA; 93.5 mhz; 3 kw; HAAT: 176 ft.)—Seeks assignment of license from WRQN Inc. to ABS Communications Inc. for \$2,685,000 ("In Brief," Nov. 21). Seller is principally owned by John R. Linn. It has interest in WKAZ(AM)-

Hance Communications Tom Hansen, General Parter

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WKLC-FM St. Albans, W.Va. Buyer is principally owned by Jon B. Sinton and Kenneth A. Brown. It also owns El Paso Radio Associates Ltd., licensee of KRQD(AM)-KLAQ(FM) El Paso, TX, which it is selling, pending FCC approval ("Changing Hands," Oct. 31). It is purchasing WPVA(AM)-WKHK(FM) Colonial Heights, Va., pending FCC approval ("Changing Hands," Oct. 3). Filed Nov. 9.

■ WELP(AM)-WLWZ(FM) Easley, SC (BAL881108HD; 1360 khz; 1 kw-D. DA-D. Easley, SC (BALH881108HE; 103.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from American Communications of Greenville, South Carolina Inc. to Voyager Communications III Inc. for \$2.6 million ("Changing Hands," Nov. 7). Seller is owned by Robert W. Harrison, who has no other broadcast interests. He purchased station in 1985 from Pickens County Broadcasting Inc. for \$1.15 million ("Changing Hands," June 3, 1985). Buyer is Raleigh, NC-based group principally owned by Carl V. Venters, chairman, and Jack P. McCarthy, president. It also owns WMFR(AM)-WMAG(FM) High Point, WVMG(FM) Shelby; and WVOT(AM)-WRDU(FM) Wilson, all North Carolina. Filed Nov. 8.

New Stations

■ Ormond-by-the-Sea, FL (BPH880915MZ)—Robin Gibson seeks 95.7 mhz; 3 kw H&V; m. Address: 1495 Malibu Circle NE, #103, Palm Bay, FL 32905. Principal has no other broadcast interests. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MS)—Volusia Broadcasting Co. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 27 Stone Rd., West Millbury, MA 01527. Principal is owned by George M. Ragsdale, 51%; Arthur H. Edwards, 25%; Daniel F. Viles Jr., 12%; and Gregory T. Lano, 12%. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915NA)—Mid-Florida Broadcasting Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 2415 Bellevue Ave., Daytona Beach, FL 32014. Principal is owned by James J. Gallagher, and Delores M. Gallagher, 100%, jointly held. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880914MJ)—Dr. D. Stephen Hollis seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 7179 Standing Boy Rd., Columbus, GA 31904. Principal

has no other broadcast interests. Filed Sept. 14.

■ Ormond-by-the-Sea, FL (BPH880914MZ)—Michael A. and Cynthia L. Kulisky, general partnership seeks 95.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 419, Chillicothe, IL 61523. It has no other broadcast interests. Filed Sept. 14.

■ Ormond-by-the-Sea, FL (BPH880915MC)—T.D.L. Radio L.P. seeks 95.7 mhz; 3 kw H&V; m. Address: 778 Jimmy Ann Drive, #1804, Daytona Beach, FL 32014. Principal is owned by Tianda L. Dorsey-Leonora, who has no other broadcast interests. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MD)—Banyan Broadcasting of Ormond-by-the-Sea, Florida Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 5811 Maggiore St., Coral Gables, FL 33146. Principal is owned by Robert Hance, 50%, and Courtney Thompson, 50%. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MF)—Ormond-by-the-Sea Broadcasters Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 211 Pinewood Drive, Maitland, FL 32751. Principal is owned by D. Nicolai Saucedo Sarner, 100%. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MG)—Ormond Communications Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 1230 Concord St., Orlando, FL 32803. Principal is owned by Edward H. Rice, 51%, and James W. Allen, 49%. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MI)—Ormond Broadcasting Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 4425 Merrimac Ave., Jacksonville, FL 32210. Principal is owned by Francisca E. Odum. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MJ)—Deharo Radio Ltd. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 136 Heritage Circle, Ormond Beach, FL 32074. Principally owned by Anthony Deharo Welch, 51%. Welch is 50% owner of La Paz Broadcasting Inc., licensee of WROD (AM) Daytona Beach, FL. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MN)—O.B.S. Radio L.P. seeks 95.7 mhz; 3 kw H&V; m. Address: P.O. Box 663, Holly Hill, FL 32017. Principally owned by Vincent E. Mcgough Jr., 20%. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MP)—Sally S. Di-lucente seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 455 38th Court, Vero Beach, FL 32962. Principal also owns

50% of Treasure Coast Media Inc., licensee of WCXL(FM) Vero Beach, FL. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MQ)—B.H. Broadcasting Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 1755 York Ave., #2-G, New York, NY 10128. Principal is owned by Barbara Welsh, who has no other broadcast interests. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MR)—McFayden Broadcasting L.P. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 633 Heineman Ave., Daytona Beach, FL 32014. Principal is owned by Dawn McFayden, 20%, and Carl Tuterra, 80%, and has no other broadcast interests. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MT)—Agape of Central Florida Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 1656 Morgan Circle, Holly Hill, FL 32017. Principal is owned by Shirley A. Rogers, who has no other broadcast interests. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MU)—Sunao Broadcasting Co. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 4431 Rock Island Rd., Ft. Lauderdale, FL 33319. Principal is owned by John Ruffin Jr., 59.6%; Reese Marshall, 27.28%; Barbara Walton, 6.06%; Rosa Daughtry, 6.06%, and Steven Mootry, 1.01%. It also owns WRBD(AM) Pompano Beach, FL. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880914MS)—QMS Broadcasting Inc. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: Two Office Park Dr., Ste. A-10, Palm Coast, FL 32037. Principal is owned by Richard B. Quello, 20%; Gary Miller, 51%, and Claudia S. Seggi, 29%. Filed Sept. 14.

■ Ormond-by-the-Sea, FL (BPH880915MV)—Joy Bryon seeks 95.7 mhz; 2.55 kw H&V; 108 m. Address: 634 South St., Daytona Beach, FL 32014. Principal has no other broadcast interests. Filed Sept. 15.

■ Ormond-by-the-Sea, FL (BPH880915MW)—Greene Communications Ltd. seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 2828 N. Atlantic Ave., #1802, Daytona Beach, FL 32018. Principal is owned by Elaine W. Greene. Filed Sept. 15.

■ Agana, GU (BPH880914MH)—Serafin Delacruz seeks 101.9 mhz; 10 kw H&V; 150 m. Address: P.O. Box 2632, Saipan MP, 96950. Principal has no other broadcast interests. Filed Sept. 14.

■ Agana, GU (BPH880914MX)—Agana Guam FM Radio L.P. seeks 101.9 mhz; 1.7 kw H&V; 153 m. Address: P.O. Box 7932, Tamuning, GU 96911. Principal is owned by Hope A. Cristobal, and has no other broadcast interests. Filed Sept. 14.

■ McCall, ID (BPH880914MV)—Idaho Heartland Broadcasting Inc. seeks 101.1 mhz; 3.9 kw H&V; 571 m. Address: BOX 814, McCall, ID 83638. Principal is owned by Dean C. Hagerman, 51%; Nancy Gentry, 30%; Charles H. Wilson, 9.5%, and William M. Boyd, 9.5%. Boyd is 32.48% Shareholder of Home News Co., permittee of WTFM-TV Christiansted, VI. Filed Sept. 14.

■ Whitehall, MI (BPH880915MY)—Pyramid Broadcasting Inc. seeks 102.5 mhz; 1.7 kw H&V; 130 m. Address: 1802 S. Fernandez Ave., Arlington Heights, IL 60005. Principal is owned by R. Lavance Carson, 100%. Applicant owns WPBK(AM) Whitehall, MI. Carson has interest in Unicorn Communications Inc., licensee of KAPR(AM)-KKRK(FM) Douglas, AZ. Filed Sept. 15.

■ Waite Park, MN (BPH880914MR)—Waite Park Broadcasting Co. seeks 103.7 mhz; 3 kw H&V; 100 m. Address: 619 S. 20th Ave., Minneapolis, MN 55454. Principal is owned by Michelle K. Moore, 51%, and Terrance W. Moore, 49%, and has no other broadcast interests. Filed Sept. 14.

■ Ocean Springs, MS (BPH880914MP)—H. Hunter White III seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 826 Union St., Ste. 100, New Orleans, LA 70112. Principal has no other broadcast interests. Filed Sept. 14.

■ Ocean Springs, MS (BPH880914MU)—Royal Broadcasting Inc. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 1690 Sunset Blvd., Biloxi, MS 39531. Principal is owned by Crystal Thoma, and has no other broadcast interests. Filed Sept. 14.

■ Ocean Springs, MS (BPH880914MY)—Ocean Springs Broadcasting Co. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 321 Westview Dr., Biloxi, MS 39531. Principal is owned by Leonard J. Giacone, 50%, and Sharon A. Giacone, 50%. Leonard J. Giacone is permittee of WMXI(FM) Laurel, MS. Filed Sept. 14.

■ Ocean Springs, MS (BPH880914MG)—Hughes, Moore & Bell seeks 92.5 mhz; 3 kw H&V; m. Address: 269 W MAIN ST, Lexington, KY 40507. Principal is owned by Paul J. Hughes, 33.3%; Kevin B. Moore, 33.3%, and Randolph V. Bell, 33.3%. Hughes and Moore are 50% owners each of Hughes-Moore Associates Inc., licensee of WMAK(AM) London, KY. Filed Sept. 14.

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WAVG-AM

WLRS-FM

Louisville, KY

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■ Ocean Springs, MS (BPH880914NA)—Oceola Broadcasting Ltd. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 1026 Second St., Gulfport, MS 39501. Principally owned by Leslie Kelly. It has no other broadcast interests. Filed Sept. 14.

■ Alva, OK (BPED880912MA)—Northwestern Oklahoma State University seeks 89.7 mhz; 6 kw H&V; 159 m. Address: 700 Oklahoma Blvd., Alva, OK 73717. Principal is headed by Dr. Joe J. Struckle. It has no other broadcast interests. Filed Sept. 12.

■ Brownsville, OR (BPH880908ME)—Eads Broadcasting Corp. seeks 102.3 mhz; 0.345 kw H&V; 293 m. Address: P.O. Box 749, Albany, OR 97321. Principal is owned by Richard C. Eads, 33.3%; Richard B. Eads, 33.3% and Florence R. Eads, 33.3%. Applicant is licensee KGAL (AM) Albany-Lebanon, OR. Filed Sept. 8.

■ Rochester, NY (BPED880912MB)—Community Broadcasting Foundation Inc. seeks 88.9 mhz; 0.38 kw H&V; 184 m. Address: 108 E. Gray St., Elmira, NY 14901. Principal is headed by Thomas A. Haight, Marian B. Haight and Charles Foster. Filed Sept. 12.

■ St. Pauls, NC (BPH880826)—Lumbec Regional Development Association Inc. seeks 106.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 68, Pembroke, NC 28372. Principal has no other broadcast interests. Filed Aug. 26.

■ Alamo, TN (BPH880907M2)—Charles C. Allen seeks 93.1 mhz; 3 kw H&V; 100 m. Address: Route 1, Bells, TN 38006. Principal also owns WCTA(AM) Alamo, TN. Filed Sept. 7.

■ Knoxville, TN (BPH880824MP)—McDonald Communications Inc. seeks 104.5 mhz; 2 kw H&V; 120 m. Address: 1018 Nokomis Circle, Knoxville, TN 37919. Principal is owned by Elizabeth S. Richards. Filed Aug. 24.

■ Knoxville, TN (BPH880824MR)—Reeves Communication Corp. seeks 104.5 mhz; 1.8 kw H&V; 126 m. Address: 1123 Farragut Hills Blvd., Knoxville, TN 37922. Principal is owned by Judy G. Reeves, 90%, and Andrew R. Reeves III, 10%. Filed Aug. 24.

■ Knoxville, TN (BPH880824MT)—Glen Allen Powers seeks 104.5 mhz; 1 kw H&V; 174 m. Address: 1745 Old Hickory Rd., Brentwood, TN 37027. Principal also owns WROZ(TV) Owensboro, KY. Filed Aug. 24.

■ Knoxville, TN (BPH880825NM)—Don H. Barden seeks 104.5 mhz; 1.72 kw H&V; 132 m. Address: 1249 Washington Blvd., Suite 2100, Detroit, 48226. Principal has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825MD)—Spacecom Inc. seeks 104.5 mhz; 1 kw H&V; 175 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is headed by S. W. Ritchey. It also owns KOSO(FM) Patterson, and KTHH(FM) Fresno, both California. Ritchey owns KQEU(AM) Olympia, WA, and has interest in WCWC(AM)-WYUR(FM) Ripon, WI; WKHY(FM) Lafayette, IN, and KLBB(AM) St. Paul, MN. Filed Aug. 25.

■ Knoxville, TN (BPH880825NP)—Thomas M. Eells seeks 104.5 mhz; 1 kw H&V; 175 m. Address: 10750 Cushdon Avenue, Los Angeles 90064. Principal has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825NQ)—The Scott Media Group L.P. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 3101 Linden Ave., Knoxville, TN 37914. Principal is owned by Doris S. Crawford, 12%; Doris Freeman-Splawn, 12%; Geraldine C. Hall, 12% and Kent Foster, 64%. It has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825NC)—Tld Comms. Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: Rte. 3, Box 24, LaFollette, TN 37766. Principal is owned by T.L. Davis, who has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825MP)—Cab Communications LP seeks 104.5 mhz. Address: 3325 Boyds Bridge Pike, Knoxville, TN 37914. Principally owned by Donna M. Burton, 20%. It has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825OE)—Kerman Radio Corp. seeks 104.5 mhz; 2.6 kw H&V; 105 m. Address: 304 Springfield, Park Forest, IL 60466. Principal is owned by John H. Tyler, who has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825OF)—Fred C. Jacob seeks 104.5 mhz; 1.3 kw H&V; 149 m. Address: 8600-98 Olde Colony Trail, Knoxville, TN 37923. Principal has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825GI)—Patrick D. McConnell seeks 104.5 mhz; 1.9 kw H&V; 125 m. Address: 5515 Scott View Lane, Lakeland, FL 33813. Principal has no other broadcast interests. Filed Aug. 25.

■ Knoxville, TN (BPH880825OM)—Knoxville Broadcasters Ltd. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 2332 Woodsmith Rd., Knoxville, TN 37921. Principal is owned by James M. Valentine, who has no other broadcast inter-

ests. Filed Aug. 25.

■ Knoxville, TN (BPH880825OP)—Anne L. Moss seeks 104.5 mhz; 1.35 kw H&V; 141 m. Address: 1205 Greendale Dr., Cleveland, TN 37312. Principal has no other broadcast interests. Filed Aug. 25.

■ San Augustine, TX (BPH880830MB)—San Augustine Cable TV Inc. seeks 99.9 mhz; 0.15 kw H&V; Address: 4201 Farhills Dr., Austin, TX 78731. Principal is owned by Center Broadcasting Co., which is owned by Thomas M. Foster, 51%; Tolbert Foster, 34% and Robert J. Bell, 15%. Center Broadcasting Co. owns KDET(AM)-KLCR(FM) Center, TX. Filed Aug. 30.

■ Pearsall, TX (BPH880830MA)—John W. Barger seeks 94.1 mhz; 3 kw H&V; 91 m. Address: 3210 Goldsboro, San Antonio, TX 78230. Principal has no other broadcast interests. Filed Aug. 30.

■ Richmond, VA (BPED880825PD)—Brightness Ministries Inc. seeks 89.3 mhz; 3 kw; 100 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is owned by John W. Smith II, 20%; John W. Smith I, 20%; Darlene Smith, 20%; Mary Smith, 20%, and Carl Lord, 20%. Filed Aug. 25.

■ Plymouth, WI (BPH880825MB)—Sheboygan Broadcasting Corp. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 1156 Union Ave., P.O. Box 1045, Sheboygan, WI 53081. Principal is owned by Julian E. Jetzer, 46.43%; Jane M. Jetzer, 46.43%, and V. Thomas Shanahan, 7.14%. It also owns WKTS(AM) Sheboygan, WI. Filed Aug. 25.

■ Plymouth, WI (BPH880825NG)—Jubilant Ministries Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 2402 N. 24th St., Sheboygan, WI 53083. Principal is owned by William G. Kraemer, 33.3%; William B. Horsch, 33.3%, and Henry Warner, 33.3%. It has no other broadcast interests. Filed Aug. 25.

■ Whitewater, WI (BPH880824MQ)—Whitewater Wireless Partnership seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 4359 S. Howell Ave., Milwaukee, WI 53207. Principal is owned by Patrick L. Lupeman, 50%, and Robert M. Weidenbaum, 50%. Filed Aug. 24.

■ Whitewater, WI (BPH880824)—Beth Ann and Beverly J. Peterson seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 1503 27th St., Apt. 5, Zion, IL 60099. Principal is owned by Beth Ann Peterson, 50%, and Beverly J. Peterson, 50%. Filed Aug. 24.

■ Whitewater, WI (BPH880824MU)—Kingsley H. Murphy JR. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 207 Textile Bldg., 119 N. 4th Street, Minneapolis 55401. Principal also owns WISS-AM-FM Berlin, WI; KCHK(AM) New Prague, MN. Filed Aug. 24.

