

Broadcasting Jul 7

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Broadcasting Jul 7

NBC affiliates gain in May sweeps CBS details cutbacks Honors for the best in the Fifth Estate

SWEEPS RESULTS □ NBC's prime time win lifts affiliates to victory. ABC affiliates' numbers are up over last year; CBS's are down. **PAGE 35.**

SALES ENCOUNTER □ Network upfront sales about to break. Observers say NBC is in best shape. **PAGE 37.**

MORE BAD NEWS □ CBS/Broadcast Group announces scope of cutbacks; company ponders changes in *Morning News*. **PAGE 38.**

LAUNCHING □ HBO and RCA hope that Satcom K-3 bird, to be launched at the end of the decade, will become the satellite of choice by the cable industry. **PAGE 39.**

SPEECH CURB □ Supreme Court ruling in Puerto Rican case holds that government can curb advertising of legal products. **PAGE 40.**

STATELY CONCERNS □ State Department moves to blunt action taken by Intelsat board in Rio de Janeiro. **PAGE 41.**

AWARDS ROUNDUP □ BROADCASTING's annual survey of the radio, broadcast and cable television and advertising honors bestowed on the Fifth Estate. **PAGES 43-73.**

HELPING OUT □ Noncommercial KCET Los Angeles and Public Broadcasting Service are marketing fund-raising techniques to help other stations. **PAGE 85.**

USIA EXPANSION □ Agency is expanding its Worldnet service in Central and South America.

Programing in Spanish and Portugese began last week. **PAGE 87.**

WORLD VIEW □ International media consultant John Eger says protectionism could hurt expansion of global television medium. **PAGE 87.**

PRESS VICTORY □ Supreme Court rules 7-to-2 that judges presiding over preliminary hearings must open them to the press. **PAGE 81.**

NEWS DIRECTOR PROFILE □ RTNDA survey finds role of television news director more managerial than radio counterpart. **PAGE 80.**

LOCOMOTIVE □ King World's *Wheel of Fortune* and *Jeopardy* finish first and second in May Cassandra rankings from Nielsen. **PAGE 74.**

ON A ROLL □ NBC not only wins prime time week, it wins evening news race as well, ABC is second, CBS third. **PAGE 74.**

ANNIVERSARY OBSERVANCE □ Showtime/The Movie Channel is celebrating its 10th anniversary by attempting to redefine pay television in a world of no subscriber growth. **PAGE 75.**

JAZZ BOUND □ KkGO(FM) Los Angeles planning 24-hour jazz programing network. **PAGE 84.**

THINKING BIG □ Comsat President Marcel Joseph hopes to lead that organization toward major growth and competitiveness in an increasingly deregulated telecommunications environment. **PAGE 111.**

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Either or

Tom Rogers, senior counsel to House Telecommunications Subcommittee, has offered FCC must-carry proposal that he believes more likely to pass constitutional muster than pending industry compromise. According to FCC and industry sources, Rogers's proposal would give cable operators option of adhering to rule much like industry compromise but with new wrinkle for public broadcasters. Cable operators that don't want to do that would be required to provide subscribers with A/B switches providing choice of off-air or off-cable reception and would be prohibited from carrying any broadcast signals.

Second fiddle

Among proceedings reportedly being shunted to slower tracks at FCC because of pressure for action on must carry is effort to provide relief for AM broadcasters. FCC official said Mass Media Bureau had originally planned to complete summary of comments on ways to improve AM service before summer recess, which begins Aug. 7. Now, source said, it doesn't look as if bureau will have time to get summaries to commissioners before end of September.

Maiden flight

Sony's new tubeless CCD Betacam was being readied last week for first network flight. Capacities/ABC crew was to test solid-state camera's low-light prowess during Liberty weekend's Friday night fireworks extravaganza over Manhattan, using it to shoot scenes from roving helicopter.

Smaller fry

Major cost-reduction policy announced by CBS/Broadcast Group last week raises question of what becomes of group's interest in several regional sports networks (Sportschannels in New York and New England, SportsVision in Chicago, Prism in Philadelphia) and pay movie channel, American Movie Classics. Sports properties are owned jointly by CBS, Rainbow Programming Services and Washington Post Co. CBS, Rainbow and Tele-Communications Inc., jointly own AMC. Word is CBS is considering sale of its piece of AMC, now in about 510,000 homes. If that occurs, Rainbow and TCI would probably step up interests

in service to 50% each. TCI is planning major roll-out of service in its systems next year. As for sports interests, CBS will hang on. Of four, New York and Philadelphia channels are profitable, according to source privy to financial numbers. Boston (where two competing sports channels operate) and Chicago channels are still in red, source said.

One hand tied

RKO General Inc. and Fidelity Television's request for FCC approval of settlement agreement under which Westinghouse would acquire RKO General Inc.'s KHJ-TV Los Angeles for \$310 million (BROADCASTING, June 9) is under consideration but is not, according to FCC source, on front burner. There's some speculation that Westinghouse, which opposed FCC initiatives aimed at eliminating fairness doctrine and network syndication rule, may not be in best position to seek deregulatory favors. But FCC source said discussion of item has been confined to "merits" of request.

Third of three

CBS has high hopes this week of finally announcing cost-sharing agreement with affiliates on purchase of Ku-band satellite news trucks. Fifty-fifty split up to \$150,000 from network looks probable ("Closed Circuit," June 23). Plan, if settled, follows months of negotiations and more than half-year after ABC and NBC established similar reimbursement deals.

Hit squads

National Coalition for Minority Broadcasters, National Black Media Coalition and some UHF broadcasters are expected to file petition this week asking FCC to hold en banc hearing on must-carry compromise now pending before agency. (some state and local government officials may also sign petition.) NCMB filed comments in April opposing industry agreement on must carry because it "would limit program diversity and local content as well as seriously imperil the economic viability of minority, religious and public broadcasters by the unfortunate imposition of an arbitrary national decision rule." It feels FCC should consider alternative rule NCMB proposes to insure carriage of

minority, religious and public stations.

Also on must-carry front at FCC, National League of Cities is expected to write FCC Chairman Mark Fowler this week expressing its "concern" about compromise. League says compromise doesn't "take care" of public broadcasting.

Dutch treat

Netherlands publishing and media concern, VNU, N.V., is acquiring 30% of Birch Research Corp., Coral Springs, Fla. Official announcement of purchase is expected this week. Majority control of ratings firm, which was started by company chairman Tom Birch in 1978 as alternative to Arbitron in local radio audience measurement field, will remain in hands of Birch management. VNU move is seen as way to give Birch Research reserve capital for future projects and maintain its aggressive advance in ratings arena. Birch currently has 1,300 broadcasting, advertising and agency clients.

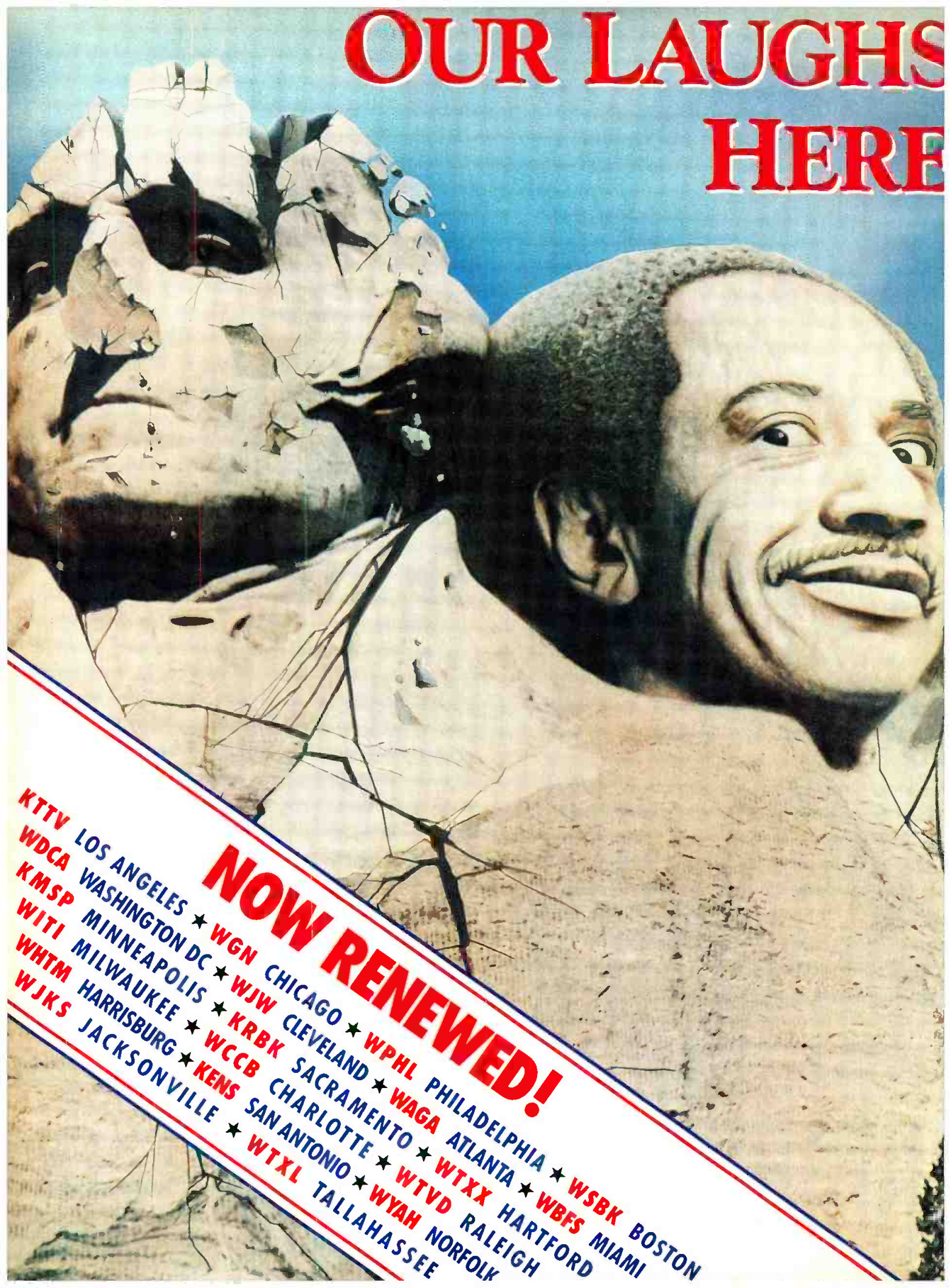
Double or nothing

National Association of Broadcasters decision to package hotel suites for exhibitors at its Radio '86 Management, Programming, Sales and Engineering Convention in New Orleans, Sept. 10-13, with half-page ad in convention program at one price of \$750 has met resistance. NAB received five letters, most from brokers, complaining about cost of suites. Last year charge for suites (\$350) and ads (\$425) were separate and could be bought separately. NAB said it thought package would be more appealing.

'Newsfeed's' new feed

Sources say that All American Television is ready to announce offering of *The Newsfeed Network*, now produced and distributed by Group W, on cash basis. All American president, George Back, is former vice president and general manager of station sales at Group W. *Newsfeed*, going into its sixth year, is Ku- and C-band satellite-delivered feed of live and taped news and features for stations to use in local news and public affairs programming. Group W will continue to produce *Newsfeed*, which is now seen in 75 markets. Group W is also planning to give All American its other satellite-delivered news service, *The Entertainment Report*, to sell.

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Bell accountability

The National Cable Television Association, in comments filed at the FCC last Monday, contended that the FCC's proposed separate accounting procedures for the regional Bell operating companies would not prevent them from using revenues from their regulated businesses to subsidize their entry into enhanced telecommunications and other competitive businesses.

Cable is a provider of "enhanced services," a user of the telephone companies' transmission facilities and a potential provider of "specialized nonvideo transmission services," the NCTA said. "If the commission adopts procedures that do not result in the effective policing of cross subsidization of competitive services by monopoly telephone revenues, the cable industry may be subject to competitive injury in each of these capacities," it said.

The NCTA asked the FCC to allow separate accounting procedures instead of separate subsidiaries for regulated and nonregulated businesses only when it was clear the separate accounting would result in no cross subsidization.

According to the NCTA, "regulatory safeguards" are needed because RBOC's may be tempted to shift costs from unregulated, competitive businesses to regulated businesses to support lower prices in the former. "The commission's responsibility to protect the public against cost misallocations... is central to its regulatory role," it said. The RBOC's shareholders, not their ratepayers, should bear the risk of entering competitive businesses, it said.

FCC oversight of the RBOC remains essential to insure "the efficient operation of telephone service markets," the NCTA also said. "Competition alone, in its present state, cannot do the job."

Civics lesson

The Cable Communications Policy Act of 1984 didn't come cheap.

According to the National Cable Television Association's 1984 tax filing, NCTA spent an extra \$1.2 million during the year to win passage of the act. The act, which became law in December 1984, stripped municipalities of much of their regulatory authority over cable.

The money shows up in the tax return as an expense item called the Cable Deregulation Project. According to NCTA spokesman Steve Tuttle, much of the money was spent to hire outside consultants, lawyers and lobbyists who helped NCTA develop its positions, negotiate revisions in the legislation and guide the bill through Congress and onto the President's desk.

Despite the additional expenses associated with the act, NCTA showed a slight surplus for the year with revenues and expenses both coming in around \$9.4 million. That the books balanced for the year was no

accident. In November 1984, the NCTA board raised an additional \$1 million by assessing members an extra 20% of their 1984 dues (BROADCASTING, Nov. 19, 1984).

The income tax report also shows that Jim Mooney, who took over as president of the association in mid-1984, received \$212,083. However, Tuttle said that a "significant" portion of the amount was deferred compensation that Mooney earned in earlier years as executive vice president. According to NCTA's 1983 return, Mooney received \$128,333 and "gained rights to deferred compensation" of \$35,260. Tuttle said he didn't know what perquisites went with Mooney's job.

Between 1980 and 1984, according to tax filings, the NCTA's revenues and expenses have risen more than 150%. Revenues went from \$3.69 million in 1980 to \$9.48 million in 1984, while expenses went from \$3.58 million to \$9.35 million. According to Paul Kagan & Associates, cable industry revenues rose nearly 250% from \$2.2 billion to \$7.7 billion over the same five-year period.

Cable award

American Television and Communications' Queens, N.Y., cable franchise has awarded an estimated \$10-million, four-year contract for addressable cable equipment to General Instrument Corp.

The cable system, now under construction by ATC's American Cablevision of Queens (ACQ), will serve approximately 270,000 homes in the New York borough. Installation of the gear, which includes Tocom Plus 5503-VIP baseband addressable converters, a Micro-ACS addressable con-

trol system and HVP-III video processors, is scheduled to begin next fall, according to GI's Dallas-based Tocom division. Deliveries will continue for the next four years.

According to ACQ General Manager Barry Rosenblum, the GI equipment was selected because of its VCR compatibility, as well as the 550 mhz tuner's channel expansion capability. The system also allows for an optional impulse pay-per-view module.

Sifting through Preferred

What effect will the Supreme Court's decision in the *Preferred* case have on the cable industry, specifically on such issues as franchising, access and must carry? The answer depends on who is asked. The Media Institute and The American Cable Publishers Institute asked a number of interested parties. Their answers, provided in four panel sessions, constituted a day-long conference on the repercussions of the court's unanimous decision sending the case back to Los Angeles district court (BROADCASTING, June 9) on the grounds that cable systems' activities "implicate First Amendment interests."

The *Preferred* decision came out of the city of Los Angeles's denial in 1982 of *Preferred*'s franchise request, citing the cable company's failure to participate in a competitive franchising process. *Preferred* countered in court that the "auction" violated the antitrust laws and its First Amendment rights. *Preferred* argued, in part, that the city's denial of its franchise request when the utility company's poles could accommodate the wires of both the city's choice and *Preferred*'s infringed on *Preferred*'s free speech.

During the seminar, lawyers, regulators

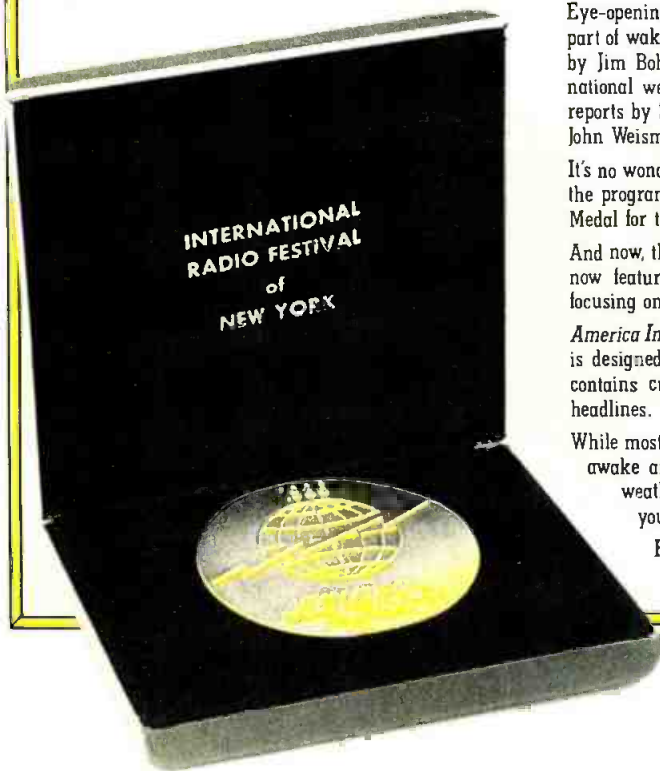


'Preferred' panelists. Participants in the Media Institute's all-day seminar, "The Cable Industry After 'Preferred': What Happens Next?" included (l-r): William E. Lee, American Cable Publishers Institute, moderator; Richard Berman, partner, LeBoeuf Lamb Leiby & MacRae, New York; Harold Farrow, Farrow, Schildhouse & Wilson, Oakland, Calif.; Stuart Gold, Cravath, Swaine & Moore, New York; Peter Smoot, Rintala, Smoot, Jaenicke & Brunswick, Los Angeles, and Betty Ann Kane, District of Columbia council member.