■ Whitewater, WI (BPH880825NZ)—Sheboygan Broadcasting Co. seeks 104.5 mhz; Address: 2100 Washington Ave., Sheboygan, WI 53081. Principal is owned by Michael R. Walton, 100%. Applicant owns Holland Communications Inc., licensee of WHTC(AM)-WYXX(FM) Holland, MI. Filed Aug. 25.

■ Whitewater, WI (BPH880825NV)—Tri-M Communications Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 26546 W. Ingleside Shore, Ingleside, IL 60041. Principal is owned by Harry Monk, 33.3%; Edward Mazola, 23.3%; Jagan K. Mohan, 28.3%; Ralph Cabin, 10%, and Rattan Bhatia, 5%. and has no other broadcast interests. Filed Aug. 25.

■ Whitewater, WI (BPH880825MO)—State Long Distance Telephone Co. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 216 W. Walworth St., Elkhorn, WI 53121. Principally owned by William C. Wiswell, 5.93%; Ellen B. Wiswell, .02%; Florence L. Coleman, 18.52%, and Ellen

B. Wiswell Trust, 20%. who has no other broadcast interests. Filed Aug. 25.

■ Whitewater, WI (BPH880825NF)—Julie Ann Albrecht, dba Walworth Radio Co., seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 1360 Chicago St., Green Bay, WI 54301. Principal has no other broadcast interests. Filed Aug. 25.

Actions

FM's

■ Fort Valley, GA (BPH860918MD)—Granted app. of Val-media Inc. for 97.9 mhz; 3 kw H&V; 100 m. Address: Highway 341 North, Fort Valley, GA 31030. Principal is owned by Dollie D. Horton, 51%, and Cornelious Horton Jr., 49%. Action Nov. 14.

■ Lyons, GA (BPH871120MA)—Granted app. of Thompson Radio Broadcasting Co. for 92.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 111, Lyons, GA 30436. Principal is owned by Harry H. Thompson, 60%, and Michael P. Thompson, 40%. Action Oct. 27.

■ Lyons, GA (BPH871124MU)—Dismissed app. of WBBT Inc. for 92.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 392, Lyons, GA 30436. Principal is owned by James A. Johnson. It also owns WBBT(AM) Lyons, GA. Action Oct. 27.

■ Shelbyville, KY (BPH870514MJ)—Granted app. of WCNB Inc. for 101.3 mhz; 3 kw; 100 m. Address: P.O. Box 248, Shelbyville, KY 40065. Principal is owned by J.B. Crawley, 50%; Monnie Humphrey, 12.5%; Brad Kelly, 12.5%; Charles Kelly, 12.5%, and Lisa Bruce, 12.5%. It also owns WCND(AM) Shelbyville, KY. Crawley has interest in WMSK-AM-FM Morganfield, and WLBN(AM)-WLSK(FM) Lebanon, both Kentucky. Elizabeth Crawley, wife of J.B. Crawley, has interest in WMSK-AM-FM. Action Nov. 2.

■ Salisbury, MD (BPH860507OF)—Dismissed app. of American Radio Broadcasting Network Inc. for 98.9 mhz; 3 kw H&V; 328 m. Address: c/o 305 S. Warren, Syracuse, NY 13204. Principal is equally owned by Thomas Poitier, John Lee, Joan Travis, Peggy Boozer and Otha Boozer. Action Nov. 10.

■ Carlsbad, NM (BPH880321MM)—Returned app. of Diana Clem for 106.1 mhz; 50 kw H&V; 150 m. Address: 838 South Canyon, Carlsbad, NM 88220. Principal has no other broadcast interests. Action Nov. 10.

■ Roswell, NM (BPH880616MC)—Returned app. of Mary Moran seeks 104.7 mhz; 50 kw H&V; 150 m. Address: 4012 88th Place, Lubbock, TX 79413. Principal has no other broadcast interests. Action Nov. 10.

■ Wurtsboro, NY (BPH831201AE)—Granted app. of Jerome Gillman Inc. for 97.3 mhz; 0.40 kw; 220 m. Address: MacDaniel Rd., Shady, NY. Principal has no other broadcast interests. Action Nov. 2.

■ Gibsonburg, OH (BPH871023MI)—Granted app. of Buddy Carr and Carolyn J. Carr, joint tenants for 95.7 mhz; 3 kw H&V; 100 m. Address: 105 Cedar Ct., Perrysburg, OH 43551. Principal is owned by Buddy Carr 50%, and Carolyn J. Carr, 50%. It has no other broadcast interests. Action Nov. 1.

Facilities Changes

Applications

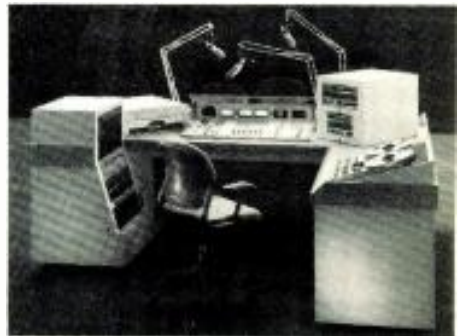
FM's

■ Little Rock, AR, KUAR 89.1 mhz—Oct. 26-Application

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for CP to make changes; HAAT: 269 m H&V; TL: Shinnell Mountain Antenna Farm, 3 miles W of Little Rock. AR.

■ Prattville, AL, WQIM 95.3 mhz—Nov. 1-Application for CP to make chgs; FREQ: 95.1 mhz; ERP: 50 kw H&V; change class to C2 (Per Doc #87-406).

■ New London, WI, WNBC 93.5 mhz—Oct. 28-Application for CP to make chgs; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 1.1 km N of County Highway G on Private Farm Drive. 3.8 km SSE of Village of Leeman Maine. WI; class: C2 (Per Doc #87-258).

■ Susquehanna, PA, WKGB-FM 92.5 mhz—Nov. 7-Mod of CP (BPH871124MI) to make chgs; ERP: 1.385 kw H&V; HAAT: 143 m H&V; TL: Hickory Knob Rd. Great Bend Twp. Susquehanna County, PA. 2.1 km NNW of Hickory Grove, PA.

TV's

■ Bismarck, ND, KBME ch. 3—Nov. 14-Application for CP to chg ERP-vis: 80 kw; HAAT: 1.393 ft; TL: 5 miles E. 2 miles S of Bismarck, ND.

Actions

AM's

■ Lawrenceville, GA, WGNN 1360 khz—Nov. 9-Application (BPH880505AG) returned for CP to chg FREQ: 610 khz; increase power to 1.5 kw; TL: 420 M at 130 degrees from intersec of Ezzard St and Papermill Rd. Lawrence. Gwinnett County, GA and make changes in ant. sys. 33 57 11N 83 58 15W.

■ Powell, TN, WQBB 1040 khz—Nov. 10-Application (BPH880720AA) granted for CP to increase daytime power to 10 kw 7 critical hours to 3 kw.

FM's

■ Auburn, CA, KHYL 101.1 mhz—Nov. 10-Application (BPH880825IB) dismissed for CP to make changes; ERP: 36.3 kw H&V (for auxiliary purposes only).

■ Austin, MN, KAVT-FM 91.3 mhz—Nov. 10-Application (BPED880422IF) dismissed for CP to make chgs; ERP: 0.15 kw H&V; HAAT: 62.18 m H&V.

■ Mansfield, OH, WYHT 105.3 mhz—Nov. 10-Application (BPH880713IA) dismissed for CP to change HAAT: 143 m H&V.

■ Brian Head, UT, KREC 98.1 mhz—Nov. 10-Application (BMPH870811IB) granted for MP (BPH850710NH) to make changes; TL: Three Knolls (Pine Spring Knoll) 18 km SE 172 degrees true from Cedar City; HAAT: 770 m H&V; ERP: 56.2 kw H&V; 37 32 32N 113 04 05W. Pet. for Recon. Filed July 1. Pet. for Recon. granted reinstated July 15.

■ Osceola, AR, KMPZ 98.1 mhz—May 20-Application (BPH880318IA) dismissed for CP to change HAAT: 294 m H&V.

■ Fort Bragg, CA, KSAY 97.7 mhz—Nov. 1-Application (BMPH880608IB) granted for MP (BPH850712MH) to correct coordinates.

■ Newport Beach, CA, KOCM 103.1 mhz—Nov. 3-Application (BMPH850712JL) dismissed for MP (BPH850712JL) to change directional pattern; 33 37 55N 117 56 15W.

■ Panama City, FL, WILN 106.3 mhz—Nov. 3-Application (BPH880407IA) granted for CP to make changes; FREQ: 105.9 mhz (Per Doc #86-409); TL: Hwy 98 W. Panama City, Bay County, FL; ERP: 50 kw H&V; HAAT: 120 m H&V; change to class C2: 30 11 00N 85 46 34W.

■ Panama City Beach, FL, WPCF-FM 100.1 mhz—Nov. 3-Application (BPH880901IG) granted for CP to make changes; ERP: 1.7 kw H&V; HAAT: 126 m H&V.

■ Macomb, IL, WIUM 91.3 mhz—Nov. 2-Application (BPED870608MA) granted for CP to make changes; ERP: 50 kw H&V; install directional ant. sys.

■ Cambridge, MA, WMBR 88.1 mhz—Nov. 3-Application (BPED880902IH) granted for CP to make changes; ERP: 0.36 kw H&V.

■ Clarksdale, MS, WKDJ 96.5 mhz—Oct. 31-Application (BMPH880628IF) granted for MP (BPH851112MB) to change HAAT: 56.1 m H&V.

■ Carthage, MO, KDMO 1490 khz—Nov. 7-Application (BP880803AE) dismissed for CP to make changes in ant. sys.; change TL: 200 meters N of the intersec of Hwys 96 and 71. W of Carthage, MO: 37 10 58N 94 21 43W.


■ Greenfield, MO, KXBR 93.5 mhz—Nov. 4-Application (BPH870831IB) granted for CP to make changes; TL: County Rd. O (North side), 8/10 mi W of Jet of US Hwy 160, Everton, MO; ERP: 1.3 kw H&V; HAAT: 140.589 m H&V; 37 22 19N 93 42 33W.

■ Mansfield, MO, KTRI-FM 95.9 mhz—Nov. 3-Application (BPH880628IB) granted for CP to make changes; HAAT: 95 m H&V; TL: Sec 10, Twn #27-N, Range 16-W.

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■ Madison, NJ. WMNJ-FM 88.9 mhz—Nov. 3-Application (BPH8703031F) granted for CP to change TL: 0.45 km SE of Tuckahoe Rd and First Ave. Estell Manor, NJ; HAAT: 150 M H&V and make changes in ant. sys.: 39 21 38N 74 47 19W.

■ Millville, NJ. WBSS-FM 97.3 mhz—Nov. 1-Application (BPH8703031F) granted for CP to change TL: 0.45 km SE of Tuckahoe Rd and First Ave. Estell Manor, NJ; HAAT: 150 M H&V and make changes in ant. sys.: 39 21 38N 74 47 19W.

■ Trenton, NJ. WCHR 94.5 mhz—Nov. 2-Application (BPH8703031F) granted for CP to make changes; TL: Lincoln Hwy-Fairless Hills section of Falls Township, PA; ERP: 50 kw (H) and 47.9 kw (V); HAAT: 150 m H&V; directional antenna: 40 11 22N 74 50 47W.

■ Farmington, NM. KTRA 102.1 mhz—Oct. 31-Application (BPH870302OR) granted for CP to make changes; TL: Knickerbocker Peaks, near Farmington, NM; HAAT: 993 feet H&V; 36 48 52N 107 53 32W.

■ Washington, NC. WBRE-FM 98.3 mhz—Nov. 2-Application (BMPH8702031A) granted for MP (BPH830830AB) to make changes; TL: edge of Rural County Rd #1123, 0.18 mi NW of Rural Rd. 1125, which tees into Rd. 1123, Chocowinity Township, NC; ERP: 1.352 kw H&V; HAAT: 149.354 m H&V; 35 29 14N 77 02 42W.

■ Cincinnati, WAKW 93.3 mhz—Nov. 2-Application (BPH8703301H) granted for CP to change ERP: 50 kw (H) and 49 kw (V); install directional antenna. Petition for reconsideration filed May 18. As amended on May 18. Petition for reconsideration granted and reinstated nunc pro tunc Nov. 2.

■ Gillette, WY. KOLL-FM 96.9 mhz—Nov. 1-Application (BPH8809191L) granted for CP to make changes; HAAT: 145 m H&V; TL: 1.5 mi E. of I-90 and US 14 interchange. As Amended Oct. 12; HAAT: 139 M H&V.

TV's

■ San Francisco. KWBB ch. 38—Nov. 7-Application (BPCT880825KJ) granted for CP to change ERP: 5000 kw visual; HAAT: 432.25 m; TL: Sutro Tower, #1 La Avanzada Rd, San Francisco; ANT: Jampro/JSH 32/38-C-100 3EP; 37 45 20N 122 27 05W.

Actions

■ New Albany, MS. Denied Oxford Radio Inc. reconsideration of action granting request by WTMX Inc. to substitute channel 294C2 (106.7 mhz) for channel 296A (107.1 mhz) at New Albany and modifying its license to reflect higher class channel. (MM docket 87-58 by MO&O [DA 88-1752] adopted Oct. 24 by chief, Policy and Rules Division.)

■ Goodlettsville, TN. Designated for hearing 22 mutually exclusive applications for new FM station on channel 246C2 (97.1 mhz) at Goodlettsville. (MM Docket 88-487 by order [DA 88-1584] adopted Sept. 30 by chief, Audio Services Division, Mass Media Bureau.)

■ Florence, AL. Cellular Authorizations Upheld staff action approving application of Bill Welch to transfer control of Florence Cellular Telephone Co., holder of nonwireline cellular authorization for unbuil facilities in Florence to McCaw Communications of Florence Inc. (By MO&O [FCC 88-338] adopted Oct. 21 by commission.)

■ Six Meter Repeater Subband. Proposed expanding current amateur service six meter repeater subband by 1 mhz. Comments due Jan. 27, 1989, replies Feb. 28. (PR docket 88-527 by NPRM [FCC 88-354] adopted Oct. 31 by commission.)

■ Green Valley, AZ. Denied Alden Communications Corp.'s request for reconsideration of supplemental decision granting application of Sungilt Corporation Inc. for new television station at Green Valley. (MM Dockets 83-270, 83 721 by MO&O [FCC 88R-61] adopted Oct. 28 by Review Board.)

■ Vallejo, CA. Designated for hearing application to transfer control of Pan Pacific Television Inc., permittee of KPST-TV Vallejo, from its shareholders of record, Victor H. Sun, Wallace Lee, David Li and Shirley C. Lau, to Silver King Broadcasting of Northern California. (MM docket 88-514 by MO&O [FCC 88-330] adopted Oct. 13 by commission.)

■ Vineland, NJ. Upheld assignment of WHSP-TV Vineland, from Press Broadcasting to Silver King Broadcasting. (By MO&O [FCC 88-361] adopted Nov. 3 by commission.)

■ Cable Television Systems. Mass Media Bureau has reopened until Dec. 21, period for filing comments concerning inquiry into availability of broadcast television signals on cable television systems to afford parties opportunity to comment on two reports that have been added to record. Reports are Cable System Broadcast Signal Carriage Survey and Broadcast Station Carriage Survey. Contact: Scott Roberts, (202) 632-6302. (MM Docket 88-138 by order, Reopening Period For Filing Comments [DA 88-1721] adopted Nov. 10 by chief, Mass Media Bureau.)

■ Mt. Vernon, IL. Designated for hearing, mutually exclusive applications of Bryan Davidson, CR Broadcasting, SAGA Communications and Daniel S. Stratemyer for new FM station on channel 271B1 (102.1 mhz) at Mt. Vernon. (MM Docket 88-523 by order [DA 88-1717] adopted Oct. 27 by chief, Audio Services Division, Mass Media Bureau.)

■ Ankeny, IA. Designated for hearing, mutually exclusive applications of V.O.B. Inc., Iowa Radio Limited Partnership, Dick Broadcasting Ltd. and William B. Roth for new FM station on channel 292A (106.3 mhz) at Ankeny. (MM Docket 88-522 by order [DA 88-1710] adopted Oct. 26 by chief, Audio Services Division.)

■ Shreveport, LA. Designated for hearing 10 mutually exclusive applications for new FM station on channel 275C2 (102.9 mhz) at Shreveport. (MM Docket 88-524 by order [DA 88-1725] adopted Oct. 28 by chief, Audio Services Division.)

■ Omaha. Designated for hearing seven mutually exclusive applications for new FM station on channel 290A (105.9 mhz) at Omaha. (MM Docket 88-521 by order [DA 88-1711] adopted Oct. 26 by chief, Audio Services Division.)

■ Mount Vernon, WA, and Portland, OR. FCC has ordered Valley Broadcasters Inc. and Northwest Indian Women Broadcasters Inc., to supplement their showings as to performance capability of Valley's perimeter current antenna, and directed both parties to file comments within 30 days of this order, and reply pleadings within 15 days of date comments are filed. (BC Dockets 82-436-37 by order [FCC 88-366] adopted Nov. 8 by commission.)

■ MCI Telecommunications Corp. (MCI). In response to comments for consideration filed by TeleStar Inc., denied reconsideration of June 2 order in which it rejected second request by TeleStar that microwave authorizations held by MCI be revoked. (By order [FCC 88-365] adopted Nov. 8 by commission.)

■ FCC Upholds Staff Action in William Bransford FOIA Request (report GN-34, General Action). Upheld staff response to William Bransford's FOIA request for all records and information relevant or pertaining to decision to conduct investigation of EEO Branch of Mass Media Bureau. Action by commission Nov. 14 by MO&O (FCC 88-370).

■ KQHU-FM Yankton, SD. Approved sale of KQHU-FM Yankton, from William F. Turner, trustee in bankruptcy of Oyate Inc., to Flagship Communications Inc. (MM Docket 87-272, by MO&O [FCC 88-328] adopted Oct. 13 by commission.)

■ Mobile Services. Amended rules to require that all Mobile Services Division applications, amendments, correspondence, exhibits and attachments be submitted on microfiche. (CC Docket 88-161, by R&O [FCC 88-339] adopted Oct. 26 by commission.)

■ Baltimore. Conditionally renewed license of WFBR(AM) Baltimore, effective Sept. 16. (By letter [FCC 88-300] adopted Nov. 16 by commission.)

Call Letters

Applications

Call _____ *Sought by* _____

New FM

WMTG-FM Richard L. Culpepper, Muskegon, MI

Existing AM

KXPT KIEZ Radio Ventura Inc., Santa Paula, CA

Existing FM's

WBPR WGMB Coastline Communications of Carolina Inc., Georgetown, SC

KTOU KKCQ Golden Bear-I Broadcasting Inc., Provo, UT

Grants

New FM's

WLSZ Bold Enterprises Inc., Humboldt, TN

WRSR Twin Ports Broadcasting Inc., Two Harbors, MN

WRED Buddy Carr and Carolyn J. Carr, Gibsonburg, OH

KCDH Charles D. Hall, Nephi, UT

Existing AM's

WSKN WIQR Canterbury Broadcasting Corp., Prattville, AL

KOKY KCHB Chicago Broadcasting Inc., Jacksonville, AR

KBLN KIKM Belen Enterprises, Sherman, TX

KZAN KNKK First National Broadcasting Corp., Brigham City, UT

KSLI KDLX Color Country Broadcasting Corp., St. George, UT

Existing FM's

KUDA KLVV Professional Broadcasting Inc., Pahrump, NV

WAIT-FM WXET Crystal Lake Radio Limited Partnership, Woodstock, IL

WWPN WEFS Ernest F. Santmyire, Westernport, MD

WJMX-FM WPDZ Atlantic Broadcasting Co., Cheraw, SC

WYNN-FM WJMX-FM Forjay Broadcasting, Florence, SC

WNSI WKUS River Country Broadcasting Inc., Sanford, FL

KLRS KSCO Fuller-Jeffrey Broadcasting Corp. of Santa Cruz-San Jose, Santa Cruz, CA

KLRS-FM KLRV Fuller-Jeffrey Broadcasting Corp. of Santa Cruz-San Jose, Santa Cruz, CA

WBMW WBYR Casciani Communications Inc., Weatherfield, NY

WNSD WKLK-FM Minnesota Public Radio, Clouet, MN

Existing TV

WHAI-TV WBCT Bridgeway Communications Corp., Bridgeport, CT



R.A. Marshall & Co.

Brokerage & Media Investment Analysis

North Texas FM, C-2 Upgrade, \$900.00

Virginia, CP for Class B FM, Rated Market, \$1,500,000

Southern Growth Area, Only Combo in County, \$1,600,000



800 Main Street Suite 210
Hilton Head Island, South Carolina 29928, 803-681-5252

Classified Advertising

See last page of Classified Section for rates closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General manager for West Virginia Public Radio system. Charleston, WV Position re-opened. Requires: Masters or equivalent, five years' experience (two in management) in noncommercial radio or related field. Salary: \$39,000 plus excellent state benefits. Letters of application must be postmarked no later than November 30, 1988. Write: Personnel, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. No phone calls. EOE/MF.

General manager: Needed for very successful FM station on the East Coast. Strong radio sales background needed, able to manage talented staff of approximately 50 people. Growth opportunity and community oriented involvement. Send resume to Box O-45 EOE

Experienced executive director/general manager sought by University of Cincinnati fine arts/informational radio station serving Ohio-Kentucky-Indiana area with listenership of 125,000+. Facilities include state of art studios, satellite uplink and excellent remote recording/origination equipment. Duties include providing leadership for professional staff of 34, executing long-range plans, representing station to regional/national organizations, fiscal management and participating in community affairs and development activities. Minimum five years senior management experience and Bachelor's degree required (graduate degree preferred). Call or write for application package: WGUC, GM Search Committee, 1223 Central Pkwy, Cincinnati, OH 45214, 513-556-4444 EOE.

General sales manager sought for prime single-station medium market in Litchfield County, Connecticut. Successful candidate will have strong track record, positive attitude, and ability to hire, train, and motivate staff. Tremendous growth potential. Send resume, earnings requirements, and references to Michael Collins, President, WSNG, PO Box 657, Torrington, CT 06790. EOE.

General manager needed for new CHR FM signing on shortly in Ashabula, Ohio on beautiful Lake Erie. The individual we are seeking should have a strong sales background and possess entrepreneurial qualities. Top performance will be rewarded with up to 15% ownership. Your competition is an AM station. I have been granted three CP's in excellent markets for new FM's. This is the opportunity of a lifetime you have been searching for. Send your resume to Jon Bulmer, President, WZOO-FM, PO Box 102, Ashabula, OH 44004. No calls, please. Equal opportunity employer.

Manager or sales manager for small market station. Will sell or you can earn interest in station if you have experience, ambition and willingness to work hard. Send resume to Box 998, Yadkinville, NC 27055. EOE.

Sales manager needed for small market western Carolina station. \$25,000 plus to person with ambition, experience and desire to move up. EOE. Resume to Box O-60

Sales manager - Come grow with us! We've achieved program success, now we need winner-mentality to reach full sales potential. Solid skills/experience in sales and management a must. AM/FM combo in York, PA market. Radio Hanover, PO Box 234, Hanover, PA 17331 or 717-637-3831. EOE

General manager-WNHU-FM. Station management, academic appointment. Management of a 1700 watt stereo radio station. Master's degree, radio station management, teaching experience required. Ph.D. preferred. Send cover letter and resume to: Dr. Steven A. Raucher, Chairman, Communication & Marketing Department, University of New Haven, 300 Orange Ave., West Haven, CT 06516. Starting date: January 1989. Applications due December 15, 1988. An Affirmative Action/Equal Opportunity employer.

G.M. wanted for small combo mkt. in hills of central Texas. Must be a take charge leader and be strong on local sales. Bottom line results a must. Prefer resume from SW. EOE. Box O-72.

Are you the best? If you're the best small market sales manager in America, you could be the leader of our group's sales team. From our corporate office, you'd help our local stations reach their sales goals through training, organization, creative sales ideas, and effective use of their rate cards. The job requires someone who likes to travel, hard work, and knows how to make money in non-rated markets. Our compensation package (a very competitive salary, cash bonuses, and stock incentives) allows us to choose the best of the best. If that's you, send your record of success and tell us how you run your sales department. EOE. Box O-68.

Sun Belt medium hot AM Stereo - Promotion oriented-Aggressive closer- General sales manager capable of automating overnight operation- Terrific incentive program, including no cash equity. Send strategy on building & maintaining a prosperous station to: Ladas Broadcasting, PO Box 940, Lake Charles, LA 70602. EOE.

Management: Booming regional FM, beautiful central New England market seeks experienced sales pro for local sales manager. Call 800-242-WYRY, 603-336-5000, WYRY, 130 Martell Ct., Keene, NH 03431. EOE/M/F.

HELP WANTED SALES

Wanted: Sales Superstar. If you are a closer, not a talker...Act Now! An established list is available. Someone's going to make a ton of money! The person we're looking for is making good money now, but wants to maximize their income and career growth. We hire future managers. Send resume to: Bob DeFelicca, GSM, WCZX FM, 319 Mill Street, Poughkeepsie, NY 12601 M/F EOE.

Mid South combo seeks sales pro. Must be aggressive, well-motivated, and have a track record. Excellent compensation for the right person. Resume in confidence to Box O-31. EOE/MF.

Sales manager: Beacon Broadcasting has opening for Religious program sales manager for its Caribbean and Pacific super power radio stations. Live and work in Louisville, (Denver) Colorado. Applicants must have proven sales record in broadcasting. Send resume to Bill Kitchen, President, Beacon Broadcasting, P.O. Box 160, Louisville, CO 80027. EOE.

Southern Colorado small market seeks sales, announcing, news staff. Resumes only: reply to Box O-33. EOE.

Northern Alabama's new "Newstalk" radio station is looking for an aggressive, goal oriented experienced radio sales executive. Benefits, profit sharing and extensive training. Must have the ability to sell a new concept. Attractive incentive package. Hurry! This position will fill fast!! Send resume to Sales Manager, P.O. Box 11457, Huntsville, AL 35814. All resumes will be kept confidential. EOE.

Solid opportunity with Lite 102 in growing Charlottesville market. Previous sales experience and high energy level necessary. Guarantee/commission. Good benefits. Opportunity for advancement. Letter and resume to GSM, WLJT-FM, 110-B 2nd Street, N.E., Charlottesville, VA 22901 EOE.

San Francisco Bay area AM/FM seeking radio account executive with management potential. Send resume and references to KTID/KCAF, 1623 Fifth Ave., San Rafael, CA 94901. Attn: Personnel. Equal Opportunity Employer.

Aggressive salesperson wanted for leading Adult station in the Hamptons. Strong retail background a must. Sell ME today and join our team tomorrow. Call Jeff Kimmel, GSM, WBAZ-FM. 516-765-1017 EOE

St. Thomas sales reps for Virgin Island Easy Listening FM. Perfect for mature candidates who like slow lifestyle. Contact Dick Boekeloo, 912-264-3820. EOE.

Enjoy life in scenic Naples, Florida selling for a top station that offers a salary commission, good benefits and excellent growth opportunities. Send resume to E. Friedman, WRGI-FM, 950 Manatee Rd., Naples, FL 33961. EOE.

Local sales manager: Must have previous experience and radio background. Send resume and references to: Rick Brown, WLWI AM/FM, PO Box 4999, Montgomery, AL 36195. EOE.

HELP WANTED ANNOUNCERS

Top-rated Minnesota news and information AM in fast growing Metro area wants exceptional morning personality. Minimum 5 years experience. Positive, intelligent, warm professional with good sense of humor, good taste, and sense of importance of news. (No put-down artist or off-color jock). Person would also host morning discussion show, do remotes, and become deeply involved in station and community activities and promotions. Applicant will have impeccable personal recommendations, and desire stable long-term employment in a community rated #3 Nationally as "stress free". Top wages, benefits, and stature. Send complete resume with tape and personal recommendations to: Andy Hilger, WJON Radio, Box 220, St. Cloud, MN 56302. EOE.

Wanted: announcer, aggressive, dependable, likes news. PBP could be a plus. Small market near large. Resume to Box O-59. EOE

Established Midwest AM/FM has great opportunity for newperson with minimum one year experience. Afternoon shift plus Saturday mornings. Lots of community involvement. Send air check plus resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE

HELP WANTED TECHNICAL

Chief engineer for major market East Coast AM/FM. Must be hands-on with excellent administrative and management skills. Reply to James Loupas Associates, Inc., 7311 Bellerive, Suite 1001, Houston, TX 77036. EOE.

Chief engineer wanted for Class B FM. Must be self motivated with superb technical and administrative skills. Good salary and benefits. Send resume to: Mike Ryan, WMXB, 812 Morrefield Park Drive, Richmond, VA 23236. EOE.

Broadcast engineer. Growing southern California FM public radio station is looking for a motivated broadcast engineer. Two years of broadcast experience is required with an applied electronics background. Applicant should be able to maintain and repair audio and RF broadcast systems. Send resume and salary requirements to Mitch Hiserote, 1288 N. Bellflower Blvd., Long Beach, CA 90815-4198. EOE.

Engineer: Gilmore Broadcasting Corp. is expanding, needs major market engineer, knowledge of RF, state-of-the-art audio and studios required. Send resume to Dean Goodman, Executive Vice President/Radio, 194 N.W. 187th St., Miami, FL 33169. 305-654-9494. EOE.

HELP WANTED NEWS

Pacifica Radio News Service seeks Bureau Chief in Washington, D.C. to produce a daily half-hour National and International news feed for Pacifica and community stations. Extensive experience in radio news, excellent on-air technique, production skills, and administrative ability required. Salary \$30K/year + benefits. Send tape, resume to David Salniker, Pacifica Foundation, 2207 Shattuck Ave., Berkeley, CA 94704. Deadline: December 1. EOE.

Market leader needs quality on-air reporter. Excellent benefits and salary advancement potential. Equal opportunity employer. WMAN/WYHT, Mansfield, OH. 419-524-2211. Ask for Ron Allen.

WHYY-FM seeks news director to lead staff affiliate in providing in-depth news coverage to Nation's 5th largest market. Other responsibilities include supervising aggressive news staff, providing editorial direction and assignments, and producing/anchoring news and public affairs programs. Requires degree, minimum three years reporting/editorial experience (broadcast/print), and broad knowledge of public affairs and contemporary issues. Send resumes, non-returnable cassette, writing sample, and salary history to: Personnel, 150 N. 6th St., Philadelphia, PA 19106. EOE.

WQHO/WSBY, Salisbury, Accepting resumes and tapes to consider for position of full-time news person. Experience required. Ed Hunt, PO Box "U", Salisbury, MD 21801. EOE.

WSOC-AM 93/FM 103- Charlotte's #1 station seeking news director. We're a music station that takes information seriously. If you think you can lead our news staff of five to even greater levels, send a tape and resume c/o Gregg Lindahl, PO Box 34665, Charlotte, NC 28234. EOE.

Position available for reporter with news and sports experience. Must have strong writing skills, be comfortable with live reports and hosting sports talk show. Some play by play experience necessary. Send tape and resume to WLWI AM/FM, PO Box 4999, Montgomery, AL 36195. EOE.

Morning news anchor-Eastern Long Island radio station looking for a morning news anchor, reporter with experience in production. Tape and resume to WBAZ, PO Box 1200, Southold, NY 11971. Attn: Jeff Fisher. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Systemation experienced announcer/production person. Some air work. Satellite network station. West Texas. Electronic know-how helpful. 915-366-7560 after 6 p.m. Central. EOE.

New FM in healthy Upstate New York small/medium market looking to operations manager. February 1 start. Soft AC, satellite, live. Must be A-1 in commercial production. EOE. Box O-62.

Assistant director publicity/promotion-WOR-AM, NY. Implement station, sales event promotions and publicity programs. Must have minimum of four years business experience including holding a position with decision making authority. Event coordination experience, excellent written and verbal communication skills required. Must be willing to learn Macintosh SE computer. Willing and able to type all own material. Overtime hours will be required as events dictate. Experience in PR or related field and experience in working with outside vendors preferred. Must be organized and a self starter. Resume: M. Shapiro, RKO General, 1440 Broadway, New York, NY 10018. EOE, MFA/HV.

SITUATIONS WANTED MANAGEMENT

General manager. Creative, Aggressive. Bottom Line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343 Fort Lauderdale, FL 33318-5343.

A Top Biller in a top 10 radio market. Seeking radio sales management opportunity. Strong leadership, people, sales and research skills. 12 years radio experience. Ready to improve your bottom line! Box N-54.

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder 201—538-1250.

General manager/sales manager - Aggressive, energetic, proven winner, a real leader. started own broadcasting company at 29, sold for profit at 37, married 13 years with four children. Vietnam veteran, graduated University of Denver Mass Communications, stable, honest, respected, and believe in excellence. will relocate. I will bring your property and its people to their highest level of achievement. Ready to go to work for you A.S.A.P. Reply to Box O-44.

Strong sales and programing background, quality broadcaster seeking radio management of group or combo. Over twenty years putting millions of dollars in advertising on stations. Strong people skills. helping train hundreds to reach beyond. Strong bottom line. Prefer West Coast, but will consider all. Box O-50.

O&O Rep./President with station management experience seeks challenging position. Excellent industry references. Box O-54.

General manager: Experienced in station turnarounds, looking for new opportunity in top 100 market. Preferably Southeast. Strong on sales, programing, station visibility. Dynamic people-person, catalyst for enthusiasm. Call Jack at 502—585-4554.

Experienced general manager with proven track record, desires GM position in Midwest/West. Strong in sales, great in turn-around situations. Box O-61.

SITUATIONS WANTED SALES

Sales/sales management. Excellent track record, impeccable references. Trainer/motivator. Ohio, adjacent states. Randy. 317—962-0854.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Avenue, Waukegan, IL 60085. 312—623-6997

Sports. Sports. Sports. Any opening. I'll plug it. Jack -- 518—371-9647.

Non-smoking black male, talented, kid at heart. Attended college. Radio station 4 years part-time, seeks entry level announcing. Co-host, too! East Coast location, please. Norman - 617—298-3437.

Professional attitude and sound. Experienced announcer available immediately. Midwest, South. Bill. 308—534-1211.