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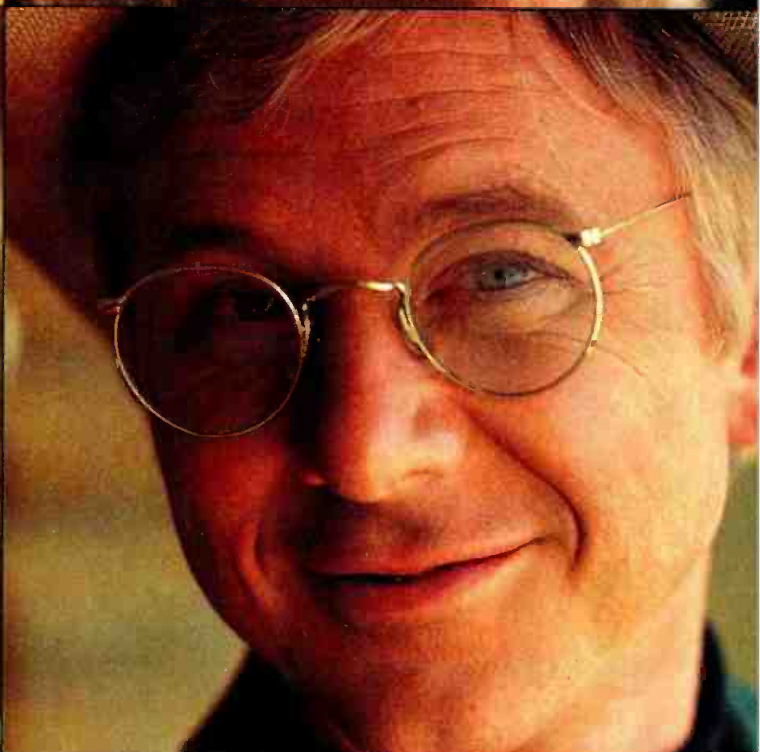
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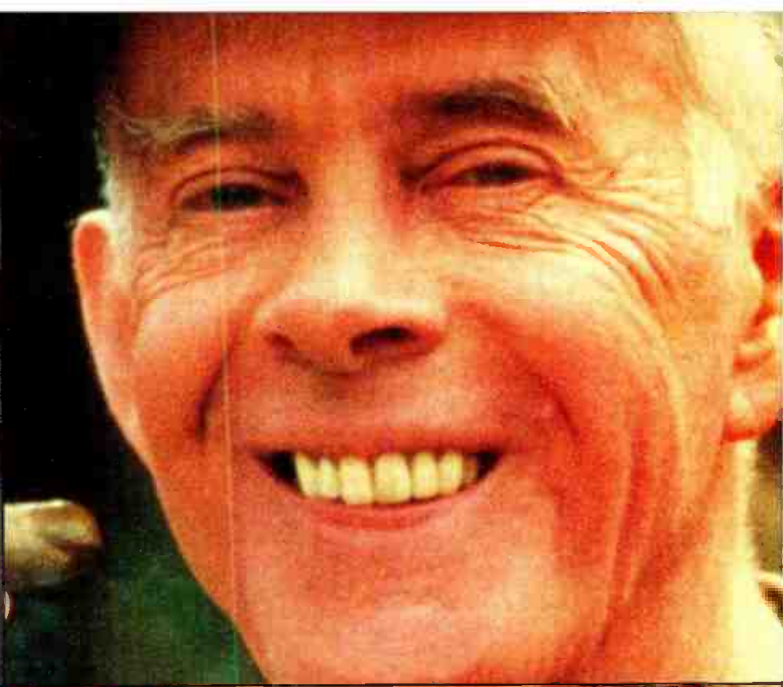
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and association executives on both sides interpreted the decision as supporting, to greater or lesser degree, their positions on issues ranging from must carry to contract modification clauses of the Cable Act. *Preferred* was used as a jumping-off point to discuss the various rights and responsibilities of the cable industry, but panelists acknowledged that *Preferred* did not provide a definitive guide to what those rights and responsibilities are in the eyes of the court.

The panel on franchising and renewal typified the range of views. Harold Farrow, Farrow, Schüdhaue & Wilson, who argued the case before the Supreme Court for *Preferred*, downplayed the First Amendment issue, taking as a given that cable held First Amendment status equal to other media and characterizing the case as a "simple concept of competition in the commerce of ideas." He characterized some cities as "a herd of jackals waiting to move in and take advantage... by controlling who can get to be, how long they can be a publisher, and control what is published." Representing the cities' point of view was Betty Ann Kane, chairman of the Washington city council's committee on cable television. Kane said that what was at stake in the case was neither competition nor the First Amendment, but "whether or not the city in granting the right to a private commercial enterprise to use the public rights of way had any legitimate interest in putting any terms and conditions on that." She said that as a city official after *Preferred*, "we still have very legitimate public interests that get balanced against First Amendment rights."

Richard Berman, former general counsel, Warner Amex Cable Communications, and now partner in LeBoeuf Lamb Leiby & MacRae, New York, said the case poses the question: "What is cable television?" but does not really answer it. "Cable television is emerging as an industry and as a media form and it is not yet clear and certainly was not clear to the court what all the attributes of that industry are, and consequently, the court said, we don't know and we can't tell you what the First Amendment implications of the cable business are."

Plan for success

Cable operators have to improve their marketing, said Adam Stagliano, senior vice president, The Yankelovich Group, and, to

do that, they have to better understand today's consumer.

Speaking at the Cable Television Administration and Marketing Society's annual meeting two weeks ago, Stagliano said consumers now look for quality and "price-value" in products above all else.

But, according to Stagliano, there are other forces at play in a consumer's decision-making process, including the desire for choices and control. And, because of the "focus-on-self ethic" prevalent during the 1960's and the 1970's, he said, consumers now place a "very high premium" on self-fulfillment, self-expression and self-gratification. Product and brand selection has become more personalized, becoming "the vehicles" to express one's individuality, he said.

"Pragmatism is the core commitment of social change and consumer values in the 1980's," Stagliano said. That means being "cost-effective," he added, which doesn't necessarily mean a search for the lowest price. Rather, consumers have come to believe in what Stagliano called "quality thrift"—the belief that good quality and choices can be had for "an acceptable price."

What all of this means for marketers—and especially those in the media, Stagliano said, is that they must now compete in a "more pluralistic, more fragmented market, driven by highly individualized consumer demand." Also, while consumers want a variety of choices, they also want to reduce "the clutter and the complexity that come with having more choices," Stagliano said.

He said that those in the media should look for consumers to scrutinize more closely which media they choose. It is, in a sense, a "Do I really need it, do I really use it and can I get it elsewhere?" kind of syndrome," Stagliano said, adding that those trends could "apply very cleanly... to many of the pay movie channels." He said also that "for the cable pay business" there is a monthly reminder of what the consumer is getting "and therefore a monthly opportunity to not renew."

Marketers should also be aware of the issue of "media content versus media experience," Stagliano said. Viewing movies in home via VCR, pay or pay-per-view is "essentially a different kind of experience" from watching a movie in a theater or auditorium, he said. Each has its specific benefits and shortcomings, he said, adding that one

reason why teletext or videotex has not caught on "anywhere near" some earlier projections, is because picking up a newspaper is a different kind of experience than reading the same paper on an alphanumeric screen. Stagliano suggested that the cable industry examine "exactly what the nature of the pay experience is [and what] the nature of the cable viewing experience is, contrasted with [their] competitors in terms of broadcast or out of home."

The industry should "continue to look for a diversification of programing demands in the media information and entertainment arena" as well, he said, adding that personalization and targeting smaller segments of a given market may be strategies marketers will consider when trying to reach customers.

Targeting individual services, packages and benefits and tailoring them "to special needs and special interests" is "pivotal" to retaining old customers, as well as acquiring new ones, Stagliano said. Also, the media should focus on "retention marketing efforts" to hold on to existing customers. How the cable industry "packages" price increases following rate deregulation, will be "critical" as well. Stagliano said.

Nittany Lion gala

The 100th anniversary of football at the Pennsylvania State University will be celebrated with three galas, 100 30-second radio and television tributes and a one-hour special, *Penn State Football: A Century of Excellence*, to be broadcast on ESPN. The celebrations, to be held July 24, 25 and 26, in Hershey, Pittsburgh and Philadelphia, respectively, will feature Bob Hope and numerous former players, alumni, guest coaches and "friends of Penn State." In addition, players, Penn State administrators, coaching staff and corporate representatives will be featured in 30-second tributes to be aired on more than 75 radio and TV stations in Pennsylvania, West Virginia, New Jersey, New York and Connecticut. The spots, produced by Pittsburgh-based Total Communications Systems, will begin airing in late July and will continue through the 1986 PSU football season. Highlights of the galas, footage of past games and interviews with the school's football coach, Joe Paterno (below), and Penn State football fans will comprise the special to air at 6 p.m. NYT on Aug. 23 on ESPN. The Philadelphia celebration will be uplinked live, via satellite, to alumni groups around the world.



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THIS Fall.

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116 Episodes - THIS Fall.



Another Off-Network Comedy Hit From

EMBASSY

EMBASSY TELECOMMUNICATIONS - A UNIT OF *The Coca-Cola Company*

TV ONLY

Anheuser-Busch □ Company will test Saratoga Naturally Yours Sparkling mineral water in first TV advertising campaign in 12-week flight beginning in mid-July in New York, Philadelphia, Baltimore and Cincinnati. Commercials will be slotted in all dayparts. Target: adults, 25-54. Agency: Bloom Advertising, Dallas.

General Mills □ Betty Crocker Suddenly Salad, dry boxed salad mixes, has begun test campaign in Atlanta, Minneapolis, Nashville and Birmingham, Ala. Commercials will be carried in all dayparts. Target: women, 25-49. Agency: Campbell-Mithun, Minneapolis.

Nevada Savings □ Financial Services campaign begins nine-week flight July 28. Spots air in Reno and Las Vegas during morning, early and late fringe and late prime dayparts. Target: adults, 25-54. Agency: Doyle Dane Bernbach, San Francisco.

Pizza Hut □ Three-week promotional flight for chain's Italian sausage breaks this week. Spots will air in Greenville, N.C.; Spartanburg, S.C., and Ashland, Ky./Nashville. Campaign uses fringe and prime dayparts. Target: adults, 18-49. Agency: Austin Kelley Advertising, Atlanta.

Denny's Restaurants □ "Summer Breakfast Sale" will begin eight-week this week. Promotions will be in 12 markets, including Orlando-Daytona Beach and Tampa-St. Petersburg, all Florida. Dayparts will be mixed. Target: adults 25-49. Agency: Western International Media, Atlanta.

Reed Union □ Campaigns in 55 markets, including Dallas and Cincinnati, for Nu-Vinal/Nu-Finish will break in staggered weeks beginning this week. Flights run three to four weeks and air primarily in day and fringe dayparts. Target: men, 25-54. Agency: A. Eichoff & Co., Chicago.

Flav-O-Rich □ Premium Ice Cream, Rich & Creamy to break four-week flight in 10 southeastern markets, including Orlando-Daytona Beach, Fla. Spots air in day and fringe dayparts. Target: women 35-54. Agency: D'Arcy Masius Benton & Bowles, Atlanta.

RADIO ONLY

MasterCard □ In its first use of radio in

eight years, company is promoting its Travelers Cheques in 22 key markets in series of flights running through summer. Current two-week flight began last week and will be followed by another two-week effort on July 28 and three-week flight on Aug. 25. Three new commercials produced by Bert Bars & Kirby, Hollywood, feature actor James Coburn in humorous vignettes. Spots will be carried in all dayparts. Target: adults, 25-

54. Agency: Wm. Esty Co., New York.

King Richard's Faire □ Re-created Renaissance fair, replete with jousting exhibitions and handicrafts of period, will be advertised for seven weeks, starting in early July. Fair will be held on border of Illinois and Wisconsin and promoted in Chicago and Milwaukee. Commercials will run in all dayparts. Target: adults, 25-49. Agency: Smith Badofsky & Raffel,

AdVantage



Chicken introduction. National introduction of Wendy's Crispy Chicken Nuggets broke on network radio and television over July 4 weekend and national effort is expected to cost about \$10 million. "Celebrate" campaign was created by Lockhart & Pettus, New York, black-consumer advertising agency, as nationwide network television and radio campaign for general market. Commercials are appearing in all dayparts. Target: adults, 25-49, children and teen-agers. Placement agency: DFS Dorland Worldwide.

Agency-client rapport report. Survey conducted among top executives of nation's 100 largest advertising agencies and senior executives of top 200 advertisers indicates that four elements form relationship between agency and client that results in outstanding advertising. Survey, conducted by mail by Nancy L. Salz Consulting, New York advertising management firm, lists crucial elements as follows: skills of both advertiser and agency; personnel standards set by advertisers; good communications between advertiser and agency, and limited number of advertiser approval levels.

Winning trio. Gold awards were presented to three television advertisers that were judged winners in eighth annual Television Bureau of Advertising/Public Utilities Communicators Association Better Communications Contest. They were singled out for their outstanding TV advertising. Winner in Class A (500,000-plus customers) was Pacific Power & Lighting Co., Portland, Ore., for educational campaign. Top honors Class B (250,000 to 500,000 customers) went to South Carolina Electric & Gas Co, Columbia, S.C., for corporate social responsibility advertising effort. Class C winner (under 250,000 customers) was Washington Water Power Co., Seattle, for campaign to save on energy costs.

Vendor advertising. Television Bureau of Advertising has produced videotape presentation titled "Vendor Support Programs: A Proven Strategy For Success." Copies are available to members at \$50 and to nonmembers at \$100. Thirty-minute tape shows how retailers and broadcasters can collaborate in setting up vendor support program in which manufacturer supplies funds. Tape stresses that retailers and broadcasters must work together as partners to devise marketing strategy that will appeal to vendor. Videotape also points out that stations should give retailers information on progress made by promotion and provide affidavits of performance in form of tearsheets and cassettes.

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COVERAGE!



Rep Report

KTNV-TV Las Vegas: To Petry Television from MMT Sales.

□

WTVK-TV Springfield, Mo.: To Petry Television from Independent TV Sales.

□

KMTR-TV Eugene, Ore.; KDRM-TV Medford, Ore., and KBTU-TV Anchorage: To Northwest Television Sales from S/R Reps.

□

WZFM-FM Fayetteville, N.C.: To Hillier, Newmark, Wechsler & Howard (new station).

□

WPXT(TV) Portland, Me.: To Independent Television Sales (station scheduled to go on air in September).

□

KARN(AM) Little Rock, Ark.: To CBS Radio Representatives from Torbet Radio.

□

WEAS-FM Savannah, Ga.; KRNB(AM) Memphis: To Masla Radio from Select Radio.

□

KFMD-FM Des Moines-Pella, Iowa: To Masla Radio from McGavren Guild.

□

WSEY(FM) Sauk City, Wis.: To Masla Radio from Roslin Radio.

Chicago.

Martlett Importing □ Four-week flight is set for early August in various markets, including New York, Atlanta, Philadelphia, Cleveland and Tampa, Fla. Commercials will be presented in all time periods. Target: men, 25-49. Agency: HBM/Creamer, Boston.

RADIO & TV

Bank of America □ Four-week flight is scheduled to begin on July 21 in about 12 markets, including San Diego and Los Angeles. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Allen & Dorward, San Francisco.

Rogers & Hollands □ Jewelry retailer kicks off campaign in five markets for three weeks starting this week. Commercials in first wave will run through early August and will be scheduled in all dayparts. Target: adults, 25-49. Agency: Smith Badofsky & Raffel, Chicago.

Noxell Corp. □ Company will introduce new Clarion cosmetics via network campaign in November in campaign costing about \$1 million per month. Usage of spot radio is being considered. Commercials will appear in all dayparts. Target: women, 18-49. Agency: SSC&B: Lintas Worldwide, New York.

July 28

State of the Art:
Radio

A Broadcasting
Special Report

Up With
RADIO

If you sell or service the billion-dollar radio business, you belong in BROADCASTING's July 28 issue.

Advertising deadline, July 21

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Founded 1931. Broadcasting-Television * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ * Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.

A radio advertising commentary from William Weaver, partner, Davis/Weaver Broadcasting Group, San Jose, Calif.

Breaking out the books to improve radio buying

It's no secret to the radio industry that sizable advertising dollars spell success. A healthy portion of these dollars is controlled by agency media buyers. They buy radio time based on the market share and ratings from the bible of the trade, the Arbitron rating books.

When fluctuations occur in these ratings, or new criteria are developed, we get a domino effect that influences the entire industry. I've kept a close eye on the Arbitron books during the many years I've been in radio—testing, expanding, and at times challenging Arbitron's methodologies.

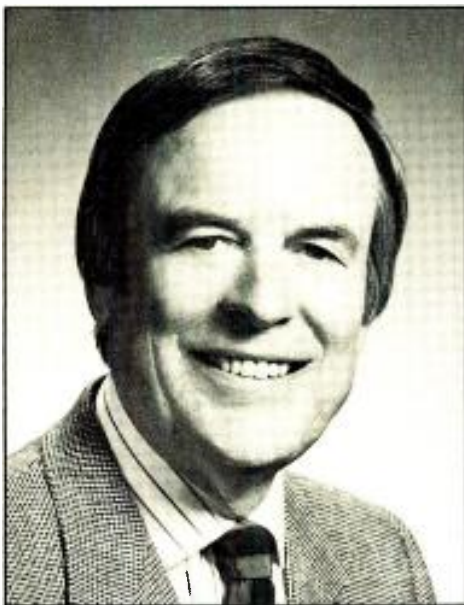
As a result, I think I've come up with a new way to evaluate the relationship of "time spent listening" and "places spent listening" that stretches conventional theory. The basis for my proposal comes from Arbitron Information on Demand (AID), which is available to radio stations but not necessarily to media buyers.

I've been after Arbitron for a number of years to elaborate further on certain rating categories, particularly in "places of listening." They provide this now through AID. I believe strongly that radio media buyers are going to be very interested in this places of listening information, and I think it will change the complexion of media buying.

One of the most important elements to look at when buying radio time for any station is the three places of listening—the home, the car and other. Each of these three places differs in the amount of audience it commands and the time spent listening.

Arbitron has just recently started supplying us with the ratings for home, car and other. Before, all we got were home and out-of-home, the latter combining car and "other."

Listening in the car, according to the AID run, has the most audience, up to two-and-a-half times more people, but with the least time spent. So it has the least influence on the quarter-hour in the Arbitron book. (Quarter-hour/average quarter-hour persons—The estimated number of persons who listened to a station for a minimum of five minutes within a quarter-hour. The estimate is the average of the reported listening in the total number of quarter-hours the station was on the air during a reported day part. Average quarter-hour rating—The average quarter hour persons expressed as a percentage of the universe.) At the opposite end of the spectrum is the "other" category, which has the least audience, but the most time spent listening. So it commands much greater influence on the quarter-hour. The third category, in-home, falls somewhere be-



William H. Weaver has been a partner in the Davis/Weaver Broadcasting Group, a San Jose, Calif.-based radio group that owns KLOK-AM-FM San Jose; KWIZ-AM-FM Santa Ana, Calif., and KFIG-AM-FM Fresno, Calif., since 1963. Before that he spent 10 years as salesman and sales manager at radio stations in Sacramento, Calif.

tween these two.

With Arbitron's former method, car and other were lumped together in the out-of-home category showing a combined rating. This makes very little sense, considering they're opposite in amount of audience and time spent listening—really two different animals. How could Arbitron possibly come up with accurate figures?

Understanding the relationship of the average quarter-hour rating in each of these two categories—home, car, other—is a new twist for radio media buyers. Traditionally, they have bought the quarter off rating points, using the Arbitron ranking to get this information. But the Arbitron ranking is actually made up of the three places of listening. If you add the quarter-hour for all three places of listening, it equals the Arbitron average quarter-hour.

If a buyer continues to buy just off the overall Arbitron ranking, then he or she will not be knowledgeable about the three places of listening rankings and, subsequently, where, and to what degree the audience is listening.

Let's say a buyer purchases time on Station X, which is ranked third in the Arbitron rankings. By picking one of the top three stations, the buyer assumes he's getting the best audience spread. But then the buyer looks at the breakdown for the three places

of listening for Station X and how they're ranked. He finds Station X ranks first in other, fifth in car and 10th in home. This buyer assumed he was safe in buying Station X and that he would get the best results for his client's dollars. But indeed what he's bought is a station that's first in other, which is the category that has the smallest audience, and only fifth in car, which is the category that has the most audience. So this supposedly savvy buyer isn't really hitting the target.

The point is, simply, you don't really know what you're buying if you just stick to the overall Arbitron quarter-hour rating. You have to look deeper. You have to look at the breakdown in the three places of listening. This is what I call a "balanced buy."

How will buyers feel about this new information? When I presented it to some New York and Los Angeles buyers, they were very enthusiastic. They felt there would be tremendous advantages to ranking the three places of listening since they would be able to see how stations compare in the major geographical markets. Up to this point, they've had no way of knowing the percentage of audience accounted for in these three categories.

These rankings will eliminate the guesswork in network buys, which was one of their primary concerns. Each time a buyer evaluates various stations in the major markets, he or she can refer back to the rankings in these three places of listening. Thus, the buys will be more accurate, better balanced and more effective for the client.

The only negative I see is that it may take buyers a little more time, because they now have three rankings instead of one to consider. But I think it's worth the trade-off in time, since they'll be able to assess the average quarter-hour in the home, car and other. Most buyers use rankings—that's how they put together a buy. I suggest they rank according to the demo they want and create three rankers—the home, car and other—instead of one.

Some time in 1987, Arbitron should have the places of listening information in its book and available to media buyers.

As for future projects, a number of us would like to see Arbitron break out the "other" category more thoroughly. We really don't know what is in the "other". We suspect, for the most part, that it covers time spent listening in the office. But it could be time spent on the street, at the beach, in restaurants, retail stores and so forth. I think it's imperative that we know what's in this category, because it scores so high on the average quarter-hour and, consequently, heavily influences media buying. But right now no one can tell you the other facts about "other" with any accuracy.



WHAT A YEAR WE'VE HAD...

VIACOM PRODUCTIONS

RETURN TO MAYBERRY

Starring Andy Griffith, Ron Howard, Don Knotts, and Jim Nabors.
Executive Producers: Andy Griffith, Dean Hargrove, and Dick Linke.
Director: Bob Sweeney. Writers: Harvey Bullock and Everett Greenbaum.
Seen by 46 million viewers. The season's Top-Rated TV Movie.

49 SHARE

PERRY MASON RETURNS

Starring Raymond Burr, Barbara Hale and William Katt.
Executive Producers: Fred Silverman and Dean Hargrove.
Director: Ron Satlof. Writer: Dean Hargrove.
Was the Number One Movie-of-the-week,
Second only to "Mayberry" in the season's ratings.

39 SHARE

PERRY MASON CASE OF THE NOTORIOUS NUN

Starring Raymond Burr, Barbara Hale and William Katt.
Executive Producers: Fred Silverman and Dean Hargrove.
Director: Ron Satlof. Writer: Joel Steiger.
Was another ratings buster... the third highest TV movie of all time.

42 SHARE

DIARY OF A PERFECT MURDER

Starring Andy Griffith.
Executive Producers: Fred Silverman and Dean Hargrove.
Director: Robert Day. Writer: Dean Hargrove.
Launched a terrific new series on NBC... "Matlock"

33 SHARE

EVERY SHOW — A RATINGS RECORD BREAKER!

IT'S ONLY THE BEGINNING!

T H R E E N E W S E R I E S

MATLOCK

Starring Andy Griffith and Linda Purl.
NBC

EASY STREET

Starring Loni Anderson.
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A syndicated comedy series
in association with Primetime Entertainment.
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Gore Vidal's
LINCOLN

A C B S M O V I E

A PRISON FOR CHILDREN

Starring John Ritter and Betty Thomas.

T H R E E N E W

PERRY MASON MOVIES

H O M E B O X O F F I C E

REALLY WEIRD TALES

An half-hour comedy anthology series
featuring Joe Flaherty, John Candy,
Martin Short, and Catherine O'Hara.

V I A C O M P R O D U C T I O N S

This week

July 7-10—*North American Television Institute* seminar. Palmer House, Chicago. Information: (800) 248-5474.

July 7-12—*American Film Institute* workshop in film and television documentation for researchers, educators and librarians. AFI campus, 2021 North Western Avenue, Los Angeles, 90027. Information: (213) 856-7600.

■ **July 9**—*American Women in Radio and Television, Florida Hurricane chapter*, meeting, examining Tampa, Fla.'s campaign, "Next Great City." Lincoln hotel, Urban Center, Tampa.

July 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John T. Lazarus, VP-advertising sales, Fox Broadcasting Co. Copacabana, New York.

July 10-12—*National Federation of Local Cable Programmers* 10th anniversary annual conference. Sheraton Palace hotel. San Francisco.

July 10-12—*Colorado Broadcasters Association* summer convention. Keystone Lodge, Keystone, Colo.

July 12-13—*Florida Associated Press Broadcasters* 38th annual meeting. Club Lake Villas, Walt Disney World, Orlando, Fla.

Also in July

July 13-16—*New York State Broadcasters Association* 25th executive conference. Sagamore Resort hotel, Lake George, N.Y.

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PRECIOUS PRODUCTS

CORPORATION
366 Fifth Ave., New York, NY 10001
(212) 947-4930

July 13-18—*Television Bureau of Advertising-Harvard* general sales managers program. Stouffer's Bedford Glen hotel, Bedford, Mass.

July 13-19—*National Association of Broadcasters* management development seminar for television ex-

ecutives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5362.

July 15-17—*Community Antenna Television Association* annual convention. MGM Grand hotel, Reno. Information: (703) 691-8875.

Stay Tuned

A professional's guide to the intermedia week (July 7-July 13)

Network television □ **ABC**: "Man About Town", an *ABC Comedy Special* starring Daniel Stern and Jane Modean, long-time bachelor meets the girl of his dreams, Friday, 9:30-10 p.m.; *U.S. Women's Open Golf Championship*, live coverage of third and fourth rounds, from NCR Country Club, Dayton, Ohio, Saturday, 2:30-4:30 p.m. and Sunday 3:30-6 p.m. **CBS**: *The Burger Years*, interview with former Chief Justice Warren Burger by Bill Moyers, Wednesday, 8-9 p.m. *The Tour de France Bicycle Race*, analysis and commentary by Gil Clancy, Sunday, 4-6 p.m.; **PBS**: *Soundings*, four-part series, profiles contemporary composers Joseph Schwantner, George Rochberg, Walter Robinson and Harry Somers and their works, Monday, 10:30-11 p.m.; *Growing up with Rockets*, one woman's experience of the U.S. space program, growing up in the boom town of Cocoa Beach, Fla., Wednesday, 9-10 p.m.;



Gladys Knight, Patti LaBelle and Dionne Warwick on HBO

Network radio □ **CBS**: "Conversations with Chief Justice Warren Burger", special in the weekly *NewsMark* series, interview by Bill Moyers, Friday, 2:30-3 p.m.

Cable □ **Arts & Entertainment**: *International Film Festival*, premiere of eight-week series, starting with 1981 Academy Award winner "Moscow Does Not Believe in Tears," Thursday, 8-11 p.m. **HBO**: *Sisters in the Name of Love*, Patti LaBelle, Dionne Warwick, Gladys Knight, music and talk, Saturday, 10-11 p.m.

Play It Again □ **ABC**: *Running*, Michael Douglas has a chance at the Olympics, but at what cost, Saturday, 9-11 p.m.; "Chapter Two," James Caan and Marsha Mason star in comedy of love the second time around, Sunday, 9-11:45 p.m.; **CBS**: "The Cowboys," John Wayne and 11 'green horns' make a 400-mile cattle drive, Saturday, 8:30-11 p.m.; *Amos*, Kirk Douglas is a former minor league baseball player confined to a nursing home, with Elizabeth Montgomery, Sunday, 9-11 p.m.; *60th Anniversary of the Grand Ole Opry*, more than 100 stars celebrate the world's longest running radio show, rebroadcast of Nov. 21, 1985, Thursday, 9-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, features original episodes plus never before broadcast cartoons, through Sept. 18. *Vision of Ernie Kovacs*, exhibit featuring screenings of 50 comedy programs, through Sept. 4. Information: (212) 752-7684.

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(in GA 404-441-2222)

Midwest Region 1-800-323-4826
(in IL 312-569-3500)

Southwest Region 1-800-527-0804
(in TX 214-243-2537)

Western Region 1-800-241-7695
(in CA 213-636-0101)

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Major Meetings

July 23-25—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Aug. 26-29—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 10-13—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association*, *Institution of Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Society of Motion Picture Engineers*, *Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center.

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York; and Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 26-29—*Association of National Advertisers*

annual convention. Homestead, Hot Springs, Va.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 7-11, 1987—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles; and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

Feb. 1-4, 1987—*National Religious Broadcasters* 44th annual convention. Sheraton Washington.

Feb. 6-7, 1987—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville; and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

March 25-28, 1987—*American Association of Advertising Agencies* annual convention. Boca Raton

annual summer meeting. Shangri la, Afton, Okla.

July 19-22—30th annual *Television Programming Conference*. Four Seasons hotel, San Antonio, Tex. Information: Diane Appleyard, (904) 432-8396.

July 20-24—*National Federation of Community Broadcasters* public radio training conference, "Reaching New Heights, Training for Excellence in Public Radio," hosted by KUGS-FM and Northern Sound Public Radio. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

July 20-26—*National Association of Broadcasters* management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

July 21-23—Program on cellular radio, offered by *University of Wisconsin-Madison, College of Engineering*. UW, Madison, Wis. Information: (608) 262-1299.

July 23—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Mary Alice Williams, VP, CNN, New York bureau. Copacabana, New York.

July 23-25—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

July 23-25—*Wisconsin Broadcasters Association* annual summer convention. Fox Hills Resort, Mishicot, Wis.

hotel and beach club, Boca Raton, Fla.

March 28-April 1, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

March 29-31, 1987—*Cabletelevision Advertising Bureau* sixth annual conference. New York.

April 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 21-27, 1987—23rd annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 26-29, 1987—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt New Orleans.

May 17-20, 1987—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

June 10-13, 1987—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14, 1987—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles; and June 21-25, 1989, Renaissance Center, Detroit.

June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

July 24—*Private Satellite Network* seminar on market for private business television networks. Parker Meridien hotel, New York. Information: (212) 213-7637.

July 24—*Women in Cable, Atlanta chapter*, breakfast, Downtown Ritz-Carlton, Atlanta.

July 25-29—Second world conference of community-oriented radio broadcasters, sponsored by *AMARC II*. Vancouver, B.C. Information: (202) 797-8911.

July 26—"The Business of Television: The People Who Make It Work," seminar sponsored by *Long Island University's Southampton campus*. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Oster, (212) 628-0385.

July 27-29—*California Broadcasters Association* summer convention. Speakers include California Chief Justice Rose Bird; Senator Alan Cranston (D-Calif.) and challenger to Cranston's seat, Congressman Ed Zschau; California Governor George Deukmejian and his challenger, Los Angeles Mayor Tom Bradley; National Association of Broadcasters President Eddie Fritts, and FCC Commissioner Dennis Patrick. Hyatt Regency, Monterey, Calif.

July 28-31—*North American Television Institute* seminar. Westford Regency Inn, Boston. Information: (800) 248-5474.

July 28-Aug. 2—*Development Exchange*, 10th annual seminars and workshops for public radio development professionals. Hyatt Regency, Cambridge, Mass. Information: (202) 783-8222.

July 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Joseph Wallach, founder and general manager, KVEA-TV Los Angeles, on "Growing Importance of Spanish Language TV." Copacabana, New York.

■ **July 31**—Deadline for entries in World Hunger Media Awards, for "members of the media who have made significant contributions to bringing public attention to the critical issues of world hunger," founded and sponsored by performers *Marianne and Kenny Rogers*. Information: World Hunger Year, 350 Broadway, New York, 10013.

July 31-Aug. 1—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich.

July 31-Aug. 1—*Broadcast Financial Management Association* board of directors meeting. Westin hotel, Tabor Center, Denver.

■ **July 31-Aug. 2**—*Idaho Broadcasters Association*

July 16—*Ohio Association of Broadcasters* programmers workshop. New Holiday Inn Convention Hotel, Columbus, Ohio.

July 16—*Caucus for Producers, Writers and Directors* 19th annual general membership meeting. Chasen's restaurant, Los Angeles.

July 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bob Chandler, managing editor, NBC's *1986*. Copacabana, New York.

July 17-19—*Montana Cable Television Association* 27th annual convention. Grouse Mountain Lodge, Whitefish, Montana. Information: Tom Glendenning, (406) 586-1837.

July 17-19—*Louisiana Association of Broadcasters* radio-TV management session. Keynote speaker: Representative Buddy Roemer (D-La.). Regency hotel, Shreveport, La.

July 17-20—*National Federation of Community Broadcasters* public radio transmission training seminar. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

July 17-20—*Alaska Public Radio* mid-level news producer and reporter training workshop, in conjunction with KUMD-FM and WSCD-FM Duluth, Minn. Information: (907) 563-7733.

July 18-20—*Oklahoma Association of Broadcasters*

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annual convention. Sun Valley Lodge, Sun Valley, Idaho.

August

Aug. 1—Deadline for entries in 21st annual Gabriel Awards, honoring "programs, features, spots and stations which serve viewers and listeners through positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Information: Unda-USA, Merrimack College, North Andover, Mass., 01845; (617) 683-7111.

Aug. 5—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, (314) 874-1139.

Aug. 9—"The Business of Radio: The People Who Make It Work," seminar sponsored by *Long Island University's Southampton campus*. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

Aug. 12—"Women in Cable, New York chapter," programming picnic, featuring previews of fall basic and pay cable programming, and reviews by New York area television critics. HBO Media Center, New York. Information: Sherri London, (212) 661-4500.

Aug. 12-14—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York.

Aug. 13-17—*National Association of Black Journalists* 11th annual newsmaker convention. Theme: "Freedom of the Press, Freedom of the People." Loews Anatole, Dallas. Information: (214) 977-7023.

Aug. 14-17—*Tennessee Association of Broadcasters* annual convention. Sheraton Music City hotel, Nashville.

Aug. 14-17—*Alaska Public Radio* mid-level news reporter and producer training workshop, in conjunction with KLOM-FM Long Beach, Calif. Information: (907) 563-7733.

Aug. 15—Deadline for nominations for Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 1325 G Street, N.W., Washington, 20005.

Aug. 18-20—Broadcast sales training seminar, "Performance Management Program for Experienced Account Executives," sponsored by *Television Bureau of Advertising*. Hyatt Regency, Chicago. Information: (212) 486-1111.

Aug. 18-21—*North American Television Institute* seminar. Dallas Marriott Park Central, Dallas. Information: (800) 248-5474.

Errata

Cable News Network was not only network to carry **President Reagan's speech on aid to Contras** before House voted on issue (BROADCASTING-June 30). **Spanish International Network**, with 383 affiliates, also carried talk from Oval Office.

□

In June 23 "For the Record," BROADCASTING reported from FCC release which mistakenly reported dismissal of application of West Florida Television Limited for **new TV station in Inverness, Fla.** Application dismissed actually belonged to **Lonny Walters Partnership**.

□

In June 23 "Syndication Marketplace," correct **New York clearance** for Television Program Source's **Card Sharks** is **WABC-TV**, not **WNBC-TV**. Show was recently acquired in Los Angeles by **KNBC-TV**. In June 30 "Syndication Marketplace," **Group W Productions** item concerned **Hour Magazine**, not **PM Magazine**.

Aug. 20—*Ohio Association of Broadcasters* news directors workshop. Embassy Suites, Columbus, Ohio.

Aug. 20-23—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

Aug. 21-23—*West Virginia Broadcasters Association* 40th annual convention. Greenbrier, White Sulphur Springs, W. Va.

Aug. 26-29—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City.

Aug. 28-Sept. 6—International Audio and Video Fair Berlin, world fair for consumer and communication electronics organized by West German national television channels, ARD and ZDF, German Federal Post Office and AMK Berlin, Berlin Exhibition Grounds, Berlin. Information: (0511) 52-99-99.

Aug. 29—Deadline for entries in commercials competition sponsored by *Television Bureau of Advertising, Sales Advisory Committee*. Information: TVB, 477 Madison Avenue, New York, N.Y. 10022.

September

Sept. 3-9—*Photokina Cologne 1986*, "World's Fair of Imaging Systems." Cologne, West Germany. Information: (02-21) 821-1.

Sept. 4—*Women in Cable, San Francisco chapter*, meeting. Topic: cable foundations: Walter Kaitz Foundation and Foundation for Community Service Cable TV. Blue Dolphin restaurant, San Leandro, Calif.

Sept. 5-7—*Foundation for American Communications* conference for journalists. "Environment/Chemophobia." Co-sponsored by *Joyce Foundation*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Sept. 6—38th annual prime time Emmy Awards for creative arts. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 9-10—Conference for journalists, "Banks and Savings and Loans: How Many More Failures?" sponsored by *Washington Journalism Center*. Watergate

hotel, Washington. Information: (202) 331-7977.

Sept. 9-12—*Telocator Network of America* 38th annual convention and exposition. Atlanta Apparel and Merchandise Mart, Atlanta. Information: (202) 467-4781.

Sept. 10—*Association of National Advertisers* new product marketing workshop. Plaza hotel, New York.

Sept. 10—*Ohio Association of Broadcasters* small-market radio exchange. Westbrook country club, Mansfield, Ohio.

Sept. 10—RF radiation regulation compliance seminar, sponsored by *National Association of Broadcasters*. Marriott hotel, New Orleans. Information: (202) 429-5350.

Sept. 10-12—*National Religious Broadcasters* Southeastern regional convention. Heritage Village USA, Charlotte, N.C.

Sept. 10-13—Radio '86 Management and Programming Convention, sponsored by *National Association of Broadcasters*. New Orleans Convention Center.

Sept. 10-13—*American Association of Advertising Agencies* Western region convention. Speakers include Bart Cummings, chairman emeritus, Compton Advertising; Robert Jacoby, chairman Ted Bates Worldwide; Charles Peebler Jr., chief executive officer, Bozell, Jacobs, Kenyon & Eckhardt, and Arthur Nielsen Jr., chairman, A.C. Nielsen Co. Hyatt Lake Tahoe Resort, Incline Village, Nev. Information: (213) 657-3711.

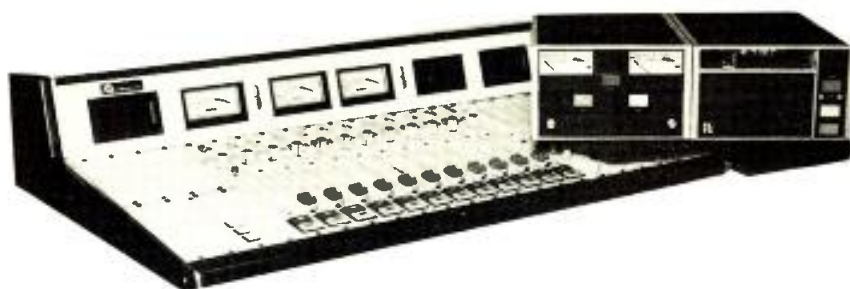
Sept. 11-14—*International Institute of Communications* conference on world communications. Edinburgh Sheraton hotel, Edinburgh, Scotland. Information: (01) 388-0671.