Paul Van Scott. I'm smart, creative. A.C.S.B. graduate and ready to dedicate myself to radio. Any format. 907 Park Ave., Manassas, VA 22110. 703—361-4262.

All format experienced pro and family seeking central Indiana. Call Gregg, 904—723-8000 days, 904—351-1932 evenings.

Temple U. graduate with experience in sports and news reporting. PBP, color, and features. Looking for opportunity to apply knowledge. Willing to relocate. Call 401—781-0066.

New York sports talk guy is original, no replays. You make the call. All markets considered. Jim, 718—836-5046.

SITUATIONS WANTED TECHNICAL

Want chief position. Experienced in planning, maintenance, construction. SBE cert. Prefer West, Midwest. 916—674-3532.

SITUATIONS WANTED NEWS

No-nonsense sports can still be fun. If you want a bright color commentary, PBP, even a news background, add me to your team. Reply to Box O-64.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Major market PD/Morning host seeks new successful challenges in talk or music station. Great results with programing, people and profits. Energetic, mid 30's in age. I'll innovate your programing, hold expenses, and lead your station to new success. Box O-32.

Seeking AP position with talk show. Perform network-level warm-ups if audience formatted. O/C, production experience. Dynamic personality, creative, well-organized. Prefer medium/major market. Box O-65.

CONSULTANTS

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik 800—321-2349.

Down and out in the East? Make \$ with great programing and good street wise sales programs. Call Roger Petrik. 800—321-2349.

Sales and programing. Any size market. Fast, reasonable, extremely knowledgeable service. Call or write Dick Perry at Perry Media, Inc. 2418 E. Grand River, Howell, MI 48843. 517—548-1040.

MISCELLANEOUS

Troubled AM? Need programing to generate sales? Need sales to make bucks? Call Thomas Hall. 213—969-8559.

General manager for radio syndicator. Radio syndication background a must. Station management experience helpful. Call in confidence. 301—984-7054.

Lookout, Jack and Vanna. Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Top pay for quality reports: Freelancers wanted for high quality weekly radio program covering nature, science and geography; emphasis on people, places, Americana. Will purchase two to five minute reports that feature listenable writing, good delivery and masterful use of natural sound. Send audition tape and writing samples to MEDIA-MAX, PO Box 1123, Springfield, VA 22151.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager: Top 50 market Independent owned by major diversified group needs a goal-oriented manager with strong work ethic and aggressive style. Candidate should have national rep experience or prior sales management. Great opportunity for high pay and superior benefits for the right, motivated person. EOE. Box O-30.

KPTM 42, Omaha, Pappas Telecasting of the Midlands, and one of the nation's Power 25 television stations, is currently accepting applications for the position of retail marketing manager. This position requires 2-3 years of independent broadcast sales and/or management experience. The retail marketing manager will be responsible for direct retail business and leading and managing a staff of 10, including KPTM's Lincoln, Nebraska office. KPTM 42 offers all advanced selling tools, including PC-based technologies, research and co-op vendor departments. Low crime, moderate climate and business growth make Omaha one of the nation's best kept secrets. KPTM 42 is an equal opportunity employer. Please send resume to: Mr. Neil Schwartz, General Manager, KPTM 42, 4625 Farnam St., Omaha, NE 68132. EOE.

Director of broadcast operations and engineering. Senior management position reporting to pres/CEO of rapidly growing, dynamic top 25 market public station with major programing and production services division. Responsibilities include overseeing engineering, operations, production, program traffic/library and art departments. Strong management skills with at least 5 years broadcast management experience in top 75 market required. Experience building or re-equipping major facility a must. Additional experience in a production-oriented facility a plus. PBS and radio experience also pluses. Please send resume, references and salary history to Office of the President, Connecticut Public Broadcasting, Inc., P.O. Box 6240, Hartford, CT 06106-0240. CPB is an EEO employer. M/F.

Promotion manager. Coastal market ABC affiliate, 2 yrs. experience as mgr. or asst. Creative, well organized "idea" person who's ready for a challenge. Resume/tape/references to: Michael Riddle, Program Director, WITN-TV, P.O. Box 468, Washington, NC 27889. EOE.

Sales manager - Indy seeks an experienced manager. Join a growing broadcast group. Call Teresa Kollstedt at 513—351-9112. EOE.

Wichita, Kansas: Powerful VHF LPTV desires management services-local family, inspirational format. Video International, 8454 Clippert, Taylor, MI 48180. 313—295-0888. EOE.

Local sales manager: Chattanooga's #1 affiliate has immediate opening. Must be a team player with strong leadership qualities. Strong training skills and thorough knowledge of vendor/co-op is helpful. No phone calls. Send resume to Doug Short, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

Station manager wanted for small mkt. in west TX. Must be a take charge leader and good with people. Knowledgeable about sales, news, switching, promotions, traffic, etc. Bottom line results a must. EOE. Box O-71.

HELP WANTED SALES

Weather Network, Inc. has a position available for a sales/marketing professional to work in a state-of-the-art weather graphics project. Candidates must have experience in TV industry. Sales experience strongly desired and experience in TV weather and with PC computers a plus. Position requires a self-starter with high energy and willingness to travel. Compensation commensurate with experience; excellent benefits package. Qualified applicants send resume to: Weather Network, Inc., 3760 Morrow Ln., Suite F, Chico, CA 95928-8865. EOE.

WPTF-TV, Raleigh, NC (NBC) is seeking an experienced sales leader for its local sales staff. Great opportunity for aggressive, innovative manager with strong people skills. Four years minimum in broadcast sales management required. Send resume and support materials to Emily Biggs, General Sales Manager, WPTF-TV, PO Box 29521, Raleigh, NC 27626 EOE.

HELP WANTED TECHNICAL

Austin, Texas - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (deeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA: audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink; video cable system; master/8-slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/ affirmative action employer.

Florida's most successful post-production facility has opening for top caliber video maintenance engineer. Ethernet-based VTR and routing control. Alias graphics. Davinci. Abekas. Be appreciated by a company that cares about engineering and respects engineers. Bruce Graham, Chief Engineer, Video Tape Associates (VTA), 2040 Sherman St., Hollywood, FL 33020. EOE.

Chyron graphic artist needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

Television maintenance engineer. At least 3 years experience in studio and edit suite maintenance. Send resume to Sheila Withum, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge, LA 70821. EOE.

TV transmitter maintenance engineer: Fox Television. KRIV in Houston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with Harris TV-110U UHF transmitter preferred. Modern, well-equipped facility. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227 Attn: VP/Chief Engineer. No phone calls. EOE.

TV production/tech. coordinator: Studio/remote supervisor of TV production/technical operations. Must know technical components of video and audio signals, lighting, audio and editing methods. Need 3+ years professional exp. in film or TV production and valid drivers license. Salary \$22,800+, commensurate with exp. For application call 408—437-5454 or send letter and resume to KTEH-TV Foundation, Box PTC-6388, 100 Skyport Dr., San Jose, CA 95115. Application deadline 12/12/88. EOE.

Maintenance engineer: Florence, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in RCA Quads (especially TCR-100), Sony EG systems and general digital systems servicing a necessity. Send resume to: WPDE-TV, Personnel Department, P.O. Box F-15, Florence, SC 29501. EOE. M/F.

Technical coordinator (Chief Engineer). Responsible for educational telecommunications system design including specification, purchase, installation, operation, and maintenance. Surveying potential receive sites for TVRO equipment at 100 Mississippi schools. Serve as consultant to campus for technical telecommunication programs. BS degree or equivalent experience. Five years experience as an engineer in operation and maintenance of satellite equipment. Knowledge of satellite receive hardware and distance learning technology. Salary commensurate with education and experience. Start as soon as suitable candidate is found. Contact the STAR Schools Program at The University of Mississippi 601—232-7644. The University of Mississippi is an affirmative action/equal opportunity employer.

Commercial videographer: Experience required. Beautiful city by the ocean. Tape and resume to Charlie Thompson, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE.

HELP WANTED NEWS

AM anchor/reporter for small news operation. Looking for strong writer and organizer. Some broadcast experience required. Tape and resume to Larry Nienhaus, WUHO-TV, 5200 West Dickman, Battle Creek, MI 49016. No calls. EOE.

News director: Ability to lead and develop staff skills in small but aggressive market. Hands-on person with good people skills a must. Send resume and news philosophy to: Robert Ganzer, General Manager, WHSV-TV, P.O. Box TV3, Harrisonburg, VA 22801. EOE.

Sports photographer/producer/editor. Shoot, shape and edit sports pieces and programs for a station known for major college sports coverage. State-of-the-art editing and post production facilities. SNG. Minimum three years experience in all facets of sports and a "go for it" attitude. Box O-42. EOE, M/F.

News director for medium market network affiliate in East. Minimum 2 years news management experience. Box O-49. EOE, M/F.

General assignment TV reporter, 1 year experience required. Send tape and resume to: Steve MacDonald, News Director, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

News director. Midwestern affiliate seeks aggressive and promotion-minded individual for leadership of its news operation. Emphasis on professionalism, management skills and creativity. Send resume/salary history by December 1, 1988 to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Weekend sports anchor/weekday sports reporter: Dominant #1 station needs knowledgeable personality. Good salary, great location. No beginners. Resume, non-returnable tape to Michael Kronley, News Director, KSBW-TV, Box 81651, Salinas, CA 93912. EOE.

Weekend sports anchor to report and shoot three days a week. Small market in Southwest that emphasizes strong writing and reporting skills. If you can just anchor and can only interview coaches, please do not reply! Minimum requirement to join our 22 member newsteam is a sports internship in a network affiliate! EOE. Box O-55.

WNWO-TV is seeking a creative producer for two fast-paced, people-oriented daily newscasts. Strong writing skills are a must. Some on-air work is possible. Send a non-returnable tape and resume to: George Noleff, News Director, WNWO-TV, 300 S. Byrne Rd., Toledo, OH 43615. Deadline: 12/7/88. WNWO-TV in an equal opportunity employer.

WTZH-TV, a CBS affiliate, is looking for a news director/anchor. Must have solid news and people skills, creative approach and community minded. Great opportunity for assistant news director or assignment editor to move up. Send resume, news philosophy, and salary requirement to: Mike Mitchell, GM, WTZH-TV, P.O. Box 5185, Meridian, MS 39301. EOE.

TV news producer responsible for content of daily newscast. Must be creative, imaginative and an excellent writer. You will supervise, manage and lead other production and news personnel. Prior TV news experience and good people skills required. Resume and writing samples to Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE.

News producer: Industry leader in top 30 market needs a take charge hard news expert to produce fast-paced, well-written newscast. BA/BS and three years experience needed handling all the tools: live, uplink, graphics. Box O-70. EOE, M/F.

Anchor/reporter, to anchor morning newscast and do farm reporting. Applicants must have a good knowledge of farming and agriculture issues. Send tape of farm stories and anchor work to News Director, KOLN/KGIN-TV, 40th and W Sts., Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

Reporter: General assignment, experience preferred. Need to be a great story teller! Send non-returnable tape to: Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE.

Hands-on director needed for weekend 5 & 10PM news. Also involved in promotion and commercial production. This is an opportunity for a person with some experience to make a move up. Contact Patty Dietz, Production Manager, WHBF-TV, 309—786-5441. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program manager for WROC-TV, NBC affiliate. Resumes only. No phone calls. Tom Kenney, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

Chyron operator. Network affiliate in major SW market seeking Chyron operator. Must be able to operate Chyron 4 w/motion. Primary duties: Load, design, and display fonts for use in 5, 6 and 10PM News. Must have accurate typing skills and work well under pressure. EOE, M/F. Box O-58.

Producer/director: Growing Midwestern production company seeks experienced, creative producer/director. Degree in broadcasting, film production or related discipline and five years experience in increasingly responsible positions. Qualified applicant will have demonstrated ability to manage and produce multiple projects, write scripts and grants, supervise freelance technical crews, and deliver creative, high quality productions within budget. Salary commensurate with experience. Application deadline: 12/15/88. Must be available for employment 1/2/89. Call 402—476-7951 or send resume and salary history to: Bates Video Production, 1033 O St., Suite 546, Lincoln, NE 68508. EOE.

Commercial videographer: Experience required. Resort city on the ocean. Resume only to Keith Foster, WBTW-TV-13, Box F-13, Florence, SC 29501. EOE.

PM Magazine co-host sought to complement our co-host. Story production skills desirable. Send tape and resume to Carrie White, PM Magazine, WCIA-TV, Box 777, 509 S. Neil St., Champaign, IL 61820. EOE, M/F.

Promotion producer/writer. Public broadcasting facility in 39th market seeks creative, enthusiastic promotion professional to coordinate on-air for TV/radio, write for broadcast and print. 1-3 years experience, degree, word processing, superior writing ability, production skills. Send letter, resume, non-returnable writing samples by December 13 to Glenda Bullock, Promotion Mgr., WGUV/WGTVK, 301 W. Fulton, Grand Rapids, MI 49504-6492. EOE/AA.

Producer: Aggressive, tough-minded producer for AM Philadelphia, the #1 morning talk show at WPVI-TV, Philadelphia. If you can spot the trends, book the newsmakers and compete with the national shows, this job's for you. Booking, writing, editing, studio and field producing skills a must. Resume (no calls) to Charles Bradley, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. A CC/ABC, Inc. owned station. EOE.

Public television station KTWU is seeking a fulltime producer-director. He/she must be able to plan, shoot, write, and edit long-form television, and must demonstrate the ability to work independently. Primary responsibility will be the production of an ongoing magazine series about people and places in Kansas. Other responsibilities will include assisting on remote telecasts, and directing occasional live or taped studio productions. A Bachelor's degree is necessary, a Master's or beyond is preferred. Send resume, three references with phone numbers, cover letter, and taped sample of work to Director of Operations, KTWU, 301 N. Wanamaker Rd., Topeka, KS 66606. No phone calls. Deadline: 5:00 pm December 5, 1988, or until a suitable candidate is found. Washburn University is an equal opportunity/affirmative action employer.

Senior crew member for Houston Public Television. Required: Minimum 4 years experience in broadcast television production, with an emphasis of EFP, post production and studio operations. BA or BS in radio/television preferred. \$22,000/year with some overtime available. Send resume and tape to: Crew Chief, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls, please. EOE.

Videographer/editor. University of Illinois College of Agriculture and Extension Service. Unit produces news and feature stories for broadcast and a wide variety of not-for-broadcast programming. Broadcast news experience required, experience in institutional production preferred. Bachelor's degree. Send resumes and tapes to: Greg Kimmel, Video Coordinator, 69 Mumford Hall, 1301 W. Gregory, Urbana, IL 61801. Deadline December 12, or until a suitable applicant is located. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Production manager: Top priorities are leadership, organizational abilities and production skills. We need a self-directed person with strong news background and experience as a production manager. EOE, M/F. Personnel Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201.

SITUATIONS WANTED TECHNICAL

Desire transmitter supervisor position. Many years broad experience VHF, UHF, SBE cert. West, Midwest 916—674-3532.

Television engineering manager/chief engineer. 12 years managerial, 23 years total including hands-on experience. I can run a complete engineering department. VHF/UHF. Looking to move up. Please reply Box O-53.

SITUATIONS WANTED NEWS

Energetic, creative, athletic, male. 2 years sports reporting, shooting, editing. Experience in cable television 2 years major college basketball, baseball PBP. Looking for that big break in small to medium market. Will relocate and put in the extra time that results in quality work. Neil, 714—524-9999; 1930 Pacifica Dr., Placentia, CA 92670.

Meteorologist. Need a place to start. Ivy League grad. On-air experience. Also sports and play-by-play. Art Saxson, 215—687-4224.

Weathercaster/anchor/reporter. 9 years on-air, top 50 markets. Been out of business. Will consider all opportunities to get back in. Prefer weather. Ms. Nelson 216—452-9157.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Design director - Experienced graphic communicator seeks creative opportunity. Strong contemporary designer in collateral, print and video. Box O-66.

MISCELLANEOUS

Primo People: Send tape and resume to Steve Porricelli of Fred Landau, Box 116, Old Greenwich, CT 06870-0116, 203—637-3653.

The Hot Sheet—broadcasting's biggest job-listings service! Published twice weekly. Money back guarantee. Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34682-1476. 813—786-3603.

Broadcast talent: Entertainment Law Firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

Career Videos. We've been swamped but now accepting new clients. Let us put together your personalized video resume tape. 312—272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications and communication theory: The Department of Communication, Canisius College, Buffalo, New York seeks assistant professor for tenure track position beginning September 1989. This teacher/scholar would have an academic background in telecommunication and communication theory and would be expected to develop courses in electronic media production and the multi-purpose uses of broadcast, cable, satellite and technologies for personal, public, and professional communication. The successful candidate would be expected to have expertise in management and policy considerations such as how these new media could interface via community access and two-way networking. Ph.D. required, experience preferred. Competitive salary available with this equal opportunity, affirmative action employer. Please send letter of application, resume, and three references by December 15, 1988 to Dr. Marilyn G.S. Watt, Chair, Department of Communication, Canisius College, 2001 Main St., Buffalo, NY 14208.