Sept. 13—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: International Council, 509 Madison Avenue, suite 1606, New York, N.Y. 10022.

Sept. 14-16—*National Religious Broadcasters* NRB West '86, regional convention. Marriott hotel, Los Angeles.

Sept. 15-17—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry*

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Association. Marriott Marquis hotel, New York. Information: (703) 522-0883.

Sept. 17—Ohio Association of Broadcasters small-market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

Sept. 17-18—Conference for journalists, "A Democratic or Republican Year?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Sept. 18—Ohio Association of Broadcasters small-market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 18—Women in Cable, Washington chapter, "roast" of Ted Turner, chairman, Turner Broadcasting System. Proceeds from roast will go to Better World Society, Washington.

Sept. 19—Ohio Association of Broadcasters small-market radio exchange. The Centrum, Cambridge, Ohio.

Sept. 19-21—Maine Association of Broadcasters annual convention. Speaker: William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. Sebasco Estates, Sebasco, Me.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropolitan conference and exhibition center, Brighton, England.

Sept. 21—38th annual prime time Emmy Awards, tele-

cast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 23—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Sept. 23—Wisconsin Broadcasters Association sales seminar. Civic Center, Eau Claire, Wis.

Sept. 23-25—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Jacob Javits Convention Center, New York. Information: (203) 964-0000.

Sept. 23-28—Women in Communications national professional conference. Sheraton Center, New York.

Sept. 24—Wisconsin Broadcasters Association sales seminar. Radisson hotel, Oshkosh, Wis.

Sept. 25—Wisconsin Broadcasters Association sales seminar. Sheraton hotel, Madison.

Sept. 25-27—National Religious Broadcasters South central regional convention. Memphis.

Sept. 27-30—Minnesota Broadcasters Association fall convention. Speaker: Eddie Fritts, president, National Association of Broadcasters. Cragun's conference center and resort, Brainerd, Minn.

Sept. 28-30—New Jersey Broadcasters Association 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 4—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30-Oct. 2—Mid-America Cable TV Association 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

October

Oct. 1-2—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

Oct. 2—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

Oct. 2-3—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

Oct. 3-5—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 5-8—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System. Atlanta.

Oct. 6-7—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square, San Francisco.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8—Conference for journalists, "The Oil Glut—Our Energy Future," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8-10—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill.

Oct. 8-12—*National Broadcast Association for Community Affairs* 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson, Cox Communications, (202) 737-0277.



Ownership question

EDITOR: It has been over a month since Rick Mendelson, general manager of WBTE(AM)-WDJB(FM) Windsor, N.C., had his letter in "Open Mike" (May 19) and I have waited not too patiently for someone to set the record straight. Since no one has taken the time to enlighten Mr. Mendelson, I want to correct some misstatements in his letter.

He says that "The original concept of the Communications Act was simply to regulate the engineering part of our industry."

First, it was not the Communications Act; that came later in 1934. It was the Radio Act

of 1927 that was established not to simply regulate the engineering portion, but to establish frequencies and power for stations. The reason for all this was that broadcasters couldn't and wouldn't regulate themselves, and listening to radio became an impossibility. Had broadcasters in 1925 not been so greedy, they could have eliminated federal regulations altogether.

It really bothers me that a general manager would take such a callous view of his responsibilities. It bothers me more that no one bothered to speak out before this.—*Stan Lichtenstein, media consultant, Oakland, Calif.*

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Where Things Stand

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Advanced television systems. World standard failed to materialize for high-definition television studio technology at May plenary meeting of International Radio Consultative Committee (CCIR). To disappointment of supporters of proposed standard based on Japanese-developed 1,125-line, 60 cycle system, determination of HDTV standards will now be tabled until end of next CCIR study cycle in 1990. One consolation is scheduling of special technical meeting on topic in late 1988, as well as HDTV proposal's designed status as only developed HDTV studio system to date (BROADCASTING, May 19, June 2).

Downfall of proposal, backed primarily by U.S., Canada and Japan, was strong opposition of Western European nations, including France, Great Britain and West Germany. Europeans argued for more "evolutionary" approach to advanced television, and cited concerns about using 60 hertz system in European television's 50 hertz environment, as well as of HDTV's fit with European direct broadcast satellite systems now in planning (BROADCASTING, April 21, May 12). Opposition pledged to conduct study of alternative HDTV technologies during next four years.

U.S. television industry had expressed support for high resolution, wide-screen HDTV system following decisive meetings last year of standards groups of Advanced Television Systems Committee (ATSC) and Society of Motion Picture and Television Engineers (BROADCASTING, March 25, April 1, 1985).

Despite standards delay, number of major HDTV productions using 1,125-line systems from primary supplier Sony are already underway. Canadian Broadcasting Corp. has begun \$10-million (Canadian) HDTV mini-series for air in Jan. 1988 (BROADCASTING, June 2), Italian state broadcaster RAI has \$8.5-million, English-language HDTV theater release in works, and producers David Niles in Paris and Barry Rebo in New York are developing commercial and feature projects using purchased Sony HDTV systems.

Enhanced definition television systems (EDTV), which can use wider bandwidths with satellite or terrestrial broadcasting for improved 525-line systems, have also been subject of protracted debate in U.S., Europe and elsewhere. Two industry standards groups in U.S. are favoring Scientific-Atlanta's B-MAC (multiplexed analog component) satellite delivery system for different applications involving enhanced video.

In March, ATSC technology group considering issue for two years reached final stages of system standardization, selecting B-MAC for use by satellite services planning to transmit component video. Remaining details for voluntary standard are expected to be completed next fall. B-MAC was also chosen for direct broadcast satellite applications in controversial decision of Direct Broadcast Satellite Association board in February (BROADCASTING, Feb. 17, March 17).

Issues remain complicated, however, by ca-

ble industry de facto selection of composite NTSC delivery system of M/A-Corn for scrambled satellite delivery methods, as well as slowness of Ku-band DBS market to develop and European adoption of two-member component "family" of MAC technical standards.

Desire to speed development of terrestrial broadcasting methods for EDTV, as well as for improved NTSC-compatible systems, has led National Association of Broadcasters and Association of Maximum Service Telecasters to plan series of over-the-air tests of advanced systems in Washington next September. NAB's E. B. Crutchfield has been named director of project, which will likely include experimental terrestrial transmissions using Japanese MUSE bandwidth-reduction transmission system, designed for HDTV applications.

ATSC will also attempt revival of nearly abandoned technology group on improved NTSC systems. On agenda for committee are examination of NTSC encoding methods and development of technical documentation for undefined NTSC specifications.

□

AM-FM allocations. United States and Mexico have reached agreement in principle on new AM broadcasting pact (BROADCASTING, Aug. 26, 1985). Agreement will permit AM daytimers to operate up to two hours past local sunset. It will allow full-time operations on Mexican clears. In addition, it will permit Mexicans to operate on U.S. clear channels, as long as full protection is provided. FCC had hoped agreement would be signed and put into "provisional" effect by fall 1985. FCC officials have now stopped speculating on when pact will be signed.

FCC has announced opening of first processing window for more than 1,000 new commercial FM stations that could result from its Docket 80-90 FM allotments (BROADCASTING, Sept. 30, 1985). Mass Media Bureau is hoping to open two 80-90 windows each month for about three years and is staggering acceptance of 80-90 applications during each window, taking one channel number at time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13, 1985).

FCC will give AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18, 1985). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing windows. First window, for 167 vacant allotments and minor modifications, drew 1,181 applications (BROADCASTING, Aug. 26, 1985). That window closed July 12, 1985. Any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—also will be processed with windows. Commission will use comparative hearings, not lotteries, to award grants.

United States already has signed agreement with Canada enabling countries to establish

new AM radio stations and expand service of existing stations (BROADCASTING, Jan. 23, 1984). Agreement with Canada, among other things, permits qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. Agreement also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing. In addition, agreement permits U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels.

FCC already has amended rules to permit full-time operations on 14 Canadian, Mexican and Bahamian AM clear channels (BROADCASTING, April 29, 1985). FCC has notified AM daytimers on Canadian clears of their nighttime power authorizations.

Another agreement with Mexico permitted U.S. Class IVAM stations to quadruple nighttime power. Yet another permitted expanded use of FM baseband.

FCC has announced tentative agreement with Canadians on new FM broadcasting pact and implemented working arrangement updating technical standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 24, 1984).

On another front, FCC has adopted post-sunset authorizations based on compromise between Association for Broadcast Engineering Standards and Daytime Broadcasters Association, and Mass Media Bureau mailed out authorizations to all 2,560 Class II and III daytimers. Those specified post-sunset power and permitted operation as of Dec. 10, 1984 (BROADCASTING, Dec. 10, 1984).

U.S. and other western hemisphere countries in May concluded first session of conference that will establish plan for use of 100 khz of spectrum that 1979 General WARC added to top of AM band, at 1605 khz. Session laid technical basis for plan to be concluded at second session, in 1988. James McKinney, FCC Mass Media Bureau chief, who headed U.S. delegation, said U.S. came away with what it wanted from conference (BROADCASTING, May 12).

□

AM stereo. With wide support among receiver manufacturers and broadcasters, Motorola is in strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's de facto standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on air with his system. Kahn has also alleged that C-Quam system causes out-of-band emissions, prompting on-going FCC field investigation of stations broadcasting C-Quam signal.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by

dozens of manufacturers. Consumers will resist buying such radios, however, Kahn says, because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems. So far, only Sony, Sanyo and Sansui have introduced multisystem radios, but their interest in product line appears to be waning. It's still too early to judge consumer acceptance of C-Quam-only radios, most of which are built for cars.

Motorola's position in marketplace was strengthened in December 1984 when Harris announced it was quitting battle and planning to make and market C-Quam broadcast equipment. Systems proposed by Belar Electronics and North American Philips fell by wayside long ago.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which system would be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Kahn system, whose equipment was first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Today, some 85 stations in the U.S. are on the air in stereo using the Kahn system and 311 using the C-Quam system.

Broadcasting in Senate. Live gavel-to-gavel television coverage of Senate began June 2 and will run until July 15. After two-week break in coverage, Senate will consider allowing permanent presence of cameras and microphones beginning July 29. Senate Majority Leader Robert Dole (R-Kan.) issued statement in June calling for continuation of electronic coverage during proposed two-week period instead of shutting off cameras (BROADCASTING, June 30). C-SPAN is

providing Senate TV coverage on second channel, C-SPAN II to approximately five million homes. Service is free of charge, to cable affiliates, but systems carrying C-SPAN I may not drop that channel to pick up C-SPAN II.

Senate agreed in February to open its chambers for first time to live television and radio coverage, and in process also streamlined some Senate procedures. Gavel-to-gavel coverage on test basis, was adopted by 67-21 vote (BROADCASTING, March 3). Radio coverage has been available to public since March (BROADCASTING, March 17).

Cable copyright. There has been little congressional activity on cable copyright matters this year. Most attention had been focused on negotiations between National Cable Television Association and Motion Picture Association of America over ways to improve method by which cable operators determine compulsory license royalties. Talks collapsed, however, when MPA board demanded elimination of compulsory license for distant signals by start of 1991 (BROADCASTING, March 10). Under discussion was proposal for fixed, per-subscriber, per-month payment to replace current percentage system.

On another front, bill that would establish compulsory license for satellite carriers to permit sale of superstation signals to home earth station owners was offered in House in June (BROADCASTING, June 30). Legislation was introduced by House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and subcommittee members Mike Synar (D-Okla.), Frederick (Rick) Boucher (D-Va.) and Carlos Moorhead (R-Calif.) and House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), and would establish royalty fee of 12 cents per subscriber, per month, for each TVRO subscriber. Fees would be collected and distributed among copyright holders by Copyright Office. Controversial element of measure is sunset provision, eliminating satellite license on Dec. 31, 1994. After Dec. 31, 1990, statutory rate would be replaced with voluntary one worked out by negotiations between satellite carriers and copyright owner, or through binding arbitration. Sunset provision, reportedly included at in-

sistence of Motion Picture Association of America, appears to have little backing among superstations and carriers. National Cable Television Association also is concerned about sunset because of precedent it would set. However, NCTA has been assured that Congress will make sure sunset provision won't affect cable's compulsory license.

Among other copyright activities, Copyright Royalty Tribunal has been asked to act on Turner Broadcasting System petition to reconsider CRT's 3.75% royalty rate decision. Copyright holders and Turner Broadcasting System attempted to resolve matters raised by TBS petition asking CRT to lower 3.75% rate that cable systems must pay to carry Turner superstation WTBS(TV) Atlanta. Nevertheless, parties apparently failed to settle differences and have asked tribunal to schedule proceeding on matter (BROADCASTING, June 23).

Cable regulation. Basic cable rates become deregulated Jan. 1, 1987, freeing cable operators to charge whatever market will bear for their packages of basic services. As result of deregulation, industry analysts expect rates to jump at least 10% next year.

Rate deregulation is part and parcel of Cable Communications Policy Act of 1984 that went into effect Dec. 29, 1984. Legislation established national regulatory policy for cable TV, preempting patchwork regulation of municipalities in many areas. In addition to rate deregulation, act requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television cross-ownerships and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15, 1985). Standard should result in fewer than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

FCC also has implemented EEO provisions of act (see "EEO" entry below).

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera (who left agency in September 1985) dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington affirmed commission's new statement—although



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Vol. 111 No. 1

TOP OF THE WEEK

NBC affiliates lengthen lead with May sweeps win

ABC affiliates as group take second-place away from CBS

The market-by-market May sweeps data is in, and it shows that NBC-TV stations, on average, strengthened their hold on first place, while, in many cases, ABC-TV stations climbed into second, pushing CBS-TV competitors into third. NBC stations averaged a 16 Nielsen rating in prime time, compared to an average 14.4 for ABC stations and a 13.3 for CBS stations. A year ago, the comparable figures were: NBC, 15.0; CBS, 14.4, and ABC, 12.9. The trend was the same in the Arbitron May sweeps. This time around, NBC stations averaged a 15.3, compared to a 14.0 for ABC stations and a 12.6 for CBS stations. A year ago the comparable figures were: NBC, 14.4; CBS, 13.6, and ABC, 12.5.

According to NBC's tabulations of the Nielsen numbers for this May, its affiliates delivered a combined average of 13,810,000 homes per average quarter hour in prime time. According to the same analysis, ABC affiliates delivered an average 12,340,000 homes and CBS stations delivered 11,412,000. The comparable totals for the May 1985 sweeps were: NBC, 12,813,000; CBS, 12,275,000, and ABC, 11,047,000. The Arbitron averages for May 1986, according to NBC: NBC, 13,237,000; ABC, 12,027,000, and CBS, 10,886,000. The May 1985 Arbitron averages: NBC, 12,475,000; CBS, 11,976,000, and ABC, 10,840,000.

In Nielsen figures, NBC said its affiliate home delivery was up 8%, while ABC's was up 12% and CBS's down 7%. In Arbitron figures, NBC's affiliate delivery was up at least 6% (7.3% by CBS's count), ABC's was up about 11% and CBS's was down about 9%. ABC said that in Nielsen homes, 159 of its affiliates registered gains in May, compared to 139 of NBC's affiliates, and only 33 for CBS. ABC said only 15 of its affiliates registered declines in the Nielsen sweeps, while 27 NBC stations fell back. At CBS, 136 affiliates lost ratings. In the Arbitron sweep, ABC said 152 of its affiliates gained, while only 15 lost; 119 NBC stations gained and 35 declined; 23 CBS stations gained while 142 declined.

CBS's slippage was particularly evident in the top 20 markets. A year ago, it won six of the top 20 markets, came in second in six other markets and placed third in eight. In May 1986, only one top 20 market CBS station—WCCO-TV Minneapolis-St. Paul—placed first, while two others placed second. CBS affiliates in the other 17 top-20 markets placed third. NBC stations won 11 of the top 20 in May of 1985 and 14 of the top 20 in May of 1986. NBC stations placed second in seven top 20 markets last year and four top 20 markets this year. Two NBC stations in the top 20 came in third this year and last year. As for ABC, only one of its top 20 affiliates placed third this May compared to eight the year before. Fourteen of its affiliates in the top-20 placed second this time around, compared to eight a year ago. Five

ABC stations in the top 20 were first this May compared to four stations during the sweeps a year ago.

NBC also strengthened its hold on first in the major demographic categories, while ABC stations improved their demographics and CBS stations were showing some erosion, particularly among younger adults. In the Nielsen May sweep, NBC stations averaged an 11.2 among adults 18-49, up from a 10.7 the previous May. ABC stations averaged a 10.0 in the same demo, up from an average 8.5 a year earlier. CBS stations declined, on average, to a 7.8 from an 8.3 a year earlier. In the Arbitron sweep, the trend was similar. In May 1986, NBC stations averaged an 11.1 among adults 18-49, up from a 10.6 in May 1985. ABC stations averaged a 9.9 in May 1986, compared to an 8.4 a year earlier. CBS stations averaged a 7.7 in the demographic last May, compared to an 8.3 a year earlier.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by NBC. Household numbers are in thousands (000) per average quarter-hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

1986 households (000)

ABC CBS NBC

1986 households (000)

ABC CBS NBC

ADI (rank)	ABC	CBS	NBC	ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	17	25	Binghamton, N.Y. (134)	13	40	17
Albany, Ga. (150)	—	—	60	Birmingham, Ala. (47)	107	36	100
Albany-Schenectady-Troy, N.Y. (51)	62	65	74	Bluefield-Beckley-Oak Hill, W.Va. (147)	26	—	27
Albuquerque, N.M. (62)	62	35	75	Boise, Idaho (136)	19	17	25
Alexandria, La. (163)	7	—	39	Boston (6)	253	217	318
Alexandria, Minn. (172)	—	28	—	Bowling Green, Ky. (196)	22	—	—
Alpena, Mich. (213)	—	6	—	Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	37	69
Amarillo, Tex. (118)	31	22	28	Buffalo, N.Y. (35)	92	81	101
Anniston, Ala. (193)	—	8	—	Burlington-Plattsburgh, Vt. (98)	12	38	31
Ardmore-Ada, Okla. (175)	19	16	—	Butte, Mont. (189)	—	19	—
Allanta (15)	154	142	178	Casper-Riverton, Wyo. (185)	12	6	2
Augusta, Ga. (105)	46	33	27	Cedar Rapids-Waterloo, Iowa (71)	44	36	54
Austin, Tex. (79)	42	45	37	Charleston, S.C. (106)	35	34	40
Bakersfield, Calif. (148)	19	20	24	Charleston-Huntington, W.Va. (43)	69	64	105
Baltimore (21)	144	122	154	Charlotte, N.C. (52)	95	112	55
Bangor, Me. (153)	14	20	22	Charlottesville, Va. (197)	—	—	9
Baton Rouge (91)	68	45	41	Chattanooga (80)	48	38	55
Beaumont-Port Arthur, Tex. (122)	32	31	33	Cheyenne, Wyo. (202)	—	13	—
Bend, Ore. (208)	—	—	5	Chicago (3)	488	322	441
Billings-Hardin, Mont. (165)	15	13	8	Chico-Redding, Calif. (140)	25	18	7
Biloxi-Gulfport-Pascagoula, Miss. (180)	37	—	—	Cincinnati (29)	91	89	123

ADI (rank)	1986 households (000)			ADI (rank)	1986 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Clarksburg-Weston, W.Va. (162)	—	23	22	Louisville, Ky. (49)	55	76	84
Cleveland (11)	225	182	249	Lubbock, Tex. (141)	20	17	21
Colorado Springs-Pueblo (99)	41	32	34	Macon, Ga. (132)	18	32	19
Columbia, S.C. (87)	35	27	78	Madison, Wis. (109)	31	35	33
Columbia-Jefferson City, Mo. (137) *	17	23	24	Mankato, Minn. (209)	—	9	—
Columbus, Ga. (115)	46	34	17	Marquette, Mich. (186)	—	15	—
Columbus, Ohio (33)	105	89	108	McAllen-Brownsville, Tex. (117)	32	25	25
Columbus-Tupelo, Miss. (139)	10	20	42	Medford, Ore. (156)	14	16	26
Corpus Christi, Tex. (121)	30	20	26	Memphis (40)	79	90	108
Dallas-Fort Worth (8)	237	200	226	Meridian, Miss. (174)	21	7	5
Davenport, Iowa-Rock Island-Moline, Ill. (74)	45	40	36	Miami (14)	154	143	174
Dayton, Ohio (48)	68	79	68	Milwaukee (28)	90	74	107
Denver (19)	132	108	154	Minneapolis-St. Paul (16)	133	135	125
Des Moines (66)	46	56	54	Minot-Bismarck-Dickinson, N.D. (146)	7	18	28
Detroit (7)	270	208	315	Missoula-Butte, Mont. (176)	—	—	23
Dothan, Ala. (160)	8	34	—	Mobile, Ala.-Pensacola, Fla. (57)	59	64	75
Duluth, Minn.-Superior, Wis. (120)	23	22	27	Monroe, La.-El Dorado, Ark. (114)	14	48	25
El Centro, Calif.-Yuma, Calif. (182)	—	6	7	Montgomery, Ala. (116) *	18	13	61
El Paso (104)	31	24	35	Nashville (31)	85	102	125
Elmira, N.Y. (167)	12	—	15	New Orleans (34)	86	103	109
Erie, Pa. (138)	29	18	38	New York (1)	869	781	975
Eugene, Ore. (133)	24	26	14	Norfolk-Portsmouth, Va. (46)	70	67	84
Eureka, Calif. (184) *	—	7	6	North Platte, Neb. (212)	—	—	7
Evansville, Ind. (88)	47	30	35	Odessa-Midland, Tex. (144)	23	21	23
Fargo, N.D. (102)	27	24	26	Oklahoma City (36)	77	84	90
Flagstaff, Ariz. (206)	—	—	5	Omaha (70)	55	41	50
Flint-Saginaw-Bay City, Mich. (54)	77	35	85	Orlando-Daytona Beach, Fla. (27)	113	87	120
Florence, S.C. (145)	20	43	—	Ottumwa, Iowa-Kirksville, Mo. (204)	17	—	—
Fort Myers-Naples, Fla. (107)	20	34	36	Paducah, Ky.-Cape Girardeau, Mo. (75)	31	62	54
Fort Smith, Ark. (149)	19	24	15	Palm Springs, Calif. (183)	7	—	9
Fort Wayne, Ind. (93)	35	33	35	Panama City, Fla. (175)	18	—	26
Fresno, Calif. (64) *	55	42	54	Parkersburg, W.Va. (198)	—	—	9
Gainesville, Fla. (170)	21	—	—	Peoria, Ill. (100)	36	25	36
Glendive, Mont. (214)	—	1	—	Philadelphia (4)	442	308	413
Grand Junction, Colo. (177)	7	9	—	Phoenix (22)	104	103	123
Grand Rapids-Kalamazoo, Mich. (61)	60	67	87	Pittsburgh (12)	227	180	176
Great Falls, Mont. (178)	14	10	—	Portland, Ore. (25)	85	92	110
Green Bay, Wis. (68)	56	51	57	Portland-Poland Spring, Me. (76)	48	35	52
Greensboro-Winston Salem-High Point, N.C. (50)	75	74	77	Presque Isle, Me. (205)	—	6	—
Greenville-New Bern, N.C. (97)	29	40	57	Providence, R.I.-New Bedford, Mass. (42)	91	64	97
Greenville-Asheville-Spartanburg, S.C. (37)	84	81	106	Quincy, Ill.-Hannibal, Mo. (152)	—	23	27
Greenwood-Greenville, Miss. (168)	25	10	—	Raleigh-Durham, N.C. (38) *	91	83	40
Hagerstown, Md. (194)	—	—	18	Rapid City, S.D. (161)	17	—	12
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	58	38	107	Reno (125)	28	16	23
Harrisonburg, Va. (200)	19	—	—	Richmond, Va. (63)	63	67	63
Hartford-New Haven, Conn. (26)	110	131	76	Roanoke-Lynchburg, Va. (72)	40	61	57
Hazard, Ky. (210)	—	6	—	Rochester, Minn.-Mason City, Iowa (142)	24	16	22
Helena, Mont. (210)	—	—	5	Rochester, N.Y. (71)	51	46	55
Houston (10)	219	145	185	Rockford, Ill. (112)	26	24	29
Huntsville-Decatur-Florence, Ala. (89)	48	40	34	Roswell, N.M. (181)	—	12	—
Idaho Falls-Pocatello (159)	12	13	16	Sacramento-Stockton, Calif. (20)	113	106	148
Indianapolis (23)	111	112	113	St. Joseph, Mo. (188)	15	—	—
Jackson, Miss. (85)	28	45	60	St. Louis (18)	138	138	176
Jackson, Tenn. (190)	27	—	—	Salinas-Monterey-San Jose, Calif. (110)	51	18	42
Jacksonville, Fla. (61)	48	63	54	Salisbury, Md. (166)	12	18	—
Johnstown-Altoona, Pa. (81)	6	43	77	Salt Lake City (39)	84	62	98
Jonesboro, Ark. (178)	30	—	—	San Angelo, Tex. (192)	—	11	—
Joplin, Mo.-Pittsburg, Kan. (119)	29	27	25	San Antonio, Tex. (45)	67	74	73
Kansas City, Mo. (30)	110	85	121	San Diego (26)	87	86	95
Knoxville, Tenn. (60)	70	68	44	San Francisco (5)	243	226	270
La Crosse-Eau Claire, Wis. (127)	18	25	37	Santa Barbara-Santa Maria, Calif. (113)	25	16	19
Lafayette, Ind. (191)	—	9	—	Sarasota, Fla., (157)	16	—	—
Lafayette, La. (111)	40	52	—	Savannah, Ga. (108) *	21	37	33
Lake Charles, La. (171)	—	—	36	Seattle-Bellingham-Tacoma (15)	135	108	170
Lansing, Mich. (100)	—	45	43	Shreveport, La.-Texarkana, Tex. (53)	69	59	61
Laredo, Tex. (199)	3	2	4	Sioux City, Iowa (129)	27	11	31
Las Vegas (96)	28	31	41	Sioux Falls-Mitchell, S.D. (95)	36	44	18
Laurel-Hattiesburg, Miss. (164)	—	—	30	South Bend-Elkhart, Ind. (84)	40	42	57
Lexington, Ky. (77)	44	48	55	Spokane, Wash. (78)	46	40	47
Lima, Ohio (195)	—	—	16	Springfield, Mass. (103)	30	—	38
Lincoln-Hastings-Kearney, Neb. (90)	22	39	14	Springfield, Mo. (83)	19	45	56
Little Rock, Ark. (55)	76	56	63	Springfield-Decatur-Champaign, Ill. (69)	50	52	58
Los Angeles (2)	528	420	578	Syracuse, N.Y. (67)	51	58	72

ADI (rank)	1986 households (000)			ADI (rank)	1986 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Tallahassee, Fla. (130)	12	40	8	Waco-Temple, Tex. (96) *	16	34	31
Tampa-St. Petersburg-Sarasota (17)	164	166	185	Washington (9)	203	175	212
Terre Haute, Ind. (131)	12	30	38	Watertown-Carthage, N.Y. (169)	—	16	—
Toledo, Ohio (65)	51	63	81	Wausau-Rhineland, Wis. (128)	28	31	13
Topeka, Kan. (143)	12	14	20	West Palm Beach-Ft. Pierce, Fla. (56)	50	19	67
Traverse City-Cadillac, Mich. (139)	14	33	31	Wheeling, W.Va.-Steubenville, Ohio (124)	—	39	38
Tucson, Ariz. (82)	38	30	41	Wichita-Hutchinson, Kan. (59)	47	53	53
Tulsa, Okla. (52)	68	67	66	Wichita Falls-Lawton (126)	23	20	20
Tuscaloosa, Ala. (187)	—	7	—	Wilkes Barre-Scranton, Pa. (58)	87	44	78
Twin Falls, Idaho (202)	—	—	9	Wilmington, N.C. (151)	27	6	56
Tyler, Tex. (154)	43	7	—	Yakima, Wash. (123)	21	27	26
Utica, N.Y. (158)	14	—	—	Youngstown, Ohio (92)	41	41	50
Victoria, Tex. (207)	6	—	6	Zanesville, Ohio (201)	—	—	10

NBC in best shape in upfront market

But there's pressure in prices for all networks in sluggish time, and barter business is soft

Network sales heads and advertising executives predict that the dust will begin to settle on this year's upfront advertising marketplace for prime time by the end of this week. To no one's surprise, the networks' selling strategy has been shaped by the current scatter market which is soft. Not convinced that the economy will significantly improve, the networks are trying to minimize their exposure to flat or reduced advertising budgets by selling more-than-usual inventory upfront for the fourth quarter. To do so, they have had to be flexible in pricing.

Popular wisdom has it that NBC will take the lion's share of the market, with CBS and ABC splitting the rest. Jake Keever, executive vice president, sales, ABC Television Network, said that NBC's take should equal roughly \$1.1 billion. NBC's sales staff would make no predictions on upfront this year, beyond saying that it will be more than last year's \$1 billion.

In comparison to last year, when the upfront market totalled \$2.553 billion, this year's market will come in at around \$2.4 billion, according to Keever.

Keever and salesmen at CBS and NBC said that negotiations are "tougher" than in years past, mainly because of the soft scatter environment. "They want to make sure they are getting their value," Keever said of the agency approach to negotiations this year.

CBS and ABC expect to sell between 65% and 70% of their inventories. NBC is expected to sell more, given its ratings strength. Larry Hoffner, vice president of national sales at NBC, said the network's desire was to get its price despite offering more inventory: "We don't want to take a bad piece of business," he said.

Hoffner said that *The Cosby Show* has set price records, with 30-second spots in the show being priced at \$350,000-\$400,000 within packages. That makes *Cosby* the second-highest priced telecast on the air, followed by the last two Super Bowls. *Cosby* prices this year are up from last year's average of \$250,000 by between 30% and 40%.

Hoffner said that NBC will be 90% sold

on its upfront inventory by Friday, July 12. Major sponsors so far include Burger King, Ford, General Motors, McDonald's and Ralston-Purina.

The soft scatter market doesn't necessarily mean a windfall for the agencies, but the drop in prices is creating some advantages compared to last year. "A lot of people are using the soft market to upgrade their mix" of commercial positions, said Alec Gerster, executive vice president, media services, Grey Advertising. The same buy last year, he said, would have cost more. Mark Goldstein, senior vice president, Ogilvy & Mather, agreed, saying that mixes of established and highly rated shows with new shows were producing "very efficient" cost-per-thousands.

One agency executive said that the low-priced upfront environment has accelerated the sales pace this year. "No one wants their tail hanging out in scatter," he said, referring to the after-upfront market when higher prices may prevail.

Whether the networks' strategy to create a

tighter scatter market for the fourth quarter pans out, not every advertising agency is rushing into the upfront market to take advantage of the cheaper CPM's. Mel Conner, senior vice president, Dancer/Dorland, said his agency has yet to close any prime time deals. "We don't see the market running away yet," he said.

Conner said that no Dancer/Dorland client increased its advertising budget this year. Some are concerned with tax reform legislation. And retailers, Conner said, are attempting to conserve their cash because consumer demand is soft. "It's all in line with staying flexible," said Conner.

Barter syndicators report being between 50% and 100% sold, with modest CPM rises at best. To attract advertiser interest, barter syndication must price itself below the networks. Syndication has been hit by the same advertising deflation as the networks, and in some cases has lost money to the networks. Daytime is one area where agency executives say soft network sales are draining off syndication dollars. Henry Siegel, chairman

Good return on investment

John Kluge surprised Wall Street analysts again last week with the sale of Metromedia's cellular telephone and paging division to Southwestern Bell Corp. for \$1.65 billion. The announcement represents a complete turnaround from earlier statements at the time of Metromedia's sale of its seven TV stations—and others as recently as four months ago—that the company intended to aggressively pursue acquisitions in the mobile phone and paging industry. The sale leaves Kluge with only Metromedia's long distance service and a very large bank balance.

In January 1984, Kluge took Metromedia into private ownership with a \$1.6-billion purchase of the outstanding shares of the company. The various spin-offs of assets have more than tripled Kluge's investment. First, the sale of seven TV stations (six to Rupert Murdoch and one to Hearst for \$2 billion), more than made up the cost of buying Metromedia. In the past two and a half years, Kluge has also sold Metromedia's radio division (nine stations) for \$285 million, the entertainment division, including the Harlem Globetrotters and the Ice Capades, for \$30 million, Metromedia Producers Corp. for \$40 million and its outdoor advertising firm for \$710 million. This latest sale of \$1.65 billion brings Kluge's total sales from assets to \$4.715 billion.

All that cash on hand has fueled rumors that Kluge may be eyeing a takeover attempt on a still-nervous CBS. Some analysts have estimated that CBS's assets could total more than \$5 billion if the various television, radio, music and publishing businesses were sold separately.

of LBS Communications, said that if *Inday*, LBS's failed block of four half-hours, were introduced today, it would get CPM's 10% cheaper than when it was introduced.

Phil Flanagan, vice president and general manager of Television Program Enterprises, said that barter sales "are not developing as quickly as last year." Flanagan said that the same advertisers have returned to *Entertainment Tonight*, *Star Search* and *Lifestyles of the Rich and Famous*, all of which are "pret-

ty well sold out." The weekly *You Write the Songs*, now cleared on 110 markets covering more than 90% of the country, is 65% sold. "We're holding our own, but there are an awful lot of pressures to go in at lower rates than last year," he said.

Flanagan said the drop in prices has been particularly tough because of the 6% cost increases from three labor guilds that represent many workers in the TPE shows. "We're fighting for our [CPM] increases,"

he said. Flanagan said other costs are being held in line to maintain profit margins on the shows.

At LBS Communications, Siegel said that three first-run weeklies (*The Ted Knight Show*, *What's Happening Now*, *Fame*), a late-night strip (*Tales From the Darkside*), and the "MGM Premiere Movie Network," were 90% sold with "small CPM increases." Siegel said that he was surprised to be so far along in sales, given the soft marketplace. □

CBS prepares for major layoffs

Almost 8% of Broadcast Group staff, or 700 jobs, to be eliminated; other cuts likely as company tries to cope with soft advertising marketplace; 'Morning News' to be overhauled

Approximately 525 CBS/Broadcast Group employees will soon receive layoff notices, some beginning this week. Another 175 unfilled positions will be eliminated, bringing the job-cut total in this latest round of CBG staff reductions to 700. CBG President Gene Jankowski said last week the group was considering the sale or elimination of certain peripheral businesses, such as its interconnect business in Chicago and its teletext service, Extravision. Jankowski also said the company would implement other cost-efficiency measures such as the decentralization of the CBS Operations and Engineering Division (COE) and the elimination of the post of president of that division. COE President George Shannon loses that title and becomes vice president, facilities planning, CBG, reporting to group executive vice president Thomas Leahy. COE will lose between 200 and 250 of its roughly 2,200 positions and will be organized by regions of the country, with each region head reporting to group executive vice president Neal Pilson.

Group executives hope this latest round of cuts will enable the Broadcast Group to stay within the 4% budget increase set for 1986. Executives conceded last week that they expect the revenue curve this year to be flat. It is possible, they said, that the group's revenue for the year may come in under last year's total of \$2,777,800,000. Initial forecasts of 6% advertising rate increases in 1986, on average, are now believed to be high. Jankowski said the group is considering a possible charge to third-quarter earnings for costs associated with the severance packages for laid-off employees.

This round of cuts, totaling almost 8% of the current CBG staff, is the largest as a percentage of the workforce since 1971 when the company laid off more than 10% of its employees to cope with the loss of cigarette advertising, banned at the outset of that year. Currently, the CBG workforce has been hovering in the 8,000 range and will be reduced to around 7,300 when the latest round of cuts is complete. Jankowski left open the possibility that more job reductions could come before year's end but insisted they would be accomplished by eliminating unfilled posts.

The savings, in people costs alone, will

total between \$40 million and \$50 million annually, and the group expects to save additional millions by consolidating some functions and eliminating others. As yet, said Jankowski, those additional cost savings are incalculable.

All this and more are due to advertisers' refusal to pay the double-digit rate increases that the three broadcast networks had commanded in the inflationary 1970's and early part of this decade, Jankowski said last week. "Recession is too strong a word" for current conditions, he said. "Slower growth is more appropriate. . . Most of our advertisers are operating at 4% [annual growth rate]. . . not 10%. They're asking us: 'What are you doing about the cost side of your business?'"

Last week's developments revealed the answer.

While 8% of the CBG jobs over all will be eliminated, some units were hit harder than others. On a percentage basis, the range was between 5% and 9%, division by division. Based on body count, operations and engineering was hit the hardest with a cut of between 200 and 250 jobs. The Broadcast Group's support staff (a separate unit not contained within a line division) "took the biggest hit," as one executive put it, on a percentage basis, losing about 50% of the staff's 300 people. Support staff functions include research, finance, communications, audience services, press information and personnel.

CBS News, which eliminated 125 jobs late last year, including 74 people who were laid off, will eliminate another 90 jobs this time around. Of those, 20 slots are unfilled and 70 staffers will be laid off. Group executive vice president and news president, Van Gordon Sauter, said some on-air reporters, a "small" number, would be among those laid off. He and other Broadcast Group executives went out of their way last week to stress that news reductions represent about 6% of the 1,400 current CBS News staffers and that the news division is by no means "bearing the brunt" of the cuts. In a memo to the news staff last week, Sauter said: "CBS News has in no way been singled out for unfair treatment. Some divisions will lose more people proportionately; some less. But all fall within a similar range."

There had been speculation that CBS's late-night news show, *Nightwatch*, might be canceled, in the effort to reduce costs. But according to Sauter, *Nightwatch* will contin-

ue." He said it might be a "somewhat different broadcast," but will be retained in some form. It was reliably reported that the program, which airs at 2:30-6 a.m., Monday-Friday, would be taped in the afternoon to reduce premium-time expenses incurred by live broadcasts now.