Radio-TV: Department Chair, Jordan College of Fine Arts. Tenure track, 12-mo. position beginning June 1, 1989. Supervise all aspects of program, including curriculum, personnel, internships, student advising and budgeting. Teaching as determined by qualifications and interests. Demonstrated academic and administrative experience. Interest in program development that could include areas such as film and/or international communications. Master's degree required. Ph.D. preferred. Salary commensurate with qualifications and experience. Jordan College is the school of performing and communication arts of Butler University with programs in dance, music, radio-television, and theatre. The Radio-Television Department has 140 majors. The University operates a 48,000 watt NPR affiliate serving Indianapolis and Central Indiana. Butler University is a private liberal arts university located 10 minutes from downtown Indianapolis. Accreditations include NCATE and the North Central Association of Colleges and Secondary Schools. Send letter of application, vita/resume, 3 letters of reference by February 1, 1989 to: Dr. James R. Briscoe, Chairman, Search Committee, Jordan College of Fine Arts, Butler University, 4600 Sunset Ave., Indianapolis, IN 46208. EOE/AA.

M.S.—Broadcasting. The College of Communications at the University of Tennessee invites applications from experienced broadcasters for its graduate program in media management. This unique M.S. program is designed for professionals desiring advanced training in broadcast administration. Graduate assistantships available. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37906. Complete applications for Fall 1989 due March 1. GRE required. Minorities and women are especially urged to apply.

Filmmaker in Residence: San Diego State University Accreditation as outstanding filmmaker through production of dramatic and/or documentary films. Terminal academic degree in cinema; University teaching experience preferred. Seek opportunities/funds for production of films; produce/direct films; teach practical/theoretical film courses on undergrad/grad levels. Salary/rank depending upon experience/qualifications. Preferred start January 23, 1989. Send letter of interest/resume (other supporting materials by request only) to: Dr. Michael Real, Chair, Filmmaker in Residence Search Committee, Telecommunications and Film Department, San Diego State University, San Diego, CA 92182-0117. Interviews begin December 1, 1988. SDSU is an Equal Opportunity/Affirmative Action, Title IX Employer and does not discriminate against handicapped persons.

The University of Idaho invites applications for two tenure-track assistant professor positions in its School of Communication to teach undergraduate courses and do research, creative work or scholarly activity in one or more areas of specialization, which should include public relations, advertising, visual communication (telecommunication and photography/film) of organizational communication. Effective date August 15, 1989. For both positions, Master's degree required; Ph.D. plus significant professional experience and evidence of or potential for excellence in university teaching and scholarly activity preferred. Send application letter, vita, names of three references to: Communication Search Committee, School of Communication, University of Idaho, Moscow, ID 83843. Closing date: when sufficient qualified applications are received but not before January 20, 1988. AA/EOE.

HELP WANTED SALES

Broadcast Equipment Marketing V.P. TTC is growing, and is interviewing for the position of V.P. Marketing. Applicants must have proven success record in sales management of a broadcast equipment company. Send resume to: Bill Kitchen, President, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020. EOE.

SITUATIONS WANTED INSTRUCTION

Instructor/assistant professor: Here's what you'll get: BS/Journalism; over 6 years TV (news, tech-2+ yrs. NYC), also 4+ yrs. radio. Your students receive a "Real World" education. Here's what I would like: color commentary or PBP on your radio or television sportscasts. Reply to Box O-64.

EMPLOYMENT SERVICES

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

Government jobs. \$9,811 - \$86,682/yr. Guarantee. Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

We pay cash for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645. 714-897-9351.

BVH 2000 wanted. Also need Abekas DVE, BVU 850 or 950 and Betacam BVW-10. Call John at Video-It 213-280-0505 or FAX us your list 213-280-0193.

BCS = BroadCast Store buys transmitters VHF/UHF, FM, AM, satellite, microwave. Any power level/frequency. Transmitters wanted VHF, UHF, Michael: 818-845-7000.

Translators/LPTV transmitters: (1) VHF, (1) 100 watt, (3) 1kw UHF. 818-644-5799.

Ampex VPR-2B-We will buy for cash in any condition and any quantity. Call Video Brokers, 407-851-4595.

Microphones: RCA models 30A, 77A, BK-6A, BK-10, SK-39, SK-46; Electro Voice models 644, 645, 731. Jim, 212-496-6054.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 8292D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystrone transmitter. Bill Kitchen. Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E2/4TF4A1 Good condition available immediately Bill Kitchen 303-665-8000. ext. 101.

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.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

Grass Valley 300-2ME-24 Input Switcher, RGB Chromakey, Encoded Chromakey, Digital Border, Analog Border, Quad Split, Aux Bus, Option Frame, Serial Interface. Excellent condition. Call 616-676-5435.

Satellite receiver, Wegener model 1606 with Down Converter, mainframe, 4 tone decoders, IF amplifier, Wide Band Demod and Demod Cards for Satellite Music Network. McMartin RF Amplifier tuned to 97.7. Call 319-243-1390, ask for Chief.

Sony BVU-110 3/4" portable broadcast VTR's with cases. 30 day warranty \$1995.00. With Time Code 2495.00 each. Maze Broadcast 205-956-2227.

Tek 7L5L/37603 Spectrum Analyzer system. Factory checked. \$6995.00. Tek 1480R Waveform \$2495.00. Maze Broadcast. 205-956-2227.

Phillips Video 80 Studio Plumbicon color cameras. 2 systems. Complete w/CCU's, cable, lens, etc. Checked out with 10 day warranty Pair \$5995.00.

RCA TTU-55 60KW low band UHF transmitter system. Will refuse to your channel and install. Maze Broadcast. 205-956-2227.

Kline Tower 645 ft with two platforms, has been dismantled. 205-322-6666, WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV. 205-322-6666.

Broadcast equipment (used). Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

Lease tower space available for station startup/upgrades in Tampa Bay area. Send technical & timing requirements to JEM Properties, 730 N. Waldo Rd., Gainesville, FL 32601.

Sony BVP-150 broadcast ENG camera. 3 tube, high resolution, like new low hours, Fujinon 12x9 w/2x. Best offer. 305-864-5489.

For sale: CSI T-25-F1 25kw FM transmitter tuned to 95.1 mhz (1985). New final, relay panel, and spare parts. Good condition. 216-759-0579. FAX 216-759-1368. Best offer.

Phasing equipment. 1970 Gates Phasor and 4 ATU shelves set up for 1170kHz, 5kW DA-1. Possible conversion to DA-2. For parts list/price info, contact Rudy Clapp, WOBM, 360 Clayton Rd., Howell, NJ 07731. Attn: Phasor.

LPTV one stop, we have it all to get you on the air. 10, 20, 100 watt, 1 kilowatt transmitters available, also video and audio gear. Design and installation also available. Michael Jaymen, BCS = BroadCast Store. 818-845-7000

Uplinks, NEC double redundant \$89,000. Custom SNG flyaways \$90,000. C-Band redundant systems from \$150,000. BCS = BroadCast Store. 818-845-7000.

Comark C-60 UHF midband \$290,000 3 yrs. Harris BF-5U \$275,000. Comark CCT-30S \$150,000 4 yrs. BroadCast Store. 818-845-7000.

BCS = BroadCastStore: JVC CR-850U broadcast 3/4" editor \$5,100. RCA TR-800 loaded \$13,800. VPR-3 w/TBC-3 \$48,000. Sony BVH-1000 1" machine \$12,000. Ikegami HL-79EAL camera \$27,900 3 available. Over 10,000 pieces in stock. Main Office: 818-845-7000. New York: 212-268-8800.

ITC730A Ikegami color camera package. Includes tripod, dollies, H40 head, cables, Lowell lighting, Sennheiser mics, all accessories. Excellent condition. \$15,000 value. Make offer. 209-627-4115.

Several RCA TCR-100s available now. Grass Valley 15600-1A. 1X, 100, 7G, 3D and 3G. TK-28 and 29 film islands or cameras alone. Many other items. If you're looking for used equipment, call us now to receive our complete list. Media Concepts. 919-977-3600 or FAX 919-977-7298.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes, \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300, in Maryland, call 301-845-8888.

Satellite communication equipment for sale. Both C-Band and Ku-Band. Large amount of equipment available. Complete 5.5m Ku-Band terminals \$65,000. Also 6GHz and 11GHz microwave radios. Megastar, 702-386-2844.

djd3,119 Fidelipac audio cartridges. Various lengths. Brand new. \$2 each. Quantity discounts. Technichrome. 702-386-2844.

Copper! #8 & #10 ground radials; 2.3,4.6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

Ampex Zeus TBC- Add a Zeus to your 1" VTR for half price. Save on this demo unit. Call Video Brokers. 407-851-4595.

Betacam- Field package- BVW-3A CAM, BVV-1AVTR. Fuji 14:1 zoom with 2X. hard case demo unit- Less than 50 hrs. total use. Save over 50%. Call Video Brokers. 407-851-4595.

Beta Studio recorders- All in stock with new heads- 0 hrs. New condition BVW 10, BVW 15, BVW 25, BVW 40. Full warranty. Call Video Brokers, 407-851-4595.

Waveform Monitors- New in sealed box. Tektronix 528A \$1200.00 each. Several in stock. Also TEK-520A Vectorscope. TEK-1480 and 1480R Waveform monitors. Call Video Brokers, 407-851-4595.

Portable 1"- Famous Nagra/Ampex VPR-5- New condition. Many accessories. Close our price on last 2 units. Call Video Brokers. 407-851-4595.

TBC's- Ampex TBC-3's and TBC-6's with 1" and 3/4". DOC. Vel-Comp, wide window. Save 50%. Call Video Brokers. 407-851-4595.

Video Brokers Close Outs: (4) new Ikegami Dual B&W monitor with rack \$400.00. (2) Sony VO-4800- \$500.00 each. (2) Ampex audio recorders- \$200.00. (3) Crown audio recorder 2 Ch. - \$500.00. (3) CMX I Squares- \$900.00 each, (2) audio DAs- \$250.00. (1) Crown amp- \$200.00. (1) Broadcast Electronics series 3000 stereo cart machine- \$700.00. Misc. - (3) B&W monitors- \$100.00. (1) 12x2 video routing switcher- \$1000.00, (3) video DAs- \$100.00. Call Video Brokers. 407-851-4595.

Grass Valley switchers Several from 10 input to 24 input. Priced from \$5K. Call Video Brokers. 407-851-4595.

Portable 1" Ampex VPR-20- New heads. Color playback. End of the year close our price- \$5,000.00. Call Video Brokers. 407-851-4595.

PLEASE NOTE:

When answering a **Blind Box** ad, **DO NOT** send tapes. **BROADCASTING** does **NOT** forward tapes or other oversized materials to **Blind Boxes**.

ASSISTANT NEWS DIRECTOR FOR KGO NEWSTALK RADIO, SAN FRANCISCO

Strong supervisory and people skills needed. Good air sound and extensive experience in radio news broadcasting as well as good technical skills. Prefer candidate with at least ten years experience, at least three years major market. No calls please. Tapes and resumes to Bruce Kamen, News Director, KGO Newstalk 81, 900 Front Street, San Francisco, CA 94111-1450.

KGO Newstalk 81

KGO is an Equal Opportunity Employer

Help Wanted Announcers

Help Wanted Management



WGIR-FM
MORNINGS!

Northern New England's #1 rock station is looking for a morning dynamo who's ready to take this station to new heights! You'll have a legacy of 10 years of rock and roll backing you, as well as state-of-the-art studios to create your morning magic. A winning attitude is essential. And top production skills a must. Previous morning team experience is necessary to join our market-leading "BREAKFAST CLUB". This rare opening, offers the right bucks to the morning pro with the goods! Is that you? Send tape and resume now and you could have a piece of the rock!!! ATTN: Jon Erdahl, PD, ROCK 101/WGIR-FM, PO BOX 101, Manchester, NH 03105. E.O.E. A Knight Quality Station.

GENERAL MANAGER MIDWEST TOP 100 MARKET

Expanding radio group looking for an aggressive sales driven general manager for our number one rated AM/FM combo. If you have a proven track record send resume in confidence to

Box O-41.

EOE M/F

SALES MANAGER WKLR-CLASSIC OLDIES INDIANAPOLIS, IN

WKLR-FM is searching for an experienced sales manager to lead one of the top sales teams and radio stations in the market. Individual must have track record of achievement and be skilled in training and motivating. E.O.E. Send cover letter and resume to WKLR, 9292 N. Meridian St., Indianapolis, IN 46260. Attn: Chuck Cunningham, GSM.

WOW

Great Empire Broadcasting, one of America's great sales organizations, is seeking dynamic GSM for AM/FM country powerhouse. Excellent opportunity for proven sales leader. Contact Ken Fearnow, VP/GM, WOW AM/FM, 615 North 90 Street, Omaha, NE 68114, (402) 390-2059. EOE.

Help Wanted Sales

Sales & Marketing Manager

Concord-Lexington, MA

Sales and marketing manager for innovative start-up AM radio station in attractive, upscale Boston suburb. Contemporary acoustic/folk music, international news and features from British Broadcasting Corporation, children's programming, fine arts, strong community and cultural involvement. Opportunity for creative sales professional to participate in development and implementation of sophisticated local and regional sales strategy. Equal opportunity employer, women and minorities encouraged.

WALDEN 1120
Lloyd Simon/WADN Radio
84 State Street, Suite 920
Boston, MA 02109
617-523-3484

Situations Wanted Management

JIM LORD CHAPLIN

Florida Broadcaster, station owner. GM GSM is available first time in 13 years to GM or GSM your operation. Wears many hats. Successful experience as GM, GSM, sales, PD and on-air talent radio and TV in 29 year career. Ten years management side. Heavy personal community involvement. Past President. FAB. Bottom line sales oriented.
407-464-2031 407-466-5683

THE MIDAS TOUCH

A Proven Winner seeking a radio sales management opportunity. Top biller in a Top 10 Radio Market with strong leadership, people, sales and research skills. A solid education! Can we meet?

Send replies to:
PO Box 7738
Atlanta, GA 30357

Help Wanted Programing Production & Others

NEWS-TALK P.D.

Classic AM going News-Talk. Need on-air P.D. to help organize. Strong background needed for this 50 year old company. Full details. Box O-67. EOE.

TALK SHOW HOST

with warmth and ability to adeptly manage drive-time surveillance. Southern Coastal market offers stable position for team player and expert communicator. Excellent opportunity. EOE.

Call Tom Holliday at 407-582-7401 or write to WPBR, 3000 S. Ocean Blvd., Palm Beach, FL 33480.

TELEVISION

Help Wanted Technical

ELECTRONICS

MAINTENANCE ENGINEER

Television Studio

WWOR, a leading television station with studios in Secaucus, NJ, has an immediate opening for a Maintenance Engineer.

The qualified candidate must have a minimum of 2 years appropriate technical education plus 3-5 years of maintenance experience at a major market TV station. Experience should include a solid background in digital electronics and proficiency in the component level maintenance of audio/video distribution systems, switchers, studio and ENG type cameras and videotape equipment. Additional experience with CMX type editing systems and computer controlled master control systems desirable. FCC General Class license preferred.

Please submit resume with salary requirements to: Personnel Department, WWOR-TV, 9 Broadcast Plaza, Secaucus, New Jersey 07094. Equal opportunity employer M/F/H/V.

WWOR-TV

Help Wanted Technical Continued

TRAINED IN COMPUTER SYSTEMS? LOOKING FOR OPTIONS?

If you have received formal training in -- or managed -- any of the following computer support systems we would be interested in reviewing your resume:

RESEARCH/MKTG/TRAFFIC/SALES SVC SYSTEMS

BIAS (JDS) Columbine Donovan
Enterprise (Kaman) Group W TSS IMS
Leigh Stowell Marshall Mktg JDS
Minipack (MPI/JDS)

NEWSROOM/ELECTION SYSTEMS

BASYS DCM Dynatech Newstar
Leader Leader Media Computing Inc

Forward materials with cover letter to:

The VBS Group Inc. (Attn: VPEB)
Box 5576
Rochester Center Station
New York, NY 10185
EOE

Help Wanted Programing Production & Others Continued

WRITER/PRODUCER

We are former broadcast journalists using our skills and the latest production technology to write and produce communications packages for business and industry. We've been successful at it for more than 12 years. It's an exciting, challenging environment with room to grow. Strong writing skills a must. Minimum of four years TV news daily reporting experience required. Send resume, references and tape to:

Video, Ltd.
4060 Glass Road N.E.
Cedar Rapids, Iowa 52402
Equal Opportunity M/F

DIRECTOR OF PRODUCTION

PM/EVENING IS EXPANDING. Our new director of production will supervise story production for PM MAGAZINE and the "EVENING" show. Responsibilities include overseeing story production and generating lead topics. Must have story production skills, strong writing and teaching skills. Five years major market production experience prerequisite.

Send tape and resume to:

Abby Melamed
PM MAGAZINE
825 Battery Street
San Francisco, CA 94111



NO PHONE CALLS, PLEASE

PM MAGAZINE IS AN EQUAL OPPORTUNITY
EMPLOYER

CONSULTING PRODUCER

Responsibilities include overseeing affiliate station's program and story production, and advising on show management matters. Must have magazine show experience, ability to analyze ratings, and generate programming and story ideas. Communication skills a must and PM producing experience preferred.