The sports division now has about 190 staffers, and it's believed the division will make a 9% staff cut, or about 16 or 17 positions. It was unclear whether any on-air talent in the sports division would be affected. CBS Entertainment will make at least a 5% cut. At last count, the unit had about 525 people, so about two dozen positions will be eliminated. It was unclear how many people in the stations division would go, but with a staff of about 1,700, the minimum would appear to be 85 staffers.

In addition to the operations and engineering reorganization, it was announced last week the radio division—network and owned stations—would also be returned to the supervision of Pilson. Six months ago, radio was shifted to Sauter when he resumed day-to-day control of the news division. Pilson has had control of the television stations for some time. Sauter is now responsible for the news division only.

A number of vice presidential positions have been eliminated and in some cases, other executives are taking on additional duties to fill the gap. Donald Wear, former vice president, policy, CBG, is now senior vice president, Worldwide Enterprises. His old post has been eliminated and those duties have been spread among several existing vice presidents. Another example occurred in the sports division where Ted Shaker, one of four executive producers, was made the executive producer. One of the other three accepted a lower post under Shaker; the other two resigned.

The group is looking at other ways of saving money as well. For example, Pilson said last week the owned television stations are following the lead of ABC and taking a hard look at whether they need to subscribe to both Nielsen and Arbitron rating services in each market. As another example, group vice president Thomas Leahy said the television network was considering increasing its advertising inventory. Also, said Jankowski, CBG will continue to encourage its outside producers to keep costs down by shooting with videotape, which is cheaper than film. The owned stations are also producing more programming in house, to help curb costs.

Jankowski suggested this latest round of cuts is part of a process that began in 1983. Since then (and including the jobs affected by last week's announcement), approximately 1,200 positions have been eliminated within the Broadcast Group.

□

CBS News plans a complete overhaul of *The CBS Morning News*, although as of last week the network had not officially disclosed what changes it would make. Nothing "has been locked in cement, nothing has been finalized," a CBS spokeswoman said, adding that there were "a number of possibilities" for the format. Among the changes being contemplated are a regional format with anchors in different locations throughout the country (Los Angeles, Dallas, Chicago and New York having been mentioned); interspersing news throughout the two-hour program rather than leading each half-hour of the show; a new name, and different roles for co-anchors Maria Shriver and Forrest Sawyer. The spokeswoman said that multiple anchors reporting from various locations were "certainly" a possibility, but that no decision had been made. She said also that Shriver's and Sawyer's roles are still "under discussion" but that CBS News would like to see them continue with the program.

According to a memo from Howard Stringer, CBS News executive vice president, to the CBS News staff, July 1: "Opportunities within the proposed format exist for the current anchors, who have hosted the *Morning News* broadcast with great skill and journalistic distinction. We have no interest," the memo continued, "in responding to our morning competition with celebrity hosts in yet another talk-show broadcast. We intend to air a news and information broadcast with intelligence, style and energy, also anchored by established, respected journalists. It may originate in different parts of the United States, but that is still under discussion. . . We will succeed only if we initiate, not imitate; break new ground, not plough the old."

Among those reportedly under consideration for an anchor position is former NBC correspondent Linda Ellerbee, who left that network June 25 after rejecting NBC's offer of a new contract ("In Brief," June 30). The CBS spokeswoman confirmed that there had been "conversations" with Ellerbee, but said there had been no "negotiations" and that no specific job or salary had been discussed.

Susan Winston, *Morning News* executive director, did not return BROADCASTING's phone call last week; her office said she was not talking to the press about the changes being considered because she "has not made any final decisions." However, Winston promised CBS affiliates in May in Los Angeles that *Morning News* would emerge next fall with a broadcast significantly different from ABC's *Good Morning, America* and NBC's *Today*. She said at the time: "I will give you a show that can compete with [both]," adding: "We must embrace and reflect the diversity of the U.S. We must do something new. Now is the time to be provocative." □

The new bird of choice?

HBO and RCA are hoping Satcom K-3 will be just that for cable programmers

Major cable programmers will soon be receiving calls from representatives of Crimson Satellite Associates selling high-power transponders on a Ku-band satellite slated for launch three years from now. And, although the programmers may not buy, they will at least listen. Crimson is a 50-50 joint venture of two companies they all respect: Home Box Office Inc., the cable's premiere pay programmer, and RCA Communications Inc., of which RCA Americom, the satellite carrier that has served the industry for a decade, is an operating unit.

Six months after announcing their intention (BROADCASTING, Dec. 23, 1985), HBO and RCA Communications last Wednesday signed a definitive agreement establishing Crimson. Under terms of the agreement, the

joint venture will buy and launch RCA Americom's Satcom K-3 satellite and attempt to sell its transponders to cable programmers and make it the primary cable satellite of the future. Satcom K-3, similar to RCA Americom's Satcom K-1 and Satcom K-2, which are already in orbit, is being built by RCA Astro Electronics.

How much the partners will be contributing to the joint venture was undisclosed, but building and launching a satellite like Satcom K-3 in 1989 could easily top \$120 million. The satellite will cost at least \$60 million and its launching could run as high as \$50 million. Launch insurance, if available, would add another 10% to 20%.

While waiting for Satcom K-3 to be placed into orbit, RCA Americom will try to lease transponders to cable programmers on Satcom K-1, which was launched aboard a space shuttle last January. Under the joint

Matsushita goes full bore on half-inch

Matsushita last week increased its stake in the small-format video marketplace, forming a new company to concentrate on sales and service of its new M-II half-inch video format ("Closed Circuit," June 30).

The development helps fulfill contractual arrangements made with NBC, which earlier this year announced an extensive drive to convert to the format and sought a corresponding increase in domestic product support capability from the Japanese manufacturer.

The new entity, Panasonic Broadcast Systems, will be headquartered in Secaucus, N.J., site of parent Matsushita Electric Corp. of America (MECA), a manufacturer of consumer, industrial and professional electronics equipment with 1985 sales of more than \$3.7 billion.

No executive has yet been selected to head the new organization. According to MECA, the company will have a staff of 60, nearly twice that available when the company's broadcast gear was handled as a subgroup within another MECA division, Panasonic Industrial, which itself has 1,300 of MECA's 8,000 personnel.

Takashi Urabe, formerly head of office automation products at Panasonic Industrial, will assume the position of senior vice president at the new company, and its two divisions, sales and marketing and service and engineering, will report to him. The staffs at five existing broadcast sales and service centers in Secaucus, Atlanta, Dallas, Chicago and Los Angeles will also be increased.

MECA has apparently passed over for the new company's top post the current head of Panasonic Industrial's Audio-Video division, Steve Yuhas, reportedly to maintain his management on the professional video side. In addition, a MECA spokesman could not say whether current broadcast sales chief Herman Schkolnick had been considered for the sales and marketing slot. Division heads are expected to be announced within the next several weeks, the spokesman added, while the selection for the top position would be announced "as soon as possible."

In a prepared statement, Kiyoshi Seki, MECA president and chief executive officer, called the establishment of Panasonic Broadcast a "major turning point in serving the needs of the broadcast industry," and he pledged to assemble a staff that will be "sensitive to the service" needs of the industry. A MECA spokesman declined to disclose planned capitalization of the new venture. Seki and Urabe were not available for further comment.

The new company expects to start delivery of products from its M-II line in September, with initial studio and camera recorders going to NBC. The network in June closed a five-year contract for Matsushita's M-II line which could exceed \$50 million based on affiliate response (BROADCASTING, April 14). The NBC contract provides for a 29% discount to affiliates that purchase M-II products, and several "modest" orders from NBC affiliates have already been taken by Panasonic, according to the spokesman.

Deliveries of additional products will continue in succeeding months, according to a spokesman, with availability to customers other than NBC beginning within 1986.



On hand for the HBO-RCA Crimson deal (l to r): Andrew Hospoder, RCA; Ed Horowitz, HBO; Eugene Murphy, RCA; Joe Collins, HBO, and James J. Tietjen.

venture agreement. HBO is leasing four transponders on Satcom K-1 for the distribution of HBO, Cinemax and Festival.

The agreement doesn't require HBO to assist RCA Americom in the marketing of Satcom K-1, said Ed Horowitz, senior vice president, HBO. Nonetheless, Horowitz makes a case for why cable programmers should secure slots of Satcom K-1. The principal cable satellites, Galaxy I and RCA Americom's Satcom III-R, will reach the end of their usefulness by 1991, he said. Given the uncertainty of the satellite launching industry, he said, the only way a programmer can be assured of having a place on the cable satellite in the early 1990's is by signing aboard Satcom K-1 today.

According to RCA Americom spokesman John Williamson, cable programmers should make the move to Satcom K-1 today so that when Satcom K-3 comes on line near the end of the decade, when most cable systems will be equipped with Ku-band antennas, the industry can be assured of a smooth transition from C-band to Ku-band.

Williamson said RCA decided to bring HBO in as a partner to "spread the risk" of building and launching Satcom K-3 and to make Satcom K-3 and Satcom K-1 more attractive to cable programmers. RCA and HBO apparently hope that cable operators will follow HBO to Satcom K-3 and, possibly Satcom K-1, the same way they followed it to Satcom I in the late 1970's and Hughes Communications' Galaxy I in the early 1980's.

The joint venturers have yet to price the Satcom K-3 transponders, Horowitz said, but "we are not looking for an outlandish return on our investment."

At this point, major cable programmers are a bit wary of companies bearing transponders. Between 1981 and 1983, Hughes Communications managed to sell most of the 24 transponders on Galaxy I to programmers for what many still consider an "outlandish" profit—at least \$125 million—by selling the six transponders to HBO and convincing the other programmers they had to be on the same bird to be guaranteed access to most cable systems. Galaxy I, launched in June 1983, is the principal carrier of cable programming.

Crimson will not put all of Satcom K-3's 16 transponders on the market. According to Horowitz, the agreement grants each partner four transponders and an option for a fifth, which it can use for its own purposes or sell. Horowitz said HBO intends to use at least four transponders. Williamson said he didn't know what RCA planned to do with its slots. Last December, RCA said that two transponders would be used by RCA Service Co. for the delivery of programming to hotels and motels.

According to Horowitz, cable programmers, at some point, should make the

jump from the relatively low-power (five watts to 10 watts) C-band transponders they now use to the relatively high-power (45 watts or more) Ku-band transponders of Satcom K-3. The extra power will enable operators to use smaller, less costly earth stations, and the Ku-band frequencies will allow them to put the dishes virtually anywhere because there are no Ku-band terrestrial microwave signals to cause interference. (Satcom K-1 and Satcom K-2 have 45-watt transponders, but Horowitz said the joint venturers are hoping to put 60 watts transponders aboard Satcom K-3.)

Satcom K-1 and Satcom K-3 are powerful enough for the broadcasting of programming directly to homes equipped with three-foot dishes. However, Horowitz said HBO currently has no plans for using its transponders on Satcom K-1 for satellite broadcasting. He left open the possibility of HBO's implementing such a service in the future.

Because of the uncertainties surrounding NASA's space shuttle program since the Challenger disaster last January, Horowitz said, Crimson is no longer counting exclusively on the shuttle to launch Satcom K-3. It has secured a reservation aboard one of Arianspace's Ariane rockets in the spring of 1989 and it is looking at other launching options, he said.

Crimson will not have much of a staff, Horowitz said. The two persons who will be charged with the principal responsibility for marketing the slots will be Robert Zitter, vice president, network operations, and Curt Thoss of RCA Americom, he said. □

Supreme Court deals blow to commercial speech

In case involving Puerto Rican casino, 5-4 decision holds states can ban truthful advertising; beer, wine ads could be affected

The wall of First Amendment protection that the Supreme Court for the past 10 years has been erecting around commercial speech appeared to have been seriously breached last week. The high court, in a case involving a Puerto Rican law imposing restrictions on casino advertising, held that states may ban even truthful advertising. And among the kinds of commercial speech the court indicated may not be protected by the First Amendment is advertising for alcoholic beverages.

The court, in an opinion adopted by a 5-4 vote and written by Chief Justice-designate William Rehnquist, upheld a law banning casino advertising aimed at local Puerto Ricans, while permitting advertising aimed at tourists. The opinion said states may ban advertising for products or activities deemed harmful—such as alcohol, cigarettes or prostitution—even if the sale of those products or activities is legal. The opinion conceded that the commercial speech at issue in the Puerto Rico case concerns a lawful activity "and is not misleading or fraudulent, at least in the abstract."

The impact that the decision may have on broadcasters and cable operators was hard to assess. Timothy Dyk, the Washington attorney who represented broadcast interests that participated as a friend of the court, expressed the view the principal question posed by the decision is political rather than legal. But he also said the decision appears to "legitimate" bans on such products as alcohol—and at a time when broadcasters had reason to believe congressional interest in such matters had abated. Little has been heard of proposals to ban beer and wine commercials on radio, television and cable television since the first session of the current Congress.

Puerto Rico argued that the law, as modified by courts in the commonwealth, is designed to attract tourist dollars while reducing the harmful effects of casino gambling on the health, safety and welfare of Puerto Rican citizens. The commonwealth talked of "the disruption of moral and cultural patterns, the increase in local crime, the fostering of prostitution, the development of corruption and the infiltration of organized crime." The court majority agreed that there were the kinds of "substantial" government interests justifying restrictions on commercial speech.

But Justice William J. Brennan Jr., one of

the dissenters, said the court would allow Puerto Rico to "suppress the dissemination of truthful information about entirely lawful activity merely to keep its residents ignorant." And that, he said, "dramatically" shrinks the First Amendment protection available to commercial speech, and gives government "unprecedented authority to eviscerate constitutionally protected speech." Justice John Paul Stevens, in a separate dissent, contended the law violates the First Amendment in discriminating in the punishment meted out in terms of the publication employed. "I do not understand why [the court] is willing to uphold a Puerto Rico regulation that applies one standard to *The New York Times* and another to the *San Juan Star*," Stevens wrote. Justices Thurgood Marshall and Harry A. Blackmun joined both dissents.

The case had been brought by the Posados de Puerto Rico Associates, which operates a casino in the commonwealth and had been fined \$2,000 for violating the advertising restrictions in the law. It sought a declaratory ruling that the law violates the First Amendment, both on its face and as it was applied by the administering agency. The casino owner and a number of news organizations and advertising groups—including the National Association of Broadcasters, CBS, ABC, Post-Newsweek Stations and the American Newspaper Publishers Association—argued that the law ran counter to a string of Supreme Court decisions upholding the First Amendment protection of commercial speech.

But Rehnquist, in the opinion in which he was joined by Chief Justice Warren E. Burger and Justices Byron White, Lewis F. Powell Jr. and Sandra Day O'Connor—said that the cases cited involved advertising of activities that enjoy constitutional protection and cannot be banned by the state. In one of the cases, for instance, the court reversed a law banning advertising of an abortion clinic. In the case at issue, the majority noted, Puerto Rico could have flatly banned casino gambling by the residents of Puerto Rico. Accordingly, Rehnquist wrote, "the greater power to completely ban casino gambling necessarily includes the lesser power to ban advertising of casino gambling. . . ."

The majority had a similar rejoinder to the argument that, having legalized casino gambling for residents of Puerto Rico, the legislature is barred by the First Amendment from imposing restrictions on advertising to accomplish its goal of reducing the attractiveness of such gambling. The opinion said it would be "a strange constitutional doctrine" that conceded to a legislature the power to ban a product or service but deny it the authority to forbid its promotion. "Legislative regulation of products or activities deemed harmful, such as cigarettes, alcoholic beverages and prostitution," Rehnquist wrote, "has varied from outright prohibition on the one hand. . . to legalization of the product or activity with restrictions on stimulation of its demand on the other." To rule out that latter response, Rehnquist added, "would require more than we find in the First Amendment."

The broadcasting and cable industries have little to worry about regarding cigarette advertising. Congress prohibited it on broadcast and cable media in 1971, and the Supreme Court summarily upheld the law without explanation a year later (BROADCASTING, April 3, 1972). As for liquor advertising, Dyk said the First Amendment apparently would not prevent states from banning it on radio and television and cable television. But he also said other considerations, like the constitutional guarantee of equal protection, might apply.

At bottom, though, he saw the critical question as political. "It depends on the attitude of Congress and the states," Dyk said. "They have the latitude to regulate." There was a flurry of activity on Capitol Hill last year regarding legislation to ban beer and wine advertising on radio, television and cable television. But the interest lacked a solid base, and it petered out in the face of determined opposition from the broadcasting and cable interests. And now, broadcasters and cable systems would not be alone in attempting to fend off legislation to ban liquor advertising. They would be in "the same boat with print," Dyk said. So opposition to such proposals "would come from both sources."

Spokesmen for two advertising associations expressed disappointment over the decision, while professing to see a positive side to it. Dan Jaffe, senior vice president for government relations of the Association of

National Advertisers, said it was "important to focus" on the fact the decision was on a 5-4 vote and that one member of the majority—Chief Justice Burger—is leaving the court. "So it's hard to determine how much precedential value" the decision will have, he said. And he and John E. O'Toole, executive vice president of the American Association of Advertising Agencies, noted that the court relied on the test laid down in a 1980 decision for determining the constitutionality of a restriction on commercial speech. Among other things, the government would be required to demonstrate the efficacy of a ban in meeting a legitimate state interest.

"That's the good news," said Jaffe. "It shows advertising does have constitutional protection." And O'Toole said that "in the legislative process today, a clear record would be established" and would be reviewed by a higher court. In the Puerto Rico case, a court of the commonwealth had reviewed the one-sentence statute at issue, which lacked a legislative record, and had modified and then approved the law. "The majority opinion did not affirm the statute itself," O'Toole said. "Rather, it affirmed the Puerto Rican court's four-page revision of the statute."

Still, observers noted that the Supreme Court last week appeared to take a giant step back from the 10-year trend toward granting commercial speech limited First Amendment protection. □

State Department concerned about Intelsat board defeat in Rio

Dougan considers review of government instruction to Comsat, meets with former NTIA head Geller

The State Department has begun an effort to pick up the pieces after the rough treatment Ambassador Diana Lady Dougan suffered at the hands of a House Foreign Affairs subcommittee two weeks ago. Subcommittee members had been sharply critical of her handling of U.S. relations with the International Telecommunications Satellite Organization in the wake of what they perceived as a serious defeat for the U.S. at an Intelsat board of governors meeting in Rio de Janeiro (BROADCASTING, June 30). One of Dougan's first moves was to consider a review of the process by which the government instructs its signatory at board meetings, the Communications Satellite Corp.—another in a series of indications the government is not satisfied with Comsat's performance in that role.

Dougan, the U.S. coordinator and head of the State Department's Bureau of International Communications and Information Policy, and some aides met on Tuesday with Henry Geller, who in the Carter administration had headed the National Telecommunications and Information Administration. In January 1985 he had responded to a request from Dougan with a report on the conflicts

of interest in which Comsat is becoming involved in the changing international environment—and on recommendations for dealing with the problems those conflicts were seen as creating. "We're looking to improve the instructional process and our overall dealings with Comsat and Intelsat," Dougan said. And while nothing came out of the meeting, she said an announcement regarding action could come "soon, in about a week."

Dougan's meeting with Geller was precipitated by developments in Rio, where the board overwhelmingly rejected a U.S. call for an Assembly of Parties meeting by the end of October to consider the Pan American Satellite Corp. proposal for a separate satellite system linking the U.S. and Peru. And it came as word surfaced regarding a second U.S. applicant for a separate system, Orion Satellite Corp., which in March 1983 became the first applicant for such a system, was said to be close to securing an agreement with the United Kingdom to serve as a foreign correspondent in coordinating the proposed system with Intelsat. However, Orion is said to feel it needs more than one correspondent before it would be ready for a coordination effort with Intelsat.

Neither Dougan nor Geller would provide any details of their talk. Geller said only that Dougan was interested in "following up" on

the memorandum he had submitted 17 months ago, "in light of developments." In the memorandum, the contents of which did not become known until February 1986, Geller cited the increasing variety of competitive fields in which Comsat is becoming involved and what he said was the consequent difficulty, if not impossibility, Comsat faces in reconciling its fiduciary relationship to Intelsat and its maritime equivalent, Inmarsat—on both of whose boards it represents the U.S.—as well as to its stockholders, and its obligation to the U.S. government. And Geller contended: it is "only human nature to advance the corporate interest, above all others, if it is feasible to do so" (BROADCASTING Feb. 17, 1986).

A number of government officials at various levels—including FCC Chairman Mark Fowler and Alfred Sikes, head of NTIA—have indicated similar concerns. So has Dougan. Indeed, Dougan at the hearing before the House International Operations Subcommittee two weeks ago, suggested that at least part of the difficulty in Rio stemmed from the fact that the U.S. does not represent itself at such meetings. "If I'd been there," she said, when asked why the U.S. pressed for a vote in the face of evidence it would lose badly, "I'd have called for a coffee break." She noted government officials who attend board meetings are there only as "observers."

Comsat officials maintain that the corporation, created in 1963 to serve as U.S. representative on the international organization it was called on to create, can serve each of its multiple masters faithfully. Marcel Joseph, the president and chief operating officer, acknowledged in an interview that Comsat faces "a challenge" when U.S. policy conflicts "with the desires of the Intelsat organization." But, he said, "we're going to follow the instructions given us" by the government. And in the 14 months he has been at Comsat, Joseph said, "we've been able to serve the role of signatory and yet operate reasonably effectively within the Intelsat organization and not jeopardize our fiduciary responsibility to our stockholders."

Still, Geller, in his memorandum, suggested the "disenfranchisement" of Comsat—its replacement as the U.S. representative to Intelsat and the provider of International space segment capacity to international carriers and other authorized users. He suggested the creation of a consortium of carriers as the replacement. Such a change would require an Act of Congress, and Geller saw it only as a long-range solution, one toward which policy would evolve over a period of years. In the meantime, he suggested that the U.S. government take a forceful role in presenting its views at Intelsat board meetings.

For all of the criticism directed at Comsat, some observers, including government officials, say all blame cannot be laid at its door for what occurred in Rio. There was criticism of the manner in which the Comsat people in Rio were directed. Officials point out that Dougan had not actually "signed off" on an instruction calling for a vote. Comsat had been instructed to make its "best

effort" to move the coordination process forward on the PanAmSat proposal to use five of its satellite's 24 transponders that are to link the U.S. and Peru, and was informed that the U.S. and Peru wanted the board to call an extraordinary meeting of the Assembly of Parties to deal with the matter "as soon as possible after the board meeting in September but before Oct. 31." In the vote on the call, the U.S. was supported only by the United Arab Emirates. The U.S. interpreted the result as support of the Intelsat executive organ's position that coordination could not proceed until the U.S. provided additional information.

Some sources say the officials directing Comsat's effort in Rio directed the signatory to call for a vote, but gave it discretion as to the timing. And the call, after considerable discussion of the issue, was said to have caught most members of the board—including America's allies—by surprise. It was also said to have annoyed some—the U.K., Australia, and Canada—whose governors thought a compromise could be developed. State Department officials who had been involved in the process say Comsat's call for a vote was issued "in the heat of the moment," and at a time "when no consensus" had been reached, a statement some find hard to reconcile with the result of the vote.

But U.S. officials continue to defend the tactics followed; they say the vote was on merely a "procedural" issue, and that the U.S. gained valuable insights into the think-

ing of other board members. They expect the U.S. to win on the issue at the board meeting in September. "There were no downsides," one official said. However, some critics of the tactics note that views were being expressed in the lengthy discussion that preceded the vote—that it may not have been necessary to force the board to take sides on the issue in order to determine where the members stood.

The U.S. performance in Rio is a matter of concern to officials of Orion, which may be the next U.S. company to ask the government to coordinate a proposal for a separate satellite system. Chris Vizas, Orion's managing director declined to confirm reports it is close to concluding an arrangement with the United Kingdom as a foreign correspondent. "We're in no position to announce anything," he said. But he said an announcement regarding "either the U.K., France or the Low Countries"—Belgium, Luxembourg, and The Netherlands—would be made "by the end of the summer—but it might be later." He said Orion would not proceed with a coordination request "until we have a commercially viable arrangement in Europe—it has to make sense in terms of the market mass available."

But as for the U.S.'s ability to shepherd Orion's coordination request through the Intelsat process, once that "market mass" has been achieved, Vizas has doubts: "We don't feel confident about what's been happening, and we're concerned." □

NCTA says Hill must decide future of BOC's

The National Cable Television Association last week registered its view on Capitol Hill that Congress should determine communications policy concerning whether and to what extent the Bell operating companies should be allowed to enter other lines of business.

The Senate Commerce Committee is conducting what is called a "paper hearing," and has solicited comments on lifting current restrictions that prevent local telcos from diversifying into nontelephone businesses such as equipment manufacturing and electronic publishing. NCTA President James P. Mooney, in a letter to Senate Commerce Committee Chairman John Danforth (R-Mo.), expressed the industry's concern that the removal of restrictions on the BOC's should be a decision made after "careful and exhaustive deliberations by the committee and by the Congress."

Also pending before the committee is legislation introduced by Senate Majority Leader Robert Dole (R-Kan.) (S. 2565) that would transfer the federal court's authority to regulate the BOC's to the FCC. Such a move could eventually lead to the telcos entrance into information and programing services. NCTA also stated its reservations about certain elements of the measure.

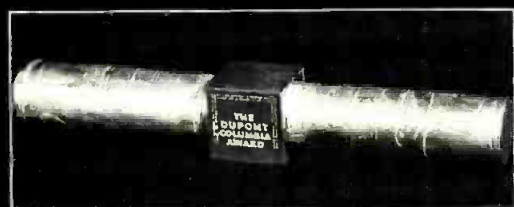
"Whether or not Bell operating companies should be allowed the opportunity to enter unregulated markets—in other words, to be something besides the providers of quality local telephone service—is a decision which Congress, the forum most responsible and accountable to the public, should take upon itself to make," the letter said.

NCTA argues that Congress, not the FCC, should decide such "important communications policy" as whether the telcos should get into electronic publishing. Cable also pointed out that the BOC's "retain the unique stature that they have consistently held through out this long standing debate. When other companies enter the markets that the BOC's now seek to enter, they gamble with their stockholders money and if they loose their shareholders lose. The BOC's however, gamble with the money earned from their monopoly rate base. If they lose, the loss carries over and hits every consumer with a telephone."

NCTA's letter cites the debate that emerged in the past over the BOC's entry into the data transmission business. Cable's chief concern is that if telcos get into electronic publishing they could easily use their "bottleneck facility" to drive out competition.



THE ANNUAL FIFTH ESTATE AWARDS ISSUE



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

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

Achievement in Children's Television Awards

14th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution toward improving children's television" and "continuing excellence."

Commercial broadcasting

ABC-TV □ *ABC Afterschool Specials*.
KPIX(TV) San Francisco □ *Hot Streak*.
KRON-TV San Francisco □ *Home Turf*.
WMAQ-TV Chicago □ *Ready or Not*.

Cable television

Disney Channel □ *Danger Bay*.
Syracuse NewChannels, Syracuse, N.Y. □ *The New Kid Stuff*.

Public broadcasting

Agency for Instructional Technology □ *Math Works*.
Children's Television Workshop □ *Sesame Street*.
OWL/TV Inc., Toronto □ *OWL/TV*.
WQED(TV) Pittsburgh □ *Wonderworks*.

Public service announcements

KING-TV Seattle □ *Getting to No*.
Nickelodeon □ *Philip Molar: Private Tooth*.

Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

Radio

Praco Ltd., Colorado Springs □ Saint Francis Health Care System (local, 30 seconds or less).
Smith Burke & Azzam, Baltimore □ Roy Rogers (regional, 30 seconds or less).
Southland Corp., Oallas □ 7-11 Stores (national, 30 seconds or less).
Frankenberry, Laughlin & Constable, Milwaukee □ Mothers Against Drunk Driving (local, more than 30 seconds).
Extension 229, Alexandria, Va. □ Britches Great Outdoors (regional, more than 30 seconds).
J. Walter Thompson, New York □ Miller Brewing (national, more than 30 seconds).
Rollheiser Holland Kahler, Omaha □ MAX I Walker Dry Cleaners (local campaign).
Frankenberry, Laughlin & Constable, Milwaukee □ Wisconsin Department of Development (regional campaign).
Henderson Advertising, Greenville, S.C. □ Fotomat Corp. (national campaign).

Television

Needham Harper, Los Angeles □ Bayless Markets (local, production budget less than \$10,000, 30 seconds or less).
Malone & Hyde Advertising, Memphis □ Megamarket (local, production budget \$10,000 or more, 30 seconds or less).
Hal Riney & Partners, San Francisco □ Blitz-Weinhard Brewing (regional, 30 seconds or less).
J. Walter Thompson, New York □ R.T. French Co. (national, 30 seconds or less).
Poindexter Associates, Roanoke, Va. □ Hart Motor Co./Oldsmobile (local, production budget less than \$10,000, more than 30 seconds).
Posey & Quest, Greenwich, Conn. □ Sonacor Communications Systems (local, production budget \$10,000 or more, more than 30 seconds).

Hal Riney & Partners, San Francisco □ Edy's Grand Ice Cream (regional, more than 30 seconds).

Hal Riney & Partners, San Francisco □ E. & J. Gallo Winery (national, more than 30 seconds).

Needham Harper, Los Angeles □ Bayless Markets (local campaign, production budget less than \$10,000 each).

HCM, Chicago □ Spiegel Outlet Stores (local campaign, production budget \$10,000 or more each).

Doyle Dane Bernbach, Los Angeles □ Western Airlines (regional campaign).

Hal Riney & Partners, San Francisco □ E. & J. Gallo Winery/Bartles & Jaymes Wine Coolers (national campaign).

Complete campaigns

Malone & Hyde Advertising, Memphis □ Megamarket (local).
Grey Advertising, Los Angeles □ Vons Grocery (regional).
Footle, Cone & Belding, San Francisco □ Levi Strauss & Co. (national).

Media self-promotion

King Broadcasting, Seattle □ King Broadcasting Co. (television).
WBT(AM) Charlotte, N.C. □ WBT Radio (radio).

Hispanic advertising

La Agencia de McCann-Erickson, Los Angeles □ Coca-Cola (television).
Leo Burnett, San Juan □ Bacardi rum (television).
Campbell-Ewald Latina, Miami □ Eastern Airlines (radio).
Bermudez & Associates, Beverly Hills, Calif. □ AT&T Communications (radio).

Public service

W.B. Doner & Co., Baltimore □ Baltimore Regional Burn Center (television, local).
Frankenberry, Laughlin & Constable, Milwaukee □ Mothers Against Drunk Driving (radio, local).
Savage Design, Portland, Ore. □ Oregon Association for Retarded Citizens (television, regional).
TBWA Advertising, New York □ UNICEF (television, national).
Bonneville Media Communications, Salt Lake City □ The Church of Jesus Christ of Latter-Day Saints (radio, national).

American Chiropractic Association

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

Television

Richard Gerdsu, Steve Singer, Thomas Lennon, ABC News Closeup □ *Growing Old in America* (gold award).
Paula Guinness, KATU-TV Portland, Ore. □ *Oh, My Aching Back* (bronze award).
Amy Shaw, WMBO-TV Peoria, Ill. □ *One-Minute Baseball* (bronze award).

Radio

David Rush, NBC Radio Network □ *Shape Up, Kid* (gold award).
Peter Jennings, Chuck Taylor, ABC Information Network □ *Save Yourself* (bronze award).
Richard Frostig, WBAL-FM New York □ *Teen-age Suicide: Does It Have to Happen* (bronze award).

Andy Awards

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

Best of show

Hal Riney & Partners □ E. & J. Gallo Winery's Bartles & Jaymes wine cooler

Television—single spot

Backer & Spielvogel □ V8.
BBDO □ Pepsi Cola (2).
Chiat/Day □ Nike (2), Apple Computer.
DFS Dorland Worldwide □ Wendy's.
Doyle Dane Bernbach □ American Greetings.
Grant Jacoby □ On-Cor Frozen Foods.
Grey Advertising □ 3M Corp.
Hill, Holliday □ John Hancock Mutual Life Insurance Co.
J. Walter Thompson □ R.T. French. Pepsi-Cola Canada.
Lavine, Huntley, Schmidt & Beaver □ Subaru.
Livingston & Co. □ Alaska Airlines.
W.B. Doner & Co. □ Eckerd, Baltimore Regional Burn Center.
Wieden & Kennedy □ Nike.
Leo Burnett Co. □ United Airlines.
Saatchi & Saatchi Compton □ British Airways.

Television campaign

Campbell-Ewald □ GMAC.
Chiat/Day □ Nike, NYNEX.
Hal Riney & Partners □ E. & J. Gallo Winery.
Hill, Holliday □ John Hancock Mutual Life Insurance Co.
Lavine, Huntley, Schmidt & Beaver □ Subaru.
Ogilvy & Mather □ Sports Illustrated.
Tatham-Laird & Kudner □ National Institute of Justice.
Grant/Jacoby □ On-Cor Frozen Foods.

Radio—single spot

DFS Dorland Worldwide □ Wendy's.
Doyle Dane Bernbach □ GTE.
Kilpatrick, Hedley-Noble □ Miami Honda.
Lavine, Huntley, Schmidt & Beaver □ Kronenbourg.
Schaefer Advertising □ Automatic Data Processing.
Smith Burke & Azzam □ The Washington Times.
Young & Rubicam □ Ad Council.

Radio campaign

Lord, Geller, Federico Einstein □ Callard & Bowser.
Stockton West Burkhardt □ Sisters Restaurants.
Young & Rubicam □ Or Pepper.

Angel Awards

Presented by Religion in Media.

National TV

NBC □ *Father Serra and the American West*.
ABC □ *Try to Make a Miracle, Do You Believe, The Fourth Wise Man*.
Wilson Advertising Associates, Glendale, Calif. □ *My Children Are Dying*.
Bernhard Johnson Ministries, San Jose, Calif. □ *Bernhard Johnson Apresenta*.
Heritage Singers, Placerville, Calif. □ *Keep on Singing*.
Feed the Children, Larry Jones Intl. Ministries □ *Africa—The Bleeding Continent*.

EIGHT EMMYS. EXTRAORDINARY.

KHJ-TV would like to express its appreciation to the Academy of Television Arts and Sciences for honoring us with the most Emmys in our station's history..



**BEST INFORMATION SERIES
(Independent Stations)
"CAMERA 9"**

STEPHANIE BRADY,
Executive Producer
DAN MEDINA,
Producer
WENDY GORDON,
Producer
JIM MURPHY,
Producer



**BEST NEWS SPECIAL
"OUR CHILDREN:
THE NEXT GENERATION"**

DAN MEDINA,
Producer
STEPHANIE BRADY,
Executive Producer
BILL NORTHUP,
Coordinating Producer



**BEST PUBLIC AFFAIRS
SPECIAL
(Independent Stations)
"THE SILENT SIN"**

WALT BAKER,
Executive Producer
DONNA KANTER,
Producer
JOSEPH FEINSTEIN,
Producer



**BEST INFORMATION
SPECIAL
(Independent Stations)
"THE OPEN AIR ASYLUM"**

FERNANDO DEL RIO,
Producer
WALT BAKER,
Executive Producer
PHILIP REEDER,
Producer



**BEST
HOSTS/MODERATORS—
SERIES**

MEREDITH MAC RAE
AND
GEOFF EDWARDS
"MMLA"
(Mid Morning Los Angeles)



**BEST CHILDREN/
YOUTH SPECIAL
(Independent Stations)
"TAKING THE HIGH
OUT OF HIGH SCHOOL"**

RICHARD T. JOHNSON,
Executive Producer
CAL BRADY,
Producer



**BEST DIRECTOR
OF EDITED PROGRAM**
PHILIP REEDER
"THE OPEN AIR ASYLUM"



**BEST DIRECTOR
OF UNEDITED PROGRAM**
CHRISTOPHER STEGNER,
"9 O'CLOCK NEWS"



RKO TELEVISION
A Division of RKO General, Inc.