Send tape and resume to:

Mary Windishar
PM MAGAZINE
825 Battery Street
San Francisco, CA 94111



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Help Wanted News

TALK SHOW HOST WANTED

FOR NATIONAL PROGRAM IN #1 MARKET. MUST HAVE 3/4" INCH TAPE WHICH CANNOT BE RETURNED - PLEASE SEND TAPE AND RESUME to:

Auditions
36-12 35th Avenue
3rd floor
Astoria, New York 11106
E.O.E.

Help Wanted Management



CNN/HEADLINE NEWS Research Project Manager

Turner Broadcasting System has a current opening in its Research Department for a Project Manager specializing in CNN and HEADLINE NEWS. Position requires the management of research projects dealing with ratings and audience analysis for the two news services. Emphasis is placed on programming, scheduling, promotion, and marketing. **Qualifications:** Experience in TV/Media research, preferably audience and programming research, a strong analytical background, and the ability to identify and solve problems. Must be able to take the initiative, conceptualize, and execute projects. Need quantitative skills; PC knowledge and experience, and creative writing ability. Understanding of/interest in news and news programs a must.

Absolutely No Calls, Resume to:

CNN/HLN Project Manager
TBS Research Dept.

One CNN Center
P.O. Box 105366

Atlanta, GA 30348-5366

EOE

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300 North Zeeb Road,
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We're looking for an aggressive sales manager for Cape Cod's 50,000 watt CHR. A strong retail sales track record is a must, along with a proven ability to train and lead a sales force to maximize year-round station revenue. If you are this person and want to work in the fastest growing market in New England for Cape Cod's only CHR, send resume or call

Peter Crawford
Roth Communications
830 Main St.
Melrose, MA 02176.
617-662-4800
EOE, M/F.

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ENGINEERING AND OPERATIONS
WHAS — TV
LOUISVILLE, KY**

One of the nation's leaders in news, community involvement and technical facilities needs a responsible, experienced leader to manage both technical and Productions/Operations Department. Specific and extensive network affiliated TV station technical management experience is essential. Resumes to Personnel Dept. WHAS-TV, P.O. Box 1100, Louisville, KY 40201. Equal opportunity employer.



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- * ON-AIR & STATION
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EOE

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SALES MANAGERS WITH
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Here's an unusual opportunity to move into cable with a Top 50 MSO, part of a nationwide broadcast-cable-publishing company. We're looking for an experienced local TV professional to be our...

**DIRECTOR OF AD SALES
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We need a creative self-starter to lead our already-successful sales force, while building a strong local programming presence for the cable system that serves virtually all of the Top 100 market of Worcester, MA. Limited local TV competition offers the unprecedented opportunity to establish the equivalent of a local TV station as a separate profit center within our 90,000-subscriber cable complex. Please don't call, but send your resume along with a salary history to:

Richard H. Tuthill, Regional Manager
Greater Media Cable
258 Park Ave
Worcester, MA 01609



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Help Wanted Sales

**Birch
Scarborough
Research**

WANTS YOU!!

We are seeking several highly motivated, energetic sales reps for challenging positions as Account Executives in Broadcast and Advertiser Agency sales for our locations in Dallas, Atlanta, Chicago, Los Angeles and New York. If you have a minimum of 1 year media sales experience and think you have what it takes to become part of our family, send your resume immediately to:

Craig Harper
Senior VP - Local Sales
BIRCH/SCARBOROUGH RESEARCH
44 Sylvan Avenue
Colonial Plaza
Englewood Cliffs, NJ 07632. EOE

Situations Wanted Management

Currently employed GM

looking for next station Prefer station in 35-100th market. Innovative in sales and solid in expense control. Good schools and quality of life a must.

Box O-36.

ALLIED FIELDS

Help Wanted Miscellaneous

**COMMUNICATIONS LENDING
ASSISTANT VICE PRESIDENT**

DC bank seeks experienced communications lender to growing department. Candidate will be responsible for prospect marketing, analysis of deals, negotiating and structuring of transactions, and administration of individual portfolio. Strong credit experience, writing and communication skills are essential. Please forward resume and salary history to Employment Manager, Human Resources, The National Bank of Washington, 4340 Connecticut Ave., N.W., Washington, DC 20008. EOE.



Sales



ON-AIR HOSTS

Cable Value Network, a rapidly expanding shop-at-home service, is conducting auditions for non-union hosts/hostesses to demonstrate and sell attractive consumer products on the air. We are located in the 12th largest metro area in the U.S. — Minneapolis/St. Paul, MN.

We're looking for natural sales pros who love selling and presenting... who can identify a product's features and benefits, and communicate them in a creative, personable manner. In return, we can offer a unique, exciting selling opportunity characterized by a variety of products, a broad customer base, a fast pace, and high visibility... with no prospecting and no out-of-town travel.

Additional qualifications include experience selling a wide range of consumer products (prefer radio/TV and/or broadcast background or on-air broadcast sales experience). Must have the ability to "think on your feet"; a friendly, professional image; and availability to work flexible hours.

We offer a highly competitive salary and benefits package, including relocation assistance. Qualified candidates send resume and demo tape in confidence to: CVN Companies, Inc., 1405 Xenium Lane North, Plymouth, MN 55441. Equal Opportunity Employer.

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The New Pulse Magazine Is Looking For Top Flight Radio People To Fill The Following Positions:

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- MANAGING EDITOR
- ASSOCIATE EDITOR
- WASHINGTON D.C. EDITOR
- EAST COAST EDITOR
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- ASSISTANT ART DIRECTOR
- CIRCULATION DIRECTOR
- SALES DIRECTOR
- WEST COAST SALES MANGER
- EAST COAST SALES MANAGER
- SOUTHEASTERN SALES MANGER

We require that all applicants have a minimum of five years experience in the radio industry. The New Pulse is Radio's Management Weekly—Your history must indicate experience and understanding of radio management and ownership. Reply In Confidence To: *THE NEW PULSE OF RADIO* 1212 US Highway One NorthPalm Beach, Florida 33408



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MOVIE PROMOTION PRODUCER

The Creative Services Department of THE FAMILY CHANNEL has a Promotion Producer's position available for a specialist in movie promotion. This Producer will join a dynamic award-winning creative team and become a part of the success story of THE FAMILY CHANNEL.

Responsibilities will include coordinating with the Creative Services Department to position and topically promote the primetime FAMILY CHANNEL MOVIE.

3-5 years experience at a top-rated independent or a network with strong background in movie packaging and promotion.

Send resume and reel to: The CBN Family Channel
Employment Dept.
Box PS
Virginia Beach, VA 23463



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For Sale Stations

STATION OWNERS DOUBLE YOUR PROFITS!



Columbia School of Broadcasting has developed a program which makes your broadcast property serve a double purpose and produce a new profit dividend. Get the details on the exclusive license for your market and tap into a major profit center! Call our License Director at (800) 854-6143 or write to:

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Wanted to Buy Stations

EXPERIENCED BROADCASTER

seeks to purchase AM FM in midsize market or single station with population no less than 25,000. Distress station also considered.

All replies held in strictest confidence
To Box O-57

MOTIVATED SELLERS

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- Hawaii AM-FM Combo
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- SW Medium Market Combo
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Auction To Take Place At:

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Thursday, December 15 at 11:00 AM

Sale includes broadcast license, broadcasting and transmitting equipment and 25± acres of commercial real estate.

TERMS: Deposit of \$25,000.00 in certified funds at time of sale. For complete terms, brochure, information packet and inspections, contact auctioneers!
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2 Small-Medium Growth Market TX Combos.

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Low Price - Terms Available
Well-equipped - State-of-the-art
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Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052 Phone 816-252-5050

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1,000 watt daytimer with good coverage of market. Mostly new equipment - all in excellent condition. XMTR and studio building/real estate included. \$50,000 down at \$250,000. or \$100,000 down at \$185,000. Excellent for first time owner. Currently break even with low billing.

Box O-56.

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in Northeast

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. 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.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

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.

Media

Walter Threadgill, VP, government relations, Corporation for Public Broadcasting, Washington, resigned Friday Nov. 4 citing conflict of interest in continued association with Minority Broadcast Investment Corp. CPB has named no acting substitute.

Betty C. Alewine, VP, marketing and sales, world systems division, Comsat Intelsat Satellite, Washington, named VP and general manager, Intelsat Satellite Services unit. Alewine replaces **William C. Taylor**, who plans to retire Dec. 31.

Tom Rudnick, director, national accounts, Starstream Communications, New York, joins LBS Radio, there as general manager.

Wallace J. Jorgenson, former president, Jefferson-Pilot Communications Co., Charlotte, N.C. (BROADCASTING, Oct. 24) joins Hubbard Broadcasting Inc., Tampa, Fla., as executive VP.

Barbara Atlas, owner, New Zoo Revue Corp., Los Angeles, joins World Television there as VP, West Coast operations.

Mike Giudicessi, general counsel, Palmer Communications Inc., Des Moines, Iowa, named VP.

Jon R. Pesinger, president, and **Gary Barber**, senior VP, Vestron International Group, Stamford, Conn., named chairman and president, respectively.

Ronald J. Bergamo, VP and general manager, KWCH(TV) Wichita, Kan., joins KTSP(TV) Cincinnati in same capacity.

Appointments at WQOW(TV) Eau Claire, Wis.: **Chuck Roth**, station manager, named president and general manager WQOW and co-owned WXOW(TV) LaCrosse, Wis.; **Ron Montezon**, national account manager WAOW(TV) Wausau, Wis., joins WQOW as station manager.

Tom Reek, community affairs director, WOFL(TV) Orlando, Fla., named director, station operations.

Judy Ellis, general sales manager, WQHT(FM) New York, named station manager.

Ray Watson, general manager KXL-AM-FM Portland, Ore., named manager KJRB(AM) and KEZE(FM) Spokane, Wash.

Appointments at Hastings Broadcasting Corp., Oneonta, N.Y.: **Timothy Powers**, operations manager WDOS(AM)-WSRK(FM) Oneonta, named general manager, WSCG(FM) Corinth, N.Y.; **William Butcher**, general sales manager, WDOS-WSRK named station manager.

Jim Worthington, manager, radio division, Frank N. Magrid Associates, consulting firm, Marion, Iowa, joins Southern Skies Corp. as general manager, KLEO(AM)-KZSN(FM) Wichita, Kan.

Mark Crump, account executive, KSL(AM) Salt Lake City, joins KDXU(AM)-KZEZ(FM) St. George, Utah, as general manager.

Mike Beverly, independent broadcast consultant, Knoxville, Tenn., named general manager WCKS(FM) Karns, Tenn.

Aleta Dwyer Carpenter, station manager, KDIA(AM) Oakland, Calif., named VP and general manager.

Mike Ginsburg, VP and general manager, KSSS(AM)-KVUU(FM) Colorado Springs, joins KLSQ(FM) Las Vegas as general manager.

Ed Argow, chairman and chief operating officer, KFAC-AM-FM Los Angeles, resigned Nov. 15. Agrow's partner, **Louise Heifetz**, will continue as president.

Leon C. Collins, production consultant and executive producer, Lorimar Telepictures, San Juan, P.R., joins noncommercial WPFW(FM) Washington as general manager.

Bryce L. Phillipy, general manager, KDXU(AM)-KZEZ(FM) St. George, Utah, joins KID(AM)-KISS(FM) Idaho Falls, Idaho, in same capacity.

Nelson Cohen, former VP and general manager, KYW(AM) Philadelphia, joins WIP(AM) there as station manager.

Marketing

Jeff Hy, general sales manager, WSCR(AM) Scranton, Pa., joins WNYB(TV) Buffalo, N.Y., as account executive.

Craig Harper, VP and general manager, WHOM(FM) Portland, Me., joins Birch/Scarborough Research, Coral Springs, Fla., as senior VP, local sales.

Anne Maxwell, independent publishing representative, Montgomery, Ala., joins WFA(TV) there as account executive.

Lynn Moore, account executive, WTVF(TV) Nashville, joins WDAF(TV) Kansas City, Mo., in same capacity.

David Weems, senior account executive, WGBS(TV) Philadelphia, joins KTVD(TV) Denver as local sales manager.

Appointments at WSYT(TV) Syracuse, N.Y.: **Bob Cleary**, general sales manager, WTTO(TV) Birmingham, Ala., joins WSYT in same capacity; **David Krause**, account executive, MSB Advertising, Syracuse, to local sales manager; **Amy Seketa**, sales person, WAUB(AM) Auburn, N.Y., **Doug Coggins**, sales person, Katz Television, New York and **Dara Reed-Smith**, sales person, *Syracuse Business Magazine*, all to sales staff.

Linda Button, audience promotion manager, KYW(TV) Philadelphia, joins WTVJ(TV) Miami as director, advertising and promotion.

Mick Dowers, director, media services, Portland Trail Blazers, Portland, Ore., named VP, broadcast sales. **Wally Scales**, special events coordinator, named VP, special events.

David Mouldrem, general manager, WXOW(TV) LaCrosse, Wis., joins WGRZ(TV) Buffalo, N.Y., as VP, sales and programming.

Bob Herron, regional-Pensacola, Fla., sales manager, WALA(TV) Mobile, Ala., named local sales manager, Mobile-Pensacola.

D.J. Wilson, local sales manager, WJBK(TV) Detroit, joins WAGA(TV) Atlanta in same capacity.

John Mansker, national sales manager, KSCH(TV) Sacramento, Calif., named general sales manager.

Wayne Boyd, account executive, WCPX(TV) Orlando, Fla., joins WTWC(TV) Tallahassee, Fla., as general sales manager.

Appointments at Blair Television: **Kathleen D. Bell**, account executive, Blair, Minneapolis, and **Mary Ann Tiernan**, Telerep, Inc., Chicago, join Blair, Chicago, in same capacity. **Chole Montgomery**, account executive, Katz, Minneapolis, joins Blair there in same capacity.

Mary L. Flodin, regional accounting manager, Chicago, joins Benedek Broadcasting Corp., Rockford, Ill., as controller.

John Maloney, director, sales, central region, Financial News Network, Chicago, named VP, Eastern sales manager, New York.



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The person you describe is the person we'll deliver.

Paul Walker, manager, regional sales, Heritage Cablevision, Dallas Cable Interconnect, Dallas, joins Home Sports Entertainment there as account executive.

Ellen Vaillancourt, account executive, KXTV(TV) Sacramento, Calif., joins WLOS(TV) Asheville, N.C., as local sales manager.

Ann Ellis, account executive, WUHQ(TV) Battle Creek, Mich., named senior account executive.

Appointments at CBS Radio Representatives: **Chad Brown**, account executive, Torbet Radio, Atlanta, joins CBS there in same capacity; **C. David Howard II**, account executive, WCBS(FM) New York, joins CBS Radio Representatives in same capacity. **John Luginbill**, sales manager, CBS Radio Network, Detroit, joins CBS Radio Representatives, New York, as sports director.

John Chichester, account executive, CBS Radio Networks, Detroit, named sales manager.

Jack Randall, account executive, United Stations Radio Network, New York, named West Coast sales manager, Los Angeles.

James Barker, co-owner and operator, KKAL (AM) and KZOZ(FM) San Luis Obispo, Calif., joins WFMT(FM) Chicago as national sales manager.

Mike Moran, director, vendor development, KCRG(TV) Cedar Rapids, Iowa, named local sales manager.

Appointments at WWDB(FM) Philadelphia: **Greg Scirrotto**, general manager, WJBX(AM) Bridgeport, Conn., to senior account executive; **Diane Beyers-DiCuccio**, national sales coordinator, CBS Radio representatives, Houston, to account executive.

Marie Kordus, local sales manager, KPWR(FM) Los Angeles, named general sales manager.

Appointments at KRXY-AM-FM Denver: **Elisabeth Pick**, account executive, to retail marketing director; **Pete Peters**, account executive, KDKO(AM) and **Denise Burgess**, account executive, KNUS(AM) Denver, to account executives; **Robert Budd**, independent salesman to retail marketing specialist.

Jay Reynolds, local sales manager, WTPF(FM) Indianapolis, named VP, sales.

Maynard Grossman, VP, sales, Dorton Broadcasting, Detroit, joins KMEZ-AM-FM Dallas as general sales manager.

Sam Wallace, account executive, KILT(FM) Houston, joins KRXO(FM) Austin, Tex., in same capacity.

Lynne Simon, VP, sales, Hillier, Newmark, Wechsler & Howard, Los Angeles, joins KXXX(FM) San Francisco as national sales manager.



Washburn

Appointments at Disney-MGM studios, Lake Buena Vista, Fla.: **Jim Washburn**, president, Good Times Productions, Hollywood, named general manager. **Susan Hirschman**, VP, Raymond James & Associates, financial planning firm, Fort Lauderdale, Fla., named business manager.



Horowitz

Norman Horowitz, president and chief operating officer, MGM/UA Telecommunications, Los Angeles, named president/CEO. No one has been designated to fill chief operations position.

Wenda Fong, freelance producer, joins Lorimar Television, Culver City, Calif., as co-producer. *She's the Sheriff*.

Appointments at West Michigan Public Broadcasting, Grand Rapids, Mich.: **Timothy Scarpino**, master control director; **Tamara Lindquist**, temporary director, to producer-directors.

Jay M. Bucklew III, former assistant dean and director of development, West Virginia University College of Business and Economics, Morgantown, W. Va., joins noncommercial WNPB(TV) there as director, development.

David L. McGrail, director, *Donahue Show*, and *Geraldo*, New York, joins Buena Vista Television, New York, as director, *Live with Regis and Kathie Lee*.

Terry Dugas, operations manager, WCYB(TV) Bristol, Va., joins WSPF(TV) Naples-Fort Meyers, Fla., as director, programing and production.

Appointments at KTZZ(TV) Seattle: **Fred Arnett**, production engineer, to master control supervisor; **Janice Ede**, administrative assistant to assistant programing and traffic; **Sharon Lorenzo**, production intern, to production assistant.

Jeanan Yasiri, news anchor, WMTV(TV) Madison, Wis., named co-host, *PM Magazine*.

Ange Humphrey-Davidson, former co-host *PM Magazine*, WHAS(TV) Louisville, Ky., joins WDRB(TV) there as on-air host of weekly movie.

Brad Smith, promotion director, KAUZ(TV) Wichita Falls, Tex., joins WHOI(TV) Peoria, Ill., as production manager.

Jake Ehlers, copywriter, creative services, MTV, New York, named senior writer and producer, creative services.

Dawn Hayes, production assistant, WVBF(FM) Boston, joins WNEV(TV) there as host of *Lottery Live*.

Jennifer Bauman, researcher-reporter, KMNY(AM) Los Angeles, named host, *Market Report*.

Randall M. Rothenberg, advertising columnist, *The New York Times*, joins co-owned WQXR-AM-FM New York as host of *Advertising News of the Day*.

Maggie Dugan, manager, Maggie Dugan Radio Promotion, Wooster, Mass., joins American Comedy Network, New City Communications, Bridgeport, Conn., as general manager, commercial production division.

Carolyn Alford, controller, Group W's WJZ(TV) Baltimore, named director, quality, Group W, Baltimore.

Steve King, operations manager, WKMF(AM) and WCRZ(FM) Flint, Mich., joins WEMP(AM) and WMYX(FM) Milwaukee as programing manager.

Appointments at WSNY(FM) Columbus, Ohio, **Dan Mitchell**, assistant production director, to on-air personality; **John Symons**, on-air personality, KITF(FM) Shreveport, La., joins WSNY in same capacity.

Jim Pimperton, on-air personality, WLLZ(FM) Detroit, joins WRIF(FM) there as mid-day announcer and programer. **Rick Mahorn**, Detroit Pistons, joins WRIF morning team as sports commentator.

Brian Harwood, owner and general manager, WRFB(FM) Stowe, Vt., joins WDEV(AM) Waterbury, Vt., as VP, news and programing.

Steve Ocean, on-air personality and program director, WGLF(FM) Tallahassee, Fla., joins WCAT(FM) Orlando, Fla., as music director. **Darrell Hammond**, freelance writer, impressionist, joins station as comedy writer.

Steve Reggie, news director and a.m. anchor, WZFM(FM) White Plains, N.Y., named program director, morning anchor, WPTR(AM) Albany, N.Y.

News and Public Affairs

Richard Gordon, former mayor of Gary, Ind., joins Black Entertainment Television, Washington as political consultant.

Paige St. John, reporter, Associated Press, Charleston, W. Va., named correspondent, AP's Traverse City, Mich., bureau.

Appointments at WXYZ(TV) Detroit: **Walter Kraft**, executive producer, named assistant news director; **Steve Kremer**, executive producer, 11 p.m. news, named executive producer.

Sherrie Hicks, associate news producer, New Jersey Network, Trenton, joins WWOR(TV) there as bureau assistant.

Appointments at KCPM(TV) Chico, Calif.: **Tom Linden**, medical editor, named co-anchor, 5 p.m. news and producer-host, *24 at Issue*, weekly political talk show; **Lorraine Roe**, reporter, named producer, 5 p.m. news; **Karina Rusk**, reporter and morning news anchor, and **Jon Karroll**, anchor, KJCT(TV) Colorado Springs, Colo., named co-anchors, 6 p.m. and 11 p.m. news.

Bob Orr, reporter, WCAU(TV) Philadelphia,

joins WBNS(TV) Columbus, Ohio as co-anchor, 6 p.m. and 11 p.m. news broadcasts.

Rick Price, reporter, Ranier Bank, Seattle, joins KOMO(TV) there as aviation reporter.

Paul Wieland, director, communications, Buffalo Sabres hockey team, joins Niagara Frontier Sports Network and WNYB(TV) Buffalo as executive producer, sports programming.

Ken Singleton, WJZ-TV weekend sports anchor, moves to weekday anchor.

Bernadette Coelho Reed, news anchor and reporter, WNBH(AM)-WMYS-FM New Bedford, Mass., named assistant news director.

Nick Gregory, meteorologist, WNYW(TV) New York, joins WQHT(FM) there as morning weather reporter. Gregory will continue as WNYW meteorologist.

Appointments at WHO(TV) Des Moines, Iowa: **Bob Riggio**, head meteorologist, Texas Weather Service, Austin, Tex., to evening meteorologist; **Gary Amble**, meteorologist, KFDA(TV) Amarillo, Tex., to noon and 5 p.m. meteorologist; **Ed Wilson**, weather anchor, KIMT(TV) Mason City, Iowa, to weekend weather anchor. **Charles Barker**, independent sports photographer, to news photographer.

Bob Goosman, meteorologist, WLNE(TV) Providence, R.I., joins WTVR(TV) Richmond, Va., in same capacity.

Vivian Goodman, broadcaster, noncommercial WCPN(FM) Cleveland, joins WERE(AM) there as news director.

Connie Murad, acting news director, WHO(AM) Des Moines, Iowa, named morning program co-host.

operations of Nielsen Media.

Bob Crawford, chief engineer, KTXA(TV) Fort Worth, joins KTVD(TV) Denver, in same capacity.

Eric Altman, business manager and sales rep, DeSciouse Productions, Denver, joins Film/Video Equipment Service Co. there as director, sales and marketing.

H. Allan Ecker, VP, corporate development and technology, Scientific-Atlanta, cable television electronics and satellite-based communications networks, named senior VP, technical operations and chief technical officer.

Promotion and PR



Crum

Brad Crum, director, affiliate promotion and special projects, CBS Project Group, Los Angeles, named VP, affiliate advertising and promotion.

Bill Lunsford, senior VP and creative director, Weightman Schaefer Public Relations, Philadelphia, named VP and creative director.

Peter Dougherty, senior producer, MTV Networks, New York, named supervising producer, MTV on-air promotion.

Delores Rose, special assistant, industry communications dept., National Cable Television Association, Washington, named manager, program publicity.

Catherine deWitt, account executive, KUAI(AM) Elelee, Hawaii, joins KQPT(FM) Sacramento, Calif., as promotion assistant.

Appointments at WUSA(TV) Washington, **Ed Feuerherd**, promotion producer-writer, WTV(TV) Nashville, joins WUSA as producer, promotion department; **Donna Meyer**, producer, named on-air manager, promotion department.

Allied

Amy Gewirtz, associate, anti-piracy counsel, Motion Picture Association of America, New

York, named senior attorney, anti-piracy.

Andrea Shapiro, attorney, Cowan, Liebowitz, Latman, P.C., New York, joins MTV Networks there as counsel, law and business affairs.

Thomas C. Griesdorn, general manager, WXYZ(TV) Detroit, appointed to Michigan State University's Telecommunications Department Advisory Board, East Lansing, Mich.

Appointments at Radio Executives of Baltimore: **Robert J. Lind**, VP and general manager, WWMX(FM) Baltimore, named president; **Roy Deutschmann**, VP and general manager, WCAO(AM)-WXYV(FM) Baltimore, named VP; **David C. Fuellhart**, VP and general manager, WPOC(FM) Baltimore, named secretary; **William Hopkinson**, VP and general manager, WGRX(FM) Westminster, Md., named treasurer.

Deaths



Sammons

Charles A. Sammons, 90, owner, chairman of the board, Sammons Enterprises Inc., Dallas, died Nov. 12 at St. Paul Medical Center, Dallas. Sammons Enterprises Inc. is private holding company owning cable television systems, insurance companies, hotels, resorts, tour and travel agencies, real estate, printing and corporate service associations. In 1928 Sammons helped form Postal Indemnity Insurance Co., Dallas, with savings from his cotton buying business and the company rapidly expanded. Sammons entered the cable industry in 1961. Sammons Communications Group provides cable television services in 18 states. Survivors include his wife, Elaine, one daughter, one step-son, 12 grandchildren and seven great grandchildren.

Max H. Seigel, 75, former radio news editor and newspaper reporter, died Nov. 20 of cancer at University Hospital, New York. Seigel was with *The New York Times* most of his career. He prepared hourly newscasts for Times' owned WQXR(AM) from 1942 through 1971. He then wrote for the city desk from 1972 until his retirement in 1979. Seigel is survived by his wife, Sylvia, and one brother.

David Kraushaar, 70, former administrative law judge, FCC, died Oct. 28 after heart attack, at Alexandria Hospital, Alexandria, Va. Kraushaar joined FCC's television branch in 1952. From there he went to the hearing division where he stayed until 1961. Kraushaar is survived by his wife, Ruth, one brother, one sister, three children and three grandchildren.

Ronald G. Nelson, 42, owner, Utility Tower Co., Oklahoma City, died Oct. 27 of cancer at Baptist Medical Center, Oklahoma City. Utility Tower Co. was founded by Nelson's father, late C.E. Nelson. Survivors include his wife, Gloria, one son and one daughter.

Technology



Philport

technology division

Joseph C. Philport, senior VP, director, market development, Nielsen Media Research, New York, named VP, market development, information services and technology division of Dun & Bradstreet's consumer marketing information group. Information services and manages consolidated

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Bob Priddy: A public service message

RTNDA's incoming chairman, Bob Priddy, has always known what he wanted to be. "I've wanted to be a journalist for as long as I can remember wanting to be anything at all," he says. Growing up in Decatur, Ill., he remembers listening to radio dramas, such as *Big Town*, about Steve Wilson, a crusading newspaper editor, or *Big Story*, which each week dramatized a "big story" broken by various reporters. By the time he was in fifth grade, Priddy says, he was folding notebook pages into quarters and making little newspapers about what went on in his classroom.

He received a partial scholarship to Northwestern University, but opted for the University of Missouri because it was more economical. Although he knew journalism was his calling, he had never thought of going into radio until, after a friend suggested the medium, he took a radio course in his second semester in college. "That did it," he says. He found radio to be "the most creative of the media and the most intimate." He also feels it provides a "greater opportunity to serve the local community than does television." Such service is a priority for Priddy. In his 25 years as a broadcast journalist, Priddy's name and voice have become familiar to listeners across the state of Missouri. As news director of MissouriNet's four-person newsroom, Priddy thrives on not being chained to his desk. "I have to get out there and cover and produce several stories a day. I think of myself primarily as a reporter. The thing I take most pride in day-by-day is my work as a reporter."

While attending the University of Missouri, Priddy became close friends with his roommate, Pulitzer prize-winning journalist and former CBS correspondent Ron Powers. Says Powers of Priddy: "Bob is a journalist in the classical sense. He has enlarged the sense of what local journalism could be." Powers adds that Priddy is that rare professional who is both dedicated to his craft and willing to immerse himself in his community. For Priddy, public service is what journalism is all about.

That dedication to serving his community and his state goes hand in hand with his other two passions: history and the law.

As the sesquicentennial of the state of Missouri was approaching in the early 70's, Priddy was looking for ways to celebrate the anniversary and came up with a radio series. At the time, he was working for KLIK(AM) Jefferson City and rewrote into broadcast form a two-volume set of books by Floyd Shoemaker, "Missouri Day by Day." He broadcast daily vignettes about Missouri history. He later published the series in two books and has just signed a contract for a third. The series was so successful that when Priddy moved on to MissouriNet, he



ROBERT ALLEN PRIDDY—news director of MissouriNet, Jefferson City, Mo., and chairman-elect of Radio-Television News Directors Association. b. July 16, 1941, Decatur, Ill. BA, Journalism, University of Missouri, Columbia, 1963. Graduate assistant instructor, radio news writing and broadcasting, University of Missouri School of Journalism, Columbia, 1963-1966; reporter, *Columbia Missourian*, 1959-1963; assistant news director and announcer, KFRU Columbia, Mo., 1963-1966; news director, KLIK(AM)-KJFF-FM Jefferson City, Mo., 1967-1974; legislative correspondent, KMOX(AM) St. Louis, 1967-1974; legislative correspondent, KMBZ(AM) Kansas City, Mo., 1972-1974; visiting lecturer on broadcasting and broadcast journalism, Central Methodist College, Fayette, Mo., 1972-1973; present position since 1974; married Nancy Hanson, Nov. 23, 1967; children—Elizabeth, 17; Robert, 15.

renamed the show *Across Our Wide Missouri*. The series is now into its eighteenth year.

For Priddy, an understanding and love of law and history is a must for any reporter. A reporter must learn what has made a community to get a sense of what it is now and what it may become.

Words he lives by: "News is history shot on the wing." Those words, written by newspaper reporter and author Gene Fowler, provide the "kind of context that is necessary if you are going to be a good reporter," he says.

As far as the law is concerned, Priddy has a deep and abiding appreciation for the legal system and the First Amendment. "I don't think you can be in this business and be ignorant of the law. We not only cover the law, but must rely on it for our own defense from time to time," he says.

Priddy has been involved in an ongoing effort to open the Missouri courtrooms to the press. Much to his frustration, however, the chief justice of the Missouri Supreme Court won't even talk to reporters, he says.

Among the changes Priddy would like to

see at RTNDA is a more contested election. He ran unopposed and believes that an office of such importance to broadcast journalists should not be won by default, but rather, after discussion of issues. There should be a clear sense of the differences between the candidates and how each would steer RTNDA, says Priddy. He believes he would have been a better candidate and perhaps a better chairman if he had been forced to concentrate more on specific directions in which he believes the association needs to go.

He would like to be a very visible chairman, out in the field at both a regional and state level. He wants to stress to members who are unable to make the national convention how important the organization is to broadcast journalism.

Priddy also believes it is important to meet with journalism students and non-members since the association is the only one that speaks exclusively to and for broadcast journalists, whether a one-person staff or a 150-person newsroom. As a result, an RTNDA project important to Priddy is the establishment of student affiliates. He believes it is necessary for members to visit campuses across the country, critiquing, teaching and giving real-world understanding to aspiring journalists. He found it refreshing to meet with students and explore their aims and dreams when he visited the University of Nebraska last year representing the RTNDA. It is something he would like to do again.

Priddy's commitment to community is obvious from a glance at the outside activities the busy newsman manages to shoehorn into his schedule. In addition to his duties at MissouriNet and RTNDA, Priddy is a lifetime member of the State Historical Society of Missouri, a member of the Missouri Historical Society, vice-president of the Woodhaven Learning Center for the Mentally Retarded and Developmentally Disabled, a founding member of the Missouri Elections Consortium and president of the Missouri Freedom of Information Council. He also finds time to contribute to many publications, including *Missouri Life*, *Show Me Libraries*, the Missouri State Library system magazine, and RTNDA's *Communicator* and *Intercom*. He has published a series of handbooks and pamphlets dealing with Missouri history as well.

Priddy believes that both radio and television must be wary of the same things. They must maintain a high level of integrity and constantly keep in mind that public service is the first thing that a journalist should strive for. "News can be entertaining but it is never entertainment," he told an RTNDA audience on his election as chairman.

That is his greatest concern about the future of broadcast journalism: "We might be letting show business become too much of what we do and letting journalism become too little."

In asking Office of Management and Budget for **additional \$1.4 million** in Nov. 18 letter, FCC Chairman Dennis Patrick said supplemental money is **"essential if we are to meet our statutory requirements and avoid potential adverse economic consequences."** Without it, he said, FCC will be forced to furlough every employe for five days without pay. "If furloughs are required, we will close the agency, which means applications cannot be filed or processed, the public will not be able to access files and records, and monitoring operators will be curtailed with the risk that we will not be able to timely respond to requests for search and rescue assistance." FCC originally asked for \$104.7 million, but received only \$99.6 million. Hiring freeze, reduction in discretionary spending, anticipated early retirement and voluntary leaves without pay are expected to offset all but \$1.4 million of \$5 million shortfall.

In response to complaint from National Black Media Coalition, **FCC last week slapped KVCB-TV Kansas City, Mo., with \$10,000 fine and short-term renewal** for failure to recruit women and minority employes. Instead of conventional five-year license, religious station was given two-year license expiring in June 1990. FCC also conditioned renewal on station's filing regular and detailed reports on number of minority and women employes and recruitment efforts.

CBS made its first prime time schedule change of the season last week, announcing that *Kate & Allie* will return to schedule Monday Dec. 12, replacing new-season comedy, *Close to Home*, which network last broadcast Nov. 21. *Kate & Allie* will fill 8:30-9 p.m. slot, going up against *Hogan Family* on NBC and second half of *MacGyver* on ABC. CBS is expected to announce further changes soon, addressing weak Saturday and Wednesday night lineups.

MGM/UA Telecommunications executives confirm that **first-run, half-hour weekly version of *Twilight Zone* will cease production** at end of this season. Episodes from earlier CBS run (1985-86 and '86-'87 seasons) will be packaged with 30 first-run episodes and sold as strip for next season, said Richard Cignarelli, executive vice president, domestic syndication, MGM/UA Telecommunications. Company joined CBS International in co-venture to produce last 30 episodes.

Fox Broadcasting may expand its network news offerings with early morning hour of world news, according to Rupert Murdoch, chairman of Fox parent, News America. Fox would air live, London-originated program from Murdoch's new UK satellite news service, Sky News. Half-hour of world news followed by half-hour of world financial news would air in U.S. probably between 6 and 7 a.m., said Murdoch. Plan is not yet confirmed, said Sky TV's new executive chairman, Andrew Neil, since company must align rights to news footage for two broadcasters, match Fox and Sky schedules and secure trans-Atlantic satellite time for live feed. In New York last week, Murdoch also indicated Fox's U.S. newsgathering organization would supply material to Sky after it launches next February, and added that Sky News would make extensive use of NBC News material now available to it through Visnews deal signed earlier this month. No decision had been made on whether Sky News would use NBC News programs in their entirety, Murdoch said, although such non-exclusive rebroadcasts are allowed under Visnews deal.

NCTA board, meeting in La Quinta, Calif., two weeks ago, adopted fiscal 1989 budget calling for expenditures of \$11.5 million, up 31% from \$8.8 million in fiscal 1988, which ends Feb. 28, 1989. About half of increase has been earmarked for effort to preserve barriers to telephone companies' entry into cable television. At last September's meeting, board voted 15% dues increase for cable operator-members to fund telco war chest; at La Quinta meeting, it voted to extend increase to programmer and associate members. NCTA President James Mooney gave status report on telco situation and discussed strategy. Neither Moo-

Media General going private

The senior management of Media General Broadcast Services (MGBS) has reached an agreement with its parent company, Media General, to take MGBS private, it was announced last Tuesday (Nov. 22). MGBS, which has a past marked by losses at Media General and by illegal activities of its founder, poses a challenge for the management team taking it private.

According to the terms of the preliminary agreement, the new company will assume all the assets of the media buying operation other than its receivables, broadcast production unit and travel agency. Media General will extend to the subsidiary a "multimillion dollar" line of credit, according to MGBS President and CEO Donald Miller, who will become chairman and CEO of the spun-off company. Media General "will be our banker, in this particular situation," Miller said.

Other MGBS senior management joining Miller are current executive VP William A. Koenigsberg, who will become president/COO, and senior VP Jerry Riley, who will become executive VP and chief financial officer.

MGBS said it expects to have revenues of more than \$75 million for 1988. The company, formerly the William B. Tanner Co., has been operating at a loss for most of the time since Media General acquired it in 1982. William B. Tanner, the founder and head of the company at the time of Media General's purchase, pleaded guilty in 1985 to charges of mail fraud and filing false tax returns.

Media General said it would record a \$35 million-\$40 million after-tax charge in the fourth quarter to reflect the proposed sale of MGBS, which it purchased for more than \$40 million in 1982.

ney nor NCTA spokesperson Louise Rauscher would comment on substance. NCTA Chairman John Goddard, president/CEO, Viacom Cable, tapped Joe Collins, chairman/CEO, American Television & Communications, on executive committee to replace Trygve Myhren, Collins's predecessor in top ATC job. Also, board selected Jack Clifford, chairman of Colony, to fill unexpired term of Charles Townsend, who resigned from Colony earlier this year to enter cellular radio business. House Telecommunications Subcommittee member Dennis Eckart (D-Ohio), who has been critical of cable in past, spoke at luncheon. Spokesperson for lawmaker said afterward that Eckart addressed upcoming Congress in general terms with little focus on cable.

President Reagan last week granted recess appointment to Sonia Landau, former chairman of Corporation for Public Broadcasting, to be Coordinator for International Communications and Information Policy, with rank of ambassador. But Landau, who would succeed Diana Lady Dougan, who left post in March, may not remain in State Department job more than eight weeks. Landau's appointment was one of 32 made by President Reagan on Tuesday. And spokeswoman said that those named to posts that do not have specified term—as Landau's does not—were asked to submit resignation as of Jan. 20, date President-elect Bush is sworn in as President. And those appointees were given no commitment beyond that date, although under law they could serve and be paid until end of next session of Congress. All 32 on list had been nominated in last Congress to posts they will now fill, at least temporarily, but Senate adjourned before acting on nominations. One of those given **recess appointment** to post with specified term was **Margot E. Machol**, special assistant to chairman of Council of Economic Advisers. She was named to seven-year Federal Trade Commission term, succeeding Patricia Price Bailey, who was not reappointed. But Machol could also be supplanted by Bush nominee. Another of those receiving recess appointments was **Henry Hockeimer**, to post as associate director, management, of U.S. Information Agency. He has been serving as acting associate director since Woodward Kingman's

departure last summer. **Bradley Holmes**, chief of FCC Policy and Rules Division, who had hoped to be given recess appointment to FCC—his nomination to commission had also been pending before Senate when it adjourned—was disappointed. And White House spokeswoman said no further recess appointments were expected. Name of Washington attorney **Susan Wing**—whose nomination to FCC also died with last Congress—was not on list, either, but her nomination to commission by new Bush White House is regarded as virtual certainty.

Lifetime announced two major additions to its 1989 schedule last week: *Emily Undercover*, companion piece for *The Days and Nights of Molly Dodd*, premiering in April, and acquisition of former ABC series *Spenser: For Hire* for run starting in January. *Emily* will be produced by Think Entertainment, partnership between Shelley Duvall and TCI, Newhouse Broadcasting, United Cable and UA Communications. It is about former actress and part-time waitress turned private investigator. Lifetime's agreement calls for six half-hour episodes, with option for seven more. *Emily* will premiere in April 1989 at same time Lifetime premieres its 13 episodes of *The Days and Nights of Molly Dodd*. Deal marks first time Lifetime has committed to producing original dramatic series. Edward Adler and Stanley Wilson are executive producers of *Emily*. *Spenser* deal gives Lifetime all 64 episodes of Warner Bros. Television production, plus two-hour pilot. Pilot will be shown Jan. 16 at 9 p.m.; series will premiere on Jan. 17, and will run Tuesday-Friday at 7 and 11 p.m. and Saturday at 3 and 11 p.m.

Grey Advertising Inc. has reportedly agreed in principle to sell its majority interest in LBS Communications, its television syndication division, to LBS Chairman Henry Siegel, and new company started by Warburg, Pincus Capital Co. Price is said to total about \$38 million in cash and notes for 80% of company now owned by Edward Meyer, Grey chairman, president and CEO, and by Grey Advertising Inc. Siegel owns other 20%.

Fox Broadcasting Co.'s ***Married With Children* scored 10 rating/14 share** on Sunday, Nov. 20, its highest numbers to date. *Married*, airing in 8:30-9 p.m. slot, placed number-one in time period among men and women, 18-49, and among teenagers. Over all, show ranked 52nd in Nielsen's weekly report, finishing ahead of CBS's *48 Hours*, *Annie McGuire* and *Van Dyke Show* and NBC's *Tattinger's*.

Victory of Conservative Party in Canadian election last week means early action on legislation providing for compulsory license for cable systems picking up and retransmitting American TV signals. Legislation, which would exempt cable systems within Grade B contour of originating station plus 35 kilometers, is part of package that would implement U.S.-Canadian free trade agreement that is to become effective Jan. 1. U.S. Congress has approved agreement and President Reagan has signed it. Conservatives' opponents in election had threatened to tear up agreement if they won.

Cable and motion picture industries resumed talks last week, and although accord has yet to materialize, parties intend to keep up discussions. Among those on cable side attending meeting with Motion Picture Association of America President Jack Valenti at MPA headquarters in Washington, were Tele-Communications Inc.'s John Malone and National Cable Television Association President Jim Mooney.

President Reagan's pocket veto of ethics bill Nov. 25 is likely to be well-received by those in or considering possibility of, government service. Legislation was aimed at curbing so-called "revolving door" practice in Washington and would have stiffened current lobbying restrictions on exiting administration officials. It was viewed, however, as deterrent to attracting "good" people to government, according to statement released by White House. Reagan, who had until last Friday to sign measure into law, also said it was "excessive and discriminatory." Under bill, former lawmakers and Hill aides would face only one-year lobbying ban, while executive branch employees would be subject to greater restrictions.

'War' closes ABC-NBC gap; ABC wins news

Week nine (ended Nov. 20) went to NBC, with a 15.8 rating and a 25.1 share, but ABC's four nights of *War* and *Remembrance* broadcasts helped give that network a 14.9/23.5 share. CBS closed out the week with a 12.4/19.7.

ABC squeaked by CBS to take the evening news race with an 11.3/20 over CBS's 11.2. NBC came in with a 10.5/19.

Together, the three networks pulled in a combined 43.1 rating, representing 38.96 million households delivered, up from week

eight's 36.25 million.

ABC won two of the four nights it broadcast *War*, Tuesday and Wednesday, but couldn't manage to overtake NBC's Thursday lineup or CBS's Sunday night win. ABC also won Friday night with a 14.1/22.9 average, edging out CBS, which averaged a 13.1/22.4 for the night.

NBC took three nights, Monday, Thursday and Saturday. CBS took Sunday.

1.	27.0/42	N	Cosby Show	25.	15.7/27	A	Monday Night Football	49.	10.5/16	A	Incredible Sunday
2.	24.2/37	N	Different World	26.	15.5/24	N	NBC Tuesday Movie	50.	10.4/18	A	ABC Sat. Movie Special
3.	23.4/39	N	Golden Girls	27.	15.3/23	C	Designing Women	51.	10.2/17	N	NBC Friday Movie
4.	22.7/34	C	60 Minutes	28.	15.3/26	N	227	52.	10.0/14	F	Married... With Children
5.	21.4/31	N	Cheers	29.	15.1/24	C	CBS Sunday Movie	53.	9.8/14	F	America's Most Wanted
6.	20.3/34	N	Empty Nest	30.	14.9/25	A	Perfect Strangers	54.	9.7/16	A	Kenny Rogers Special
7.	20.2/32	A	Growing Pains	31.	14.8/24	C	Dallas	55.	9.5/15	C	48 Hours
8.	20.1/29	C	Murder, She Wrote	32.	14.7/22	C	Murphy Brown	56.	9.0/14	C	Annie McGuire
9.	19.9/31	N	NBC Monday Movie	33.	13.8/25	A	20/20	57.	8.8/15	N	Tattinger's
10.	19.8/31	A	War and Remembrance, 3	34.	13.6/22	A	Mr. Belvedere	58.	8.0/13	C	Van Dyke Show
11.	19.0/29	A	War and Remembrance, 2	35.	13.0/20	C	CBS Reports: JFK	59.	7.9/14	C	West 57th
12.	18.0/27	N	ALF	36.	13.0/20	C	Newhart	60.	7.7/13	A	Trackdown
13.	18.0/27	N	ALF Special	37.	12.9/23	C	Falcon Crest	61.	7.6/12	C	High Risk
14.	18.0/26	N	Dear John	38.	12.8/21	C	People Magazine on TV	62.	7.5/13	C	Dirty Dancing
15.	17.9/27	N	Hogan Family	39.	12.5/19	N	Baby Boom	63.	7.4/11	A	Knightwatch
16.	17.3/28	N	L.A. Law	40.	12.3/18	C	CBS Tuesday Movie	64.	7.3/11	F	21 Jump Street
17.	17.0/26	A	War and Remembrance, 5	41.	12.2/20	A	Just the Ten of Us	65.	6.8/12	C	Raising Miranda
18.	16.8/25	A	War and Remembrance, 4	42.	11.9/20	C	Wiseguy	66.	6.5/11	C	Simon and Simon
19.	16.8/26	N	Unsolved Mysteries	43.	11.8/17	A	Mission: Impossible	67.	5.5/8	F	Gary Shandling Show
20.	16.7/26	N	NBC Sunday Movie	44.	11.6/20	C	Beauty and the Beast	68.	4.4/6	F	Tracey Ullman Show
21.	16.4/28	N	Amen	45.	11.5/17	C	Coming of Age	69.	3.7/6	F	Duet
22.	16.4/25	N	Night Court	46.	11.5/17	N	Magical World of Disney	70.	3.5/6	F	Reporters
23.	16.2/27	A	Full House	47.	11.4/17	C	Equalizer	71.	2.5/4	F	Beyond Tomorrow
24.	15.9/29	N	Hunter	48.	10.9/19	N	Miami Vice				

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Editorials

Redefining local news

As the opening to the annual local television journalism special report points out (see page 63), the term local journalism is something of a misnomer. This year's collection of news and public affairs programming from across the nation contains several proud announcements—with pictures—of the newest addition to the station family: the satellite newsgathering vehicle. It also speaks of formal networks, of the planned pooling of station resources, of the ad hoc, spur-of-the-moment cooperation—sometimes irrespective of network affiliation—that tethers a far-flung story and of the improvised microwave setup that rivals the best of Rube Goldberg but that, with ingenuity and crossed fingers, works. In all this, the city of license has become a base of operations rather than a demarcation of territory.

And when the mountain cannot be brought electronically to Mohammed, Fifth Estaters are not shy about doing the leg work—or plane work—to get a story. A visitor to the wilds of Manchuria in the past 12 months would have found the native Oroquen inhabitants but might also have run into a reporter from Raleigh, N.C. In Ireland, Honduras, Vietnam, the Soviet Union, Italy, Mexico and elsewhere, "local" journalists could be found bringing a piece of the world back home.

But if "local" fails to define the scope of local television journalism, it continues to earmark its commitment to community. To that end, investigations led to the exposing of various ills, including corrupt police departments, shady politicians, apparent miscarriages of justice, fraud and the mistreatment of children, the sick and the elderly. Not content simply to shed light on a host of problems, itself a form of public service, Fifth Estaters, in their public affairs efforts, worked actively to correct those problems. Thousands of pounds of food were collected for the hungry; coats were gathered to warm the needy in winter and fans and air conditioners distributed to cool them in summer; cancer screenings and drug awareness campaigns saved lives; truckloads of hay helped bail out drought-stricken farmers; toys helped make for happier Christmas vacations, while a homework hotline helped make the return to school a little easier.

At home and abroad, in the teeth of a hurricane or on the trail of a cheat, broadcast journalists just keep doing what they do best, and what they do better all the time.

Resurgence

Fifth Estaters who are accustomed to keeping their sights on the year 2000 have a new mark to shoot for: 1995. That's the target date for a new study on media futures commissioned by Blair Television and produced by Wilkofsky Gruen Associates. The results are reported elsewhere in this issue, accompanied by an interview with James Rosenfield, chairman and chief executive officer of Blair TV. Both make absorbing reading.

For those broadcasters who thought rays of hope were out of style, the Blair study holds out a bright one: "Television stations will again enjoy high annual growth rates in the 1990's."

For syndicators there's also good news: "Program syndication will become a major competitor to network programming and a major generator of industry revenues."

For networks the news isn't great but it could be worse: "Network advertising growth will improve despite further erosion in the network audience, but network share of TV advertising will continue to decline."

For cable the verdict is so-so: "Basic cable networks will flourish but pay cable networks will founder."

The Blair conclusions are predicated on the belief that over-

the-air television will remain the one universal medium, capable of reaching virtually every citizen in sight, while cable will be hobbled by an inability to push penetration beyond the 60% mark. (The advent of telephone companies into electronic program distribution—presumably with penetration levels approaching the total TV universe—would admittedly change that scenario, but Blair feels that's too iffy and remote a scenario to affect the by-1995 outlook.) Rosenfield himself believes there's a qualitative difference in programming on the two media, with cable audiences fractionalized far further than broadcast's.

How well the predictions stand up is a matter for time to tell. In the meantime, as broadcasters emerge from a lackluster year, they provide some new marks to shoot for in 1989 and beyond—and reason to believe they can be reached.

Casa de colores

Ted Turner announced last week that he would colorize "Citizen Kane," on the face of it probably the most uncolorizable movie imaginable. It is a decision certain to jerk the knees of past and present film students everywhere. Undoubtedly calculated to create a stir and accrue the attendant promotional mileage, the announcement was pure Ted Turner. Perhaps he was disappointed that much brouhaha did not follow, as it had preceded, the debut of the colorized classic "Casablanca."

It has been some three weeks since that unveiling on WTBS(TV) Atlanta and the sky has yet to fall. "The best 'B' movie ever made" was not somehow unmade by its trip through the computer. Aesthetically, purists who were crying "blasphemy" sight unseen (there were also those who decried sound as the ruination of film) may find the new version too Technicolor for their tastes—the change from the blacks, whites and greys of the old to the occasionally cloying colors of the new does at times suggest a sort of "Wizard of Ricks." Technically, however, the process works. (In some shots, in fact, it is remarkable. Ingrid Bergman in color is alone worth the price of admission.) And there is indication that color may indeed prove a drawing card.

Before the film's airing, Turner held a screening of the colorized film for a randomly selected group of viewers. The response, according to Turner: nine to one in favor of the colorized "Casablanca." We would always wish a black and white original be available to the one, but we would ask that a colorized version also be available to the nine.

"Citizen Kane" excepted, the combination of tinting technology and classic films may yet prove the beginning of a beautiful friendship.



Drawn for BROADCASTING by Jack Schmidt

"It's kind of like syndicated exclusivity. We were only able to syndicate the show to one station."

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