*Presented at the 38th Annual
Los Angeles Area Emmy Awards

United Methodist Communications, New York □ *Catch the Spirit of Christmas.*

Good News Communications, New York □ *Coming Out of Homosexuality.*

Trinity Broadcasting □ *Calling Dr. Whittaker, Feedback, The Answer, The Joy of Music—Christmas in the Holyland, The Heritage Singers—Richard Hogue Sunday Night, One Way Game Interview, Interview with Oral Roberts & Dr. Pat Robertson.*

PTL Network □ *Love Them While We Can, Willard Cantelone Comments, Joni Interview, Mickey Rooney Interview, Gospel Music USA, Adoption Agency Interview, Garbage Can Spot.*

CBN Network □ *1985 Baseball Madness, Medford Case, Glassblower, Easter Book, Scott Ross's Entertainment Features Year in Review, Exclusive: Laura Walker Snyder Interview, Thanking God for Liberty, Satanism and Child Abuse, 16th Annual Gospel Music Dove Awards, Rock Music Part 1.*

Oral Robert, Tulsa, Okla. □ *Richard Roberts Live.*

Christian Television Network, Clearwater, Fla. □ *Joy Junction 245.*

KYW-TV Philadelphia □ *Connections.*

World Vision, Pasadena, Calif. □ *Ethiopia: The Nightmare Continues.*

Full Gospel Business Men's Fellowship Intl., Costa Mesa, Calif. □ *Turning Point.*

Nason Media Corp., Anaheim, Calif. □ *Robert Schuller with Hour of Power.*

KSL-TV Salt Lake City □ *The Saints, Hobo Artist, BYU Jerusalem Center.*

Local TV

WOR(TV) New York □ *The David Toma Show, Yom Hoshoo, The Cathedral Symphony of Newark, The Changing Family: Taking the High Out of High School.*

KOMO-TV Seattle □ *Juvenile Prostitution, Green Lake Elementary, Unfinished Business: Vietnam, 10 Years After.*

WDIV-TV/WTWS-TV Detroit □ *Project Graduation.*

WNBC-TV New York □ *Visiones—Housing A Cry For Shelter, New Homes for Old.*

WCFB(TV) Chicago □ *A Closer Look, Windy City Alive, Young at Heart, Gangs! The Struggle to Survive.*

WGRZ-TV Buffalo, N.Y. □ *Martin Luther King: I Still Have A Dream.*

KXTX-TV Dallas □ *KXTX-TV Family Month.*

WLOS-TV Asheville, N.C. □ *News 13 Earthquake Hotline.*

Mike Evans Ministry, Bedford, Tex. □ *The Return.*

WAGA-TV Atlanta □ *The Holy Land.*

WTLW(TV) Lima, Ohio □ *The Turning Point.*

WTHR-TV Indianapolis □ *Who Is Protecting Our Children?*

KTNV-TV Las Vegas □ *A Friend in Need.*

KMOX-TV St. Louis □ *A Closer Look: The Call Unheeded.*

Dove Broadcasting, Greenville, S.C. □ *Christmas in the Streets.*

KTVI(TV) St. Louis □ *Elected Official Admits Racism.*

The Filling Station, Greenwood, Ind. □ *The Filling Station #4 and #5.*

WJXT-TV Jacksonville, Fla. □ *Days of Awe.*

KDKA-TV Pittsburgh □ *Second Chance.*

Radio national

NBC Radio News □ *Harvest of Despair, Seeds of Hope, Wish You Were Here, Home Is Not Where I Live.*

Sacred Heart Programs, St. Louis □ *When Good People Suffer, The Dream Factory.*

Protestant Radio & TV Center, Atlanta □ *Protestant Hour: Here Comes the Judge.*

ABC Radio Network □ *Teen Suicide: Listen Closely, Black America: A Living History.*

Ethnic Communications, Chicago □ *Salute the Black Family, Turning Dreams Into Deeds.*

Communications Consultants, Denver □ *Talk Back with Bob Larson.*

Mennonite Board of Ministries, Elkhart, Ind. □ *Choice IX New Skills for Resolving Conflicts.*

KMBZ(AM) Shawnee Mission, Kan. □ *What Sunday Means to Me.*

UPI □ *Missionary Hostage in Columbia.*

Bonneville Media Communications □ *It's Kinda Nice When You're Friends.*

Radio local

WRFM(FM) New York □ *Blacks and Health.*

Ethnic Communications Outlet, Chicago □ *America Live It! Love It!*

KYW(AM) Philadelphia □ *The New Family Album.*

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

WEEI(AM) Boston □ *Cardinal Law: A Prince of the Church.*

On Life Ministries, Kingsville, Ohio □ *The Search Is Over.*

WOR(AM) New York □ *42d Street River to River.*

Armstrong Awards

21st annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but have been opened up to AM stations as well.

IS Inc. □ *Hot Ones* (music).

WEEI(AM) Boston □ *Beverly Fire* (news).

CBC Radio, Toronto □ *Whispers of Fate* (news documentary) and *George Orwell 1984* (educational).

Elizabeth Perez Luma, independent producer □ *Latin USA: A Tale of Four Cities* (public service).

Karen Frillmann, independent producer □ *Long Journey of Poopie Nongena* (creative use of the medium).

Associated Press Broadcasters Award

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

WOBR-AM-FM Wanchese, N.C. □ Best single story.

KCKC(AM) San Bernardino, Calif. □ Weekend cooperation.

KAAA(AM) Kingman, Ariz. □ Overall cooperation.

WBBM-TV Chicago □ TV enterprise.

WFAA(TV) Dallas □ TV spot news.

WGST(AM) Atlanta □ Radio spot news.

KMOX(AM) St. Louis □ Radio enterprise.

David Simpson, Atlanta □ Best state summary.

Andy Gallagher, Charleston, W.Va. □ Best state enterprise.

West Virginia bureau staff, Charleston, W.Va. □ Best state spot news.

Carol Ester □ Best national summary.

Steve Pendlebury □ Best national enterprise (Joanne Page award).

Bob Moon, Mona Ziade □ Best network live programming.

Bob Moon □ Best network enterprise and best network spot news.

AWRT Awards

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

Silver Satellite

Beatrice Arthur

Achievement Award

Jane Cohen, Allbritton Communications.

Television

NBC □ *This Child Is Mine.*

KCTS-TV Seattle □ *Anna Wyman Dance Theatre.*

CBS □ *Do You Remember Love?*

NBC □ *A Time to Live.*

WBZ-TV Boston □ *Tender Places.*

ABC □ *The Rape of Richard Beck.*

CBS □ *Kate & Allie* "Back to School" episode.

Brocato & Kelman □ *Cagney & Lacey* "Who Said It's Fair" episode.

NBC □ *The Golden Girls* "Premiere" episode.

BizNet, U.S. Chamber of Commerce □ *It's Your Business* "Comparable Worth: What Next?" episode.

WGBY(TV) Springfield, Mass. □ *Soapbox with Tom Cottle: Teen-agers and Sex Roles.*

Multimedia Entertainment □ *Phil Donahue: Baby Drug Ad-dicts.*

Suzanne Singer Productions, PBS □ *Windows on Women.*

KTCA-TV Minneapolis □ *And a Time to Heal.*

NBC □ *White Paper: Women Work and Babies: Can America Cope?*

KSL-TV Salt Lake City □ *Super Mom Stress.*

CBS News □ *60 Minutes: Julia.*

NBC □ *NBC Nightly News* "No Fault Divorce."

WPLG-TV Miami □ *Forever Young.*

CBS News □ *The Classiest of '85.*

World Communications □ *History... In the Company of Women.*

KTVI(TV) St. Louis □ *Julie Wier, Statue Lady.*

WXYZ-TV Detroit □ *Rosa Parks: Return to Montgomery.*

WCBS-TV New York □ *The Working Woman Moments.*

Disney Channel □ *The Edison Twins: Bases Loaded... One Girl Out.*

KOMO-TV Seattle □ *Libby Riddles.*

TV commercials, PSAs

State Farm Insurance, Needham Harper Worldwide □ *Furor.*

Sooner Federal Savings & Loan, Hood, Hope & Associates □ *Personalized Services.*

McDonald's, Conill Advertising Associates □ *Newscasters.*

AT&T □ *London/Leslie Long.*

Aydellott Associates □ *Liz/Hang In There.*

WBMD(TV) Peoria, Ill. □ *Newscenter 31 Army Tyner.*

Girls Clubs of America □ *Fantasy.*

KNBC(TV) Los Angeles □ *Profiles in Pride—Vignettes.*

Needham Harper Worldwide □ *Husband & Wife.*

Radio

National Public Radio □ *International Women's Conference.*

WITF-FM Hershey, Pa. □ *A Private Space: The Personal Diaries of Women.*

WFMT(FM) Chicago □ *Harriet: The Woman Called Moses.*

Wallowa Valley Radio Broadcasting Corp. □ *Women of Achievement in the Wallowa Country.*

Thea Marshall Communications □ *Tuning in to Life: Rural Women.*

KXOA-AM-FM Sacramento, Calif. □ *Taking Kids to Work: On-Site Childcare.*

Howard W. Blakeslee Award

33d annual. Presented by the American Heart Association in memory of the late Associated Press science editor for "outstanding reporting on heart and blood vessel diseases."

Jim Lehrer, host, and Lawrence Pomeroy, executive producer, PBS □ *My Heart, Your Heart.*

Dan Rutz and Gary Schwitzer, correspondents, and Mike Hessing and Cathy Meurer, producers, CNN □ For a series on reports on heart-related topics.

Jon Savich, KGBT-TV Harlingen, Tex. □ For a 15-part series on heart disease.

Broadcast Designers Association Awards

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

Gold winners

Keith Kemmer, James Houff, WDIV(TV) Detroit □ *Midsummer Night (TV Guide, local or regional distribution).*

Marty Rossman, WFSB-TV Hartford, Conn. □ *TV Wars, Cities, Health and Making It Work (TV Guide, local or regional distribution).*

Pat Burnham, Bill Miller, Bruce Lindgren, KRON-TV San Francisco □ *We Got... They Got* (large space newspaper: local or

regional distribution).

Cranston/Csuri Productions, Columbus, Ohio □ *PM Magazine* Promo Ad (trade publication: national distribution).

Kevin Lyman, Scott Miller, Laura McGannon, NBC □ Alfred Hitchcock/the Master is Back (trade publication: national distribution)

James Houff, WDIV(TV) Detroit □ Television by Design (stationery: national).

Jennifer Long, Janet Utech, Mike Buettner, KPIX(TV) San Francisco □ Stationery (stationery: local or regional).

James Houff, Nancy Kling, Josephine Primeau, Keith Kemmer, WDIV(TV) Detroit □ Chicago Package (press promotional and sales kits: national).

Gaye Korbet, WGBH(TV) Boston □ Promotion Folder (press promotional and sales kits: national).

Bunny Zaruba, Jim Stringer, KGO-TV San Francisco □ KGO-TV press, sales, corporate folder/stationery (press promotional and sales kits: local or regional)

Chris Pullman, Mel Cowher, Terry Grodin, WGBH(TV) Boston □ Christmas Card (posters: national)

Gary Wu, Alice Wong, TVB Ltd., Hong Kong □ Eye on the World (posters: local or regional)

Pat Jensen, Jane Tierney, KQED(TV) San Francisco □ Beer Festival (posters: local or regional).

Steve Hill, Henry Epstein, ABC □ The First 25 Years (all other print).

Bunny Zaruba, Jim Stringer, Wiley Schmidt, KGO-TV San Francisco □ KGO-TV 1985 Christmas Card (all other print).

Peter Sereda, Karl Badgley, WKYC-TV Cleveland □ Strikable Set (striable sets).

Pat Burnham, Bill Miller, Bruce Lindgren, KRON-TV San Francisco □ We Got . . . They Got (station promotional/ID campaign).

Robert Hoffman, Robert Born, KTCATV St. Paul □ Alive From Off Center (logos).

Bob Pook, Edd Hall, Marc Karzen, NBC □ Late Night with David Letterman (logos).

Carol Fatta, Richard Dickinson, WCVB-TV Boston □ A Day in the Life of Massachusetts—1 (color print)

Brian Callanan, Orrin Zucker, Richard Lee Dickinson, WCVB-TV Boston □ Vandalism Promo (station animation/in house \$0-\$999)

Pat Egan, Eric Eiser, Ed Vivona, Scott Miller, Robb Wyatt, WCBS-TV New York □ The New Mob (station animation/in house \$1,000-\$10,000).

Charlie Peterson, Paul Jessel, Mike Water Kotte, Goldsholl Film Group □ *WGN Mystery Theater* (station animation/in house \$1,000-\$10,000).

Pete Smith, Jeff Papa, Storer Communications □ Life with Ned (station animation/in house \$11,000-\$50,000)

Diane Wakeman, Larry Sharp, Bruce Alexander, Richard Adkins, KABC-TV Los Angeles □ Mad Doctors (station animation/in house \$11,000-\$50,000).

Robert Brandel, Ralph Famigletta, J. Bianco, J. Brainard, K. Eyring, S. Giangrosso, B. Hopkins, A. Kemp, NBC News □ Main Street (network animation/in house: \$11,000-\$50,000).

Paul Fuentes, Orest Woronewych, Home Box Office □ Cinema Comedy ID #7 (network animation/production house: \$11,000-\$50,000)

Gary Gutierrez, Colossal Pictures □ *The Twilight Zone*—Titles (network animation/production house: \$51,000)

Mark Hensley, Glenn Entis, Lewis Hall, John LePrevost, Pacific Data Images □ CBS Tuesday Movie (network animation/production house: \$51,000).

John Brainard, Ken Eyring, Steve Giangrosso, Bryan Hopkins, Ralph Famigletta, NBC News □ Trident Sub (video-generated animated graphics: news).

Lynda Kahn, Denise Bovo, Manhattan Cable TV □ Master Reels (video-generated animated graphics: news)

Broadcast Promotion & Marketing Executives Awards

24th annual. Presented by the BPME to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement." Large-market winners are listed first, followed by medium, then small-market winners.

Television

KTSP-TV Phoenix, Celebrate Arizona Campaign: **WLOS(TV) Asheville, N.C.-Greenville/Spartanburg, S.C.**, One Divided by Two: **WPTA-TV Fort Wayne, Ind.**, You Know More □ Campaign using more than on media.

KNBC(TV) Los Angeles, Channel 4 6 p.m. News/NBC Nightly News: **KSLA-TV Shreveport, La.**, That's Why We're Ark-La-Tex News 12: **WLBT(TV) Jackson, Miss.**, WLBT News—"Merlin" □ TV campaign—news

KNBC(TV) Los Angeles, Donahue: **WNDS(TV) Derry, N.H.**, Lookin' Good □ TV campaign—programming/image

WPXI-TV Pittsburgh, Henry Youngman: **WCGV(TV) Milwaukee, Milwaukee's Movie Station: WNDS(TV) Derry, N.H.**, Lookin' Good □ Radio campaign.

KPHO-TV Phoenix, Newspaper Series: **WWL-TV New Orleans**, Good, Bad & Future: **WPTA-TV Fort Wayne, Ind.**, There Are Still □ Print campaign

CBFT(TV) Montreal, La Television de L'Heure—Information. **WJXT(TV) Jacksonville, Fla.**, Snow Dreams □ Generic TV announcement, news

KYW-TV Philadelphia, The Price of Beauty: **KSL-TV Salt Lake City**, Stress. **WMAZ-TV Macon, Ga.**, Dyslexia □ Episodic TV announcement, news

KTTV(TV) Los Angeles, The Street Gangs of L.A.: **KXXV(TV) Waco/Temple, Tex.**, KXXV—Habits □ Radio announcement, news.

WAGA-TV Atlanta, Signs of the Times: **WTMJ-TV Milwaukee**, Kids Like Johnny Used To Steal Hubcaps: **KVUE-TV Austin, Tex.**, Home Team—Washington □ Print ad, news.

WTTG(TV) Washington, Forty Years Together: **KTNV-TV Las Vegas**, The 50's in the Territory □ Generic TV announcement, programming/image.

KYW-TV Philadelphia, Harry's Game □ Episodic TV announcement, programming/image

KPLR-TV St. Louis, The Ones to Watch: **WCGV(TV) Milwaukee**, Ike: The War Years □ Radio announcement, programming/image.

WFLD-TV Chicago, Watch and Wear: **WCGV(TV) Milwaukee**, Black Sheep Squadron □ Print ad, programming/image.

KRON-TV San Francisco, KRON-TV I.D.'s: **KMPH-TV Visalia/Fresno, Calif.**, Station I.D.'s: **WHO(TV) Creve Coeur, Ill.**, Heart Logo ID □ Promotional animation.

WCBS-TV New York, Channel 2 News Open: **KSL-TV Salt Lake City**, KSL-TV News Open: **WISC-TV Madison, Wis.**, Wisconsin Badger Hockey Open □ Nonpromotional image animation

WFLD-TV Chicago, Alcoholism Awareness: **WISN-TV Milwaukee**, Valentine's Day. **WNDU-TV South Bend/Elkhart, Ind.**, Stay on the Ball □ Outdoor/transit advertisement.

KHTV(TV) Houston, Go For the Gold: **UNC Center of Public Television**, Chapel Hill, N.C., The Woodwright's Shop: **WDAM-TV Laurel/Hattiesburg, Miss.**; **WCFT-TV Tuscaloosa, Ala.**; **KYEL-TV Yuma, Ariz.-El Centro, Calif.**, Big Fish II/Direct Mail □ Promotion, sales and press kits

WFLD-TV Chicago, 32 Movie Club Poster: **KMPH(TV) Visalia/Fresno, Calif.**, Sweeney's Aerial Command Poster □ Flyer, brochure, guide, book.

KRON-TV San Francisco, KRON-TV 1985/86 Sales Tape □ TV sales presentation video or film

WISH-TV Indianapolis, Premiere Invitation: **WVAH-TV Charleston/Huntingdon, W. Va.**, WVAH-TV Bar: **WDAM-TV Laurel/Hattiesburg, Miss.**; **WCFT-TV Tuscaloosa, Ala.**; **KYEL-TV Yuma, Ariz.-El Centro, Calif.**, Biggest Fish Story □ Specialty promotion.

KDKA-TV Pittsburgh, Second Chance: **WWL-TV New Orleans**, Good, Bad & Future: **WCSC-TV Charleston, S.C.**, The Flight of Mercy □ Special projects.

WLS-TV Chicago, WLS—7's on the Move: **BCTV, Burnaby, B.C.**, Together, We'll Have the Best Year Yet: **WNDS(TV) Derry, N.H.**, Lookin' Good Theme □ Jingle/music package.

In house

KNBC(TV) Los Angeles, Channel 4 News Weather "Fritz": **WWL-TV New Orleans**, Your Insurance Just Went Up: **KREM-TV Spokane, Wash.**, The News Leader Campaign □ Campaign using more than one media.

KNBC(TV) Los Angeles, Channel 4 News Weather "Fritz": **KTVX(TV) Salt Lake City**, KTVX News "Cover Story Campaign" □ TV campaign news.

KMOX-TV St. Louis, The Saga of Billy B: **WSMV-TV Nashville**, Beasley Campaign: **KGUN-TV Tucson, Ariz.**, *M*A*S*H* 1.2.3 □ TV campaign programming/image.

KNBC(TV) Los Angeles, Channel 4 News Weather "Fritz", **KFMB-TV San Diego**, 4:30 News/Koala: **KHON-TV Honolulu**, No Substitute for Experience □ Generic TV announcement—news.

KNBC(TV) Los Angeles, Channel 4 News Minidoc "Poison in Our Food": **WWL-TV New Orleans**, Sports Gambling: **KTBC-TV Austin, Tex.**, Housing Blues □ Episodic TV announcement—news.

KMOX-TV St. Louis, The Saga of Billy B. Episode 1: **WSMV-TV Nashville**, Beasley/Miller: **KHON-TV Honolulu**, Hawaii Made #1 □ Generic TV announcement programming/image.

KMOX-TV St. Louis, A Big Mistake: **WJXT(TV) Jacksonville, Fla.**, 5-0 Crime Wave □ Episodic TV announcement programming/image

Radio

RAB, I Saw It on the Radio: KSL(AM) Salt Lake City, We're the Team □ Campaigns using one or more media

KNX(AM) Los Angeles, KNX 1070 The News Station: **KSL(AM) Salt Lake City**, We're the Team. . . Newsroom □ TV announcement

RAB, I Saw it on the Radio □ Radio announcement.

Capital Radio, Kenny Everett □ Radio announcement, in house.

KNX(AM) Los Angeles, KNX 1070 The News Station: **WMHT-FM Schenectady, N.Y.**, Drive Home with the Classics □ Print ad

KNX(AM) Los Angeles, KNX 1070 The News Station. **KGON-FM Portland, Ore.**, Painter billboard □ Outdoor/transit.

WRR-FM Dallas, Poster Campaign: **KSL(AM) Salt Lake City**, Passport to Switzerland: **KUAC-FM Fairbanks, Alaska**, The New Music Do-It-Yourself Composer Kit □ Sales promotion

CHUM-FM Toronto, The CHUM-FM/TV Ontario Datebook and Survival Guide: **KRXX(FM) Eugene, Ore.**, Rock Dog □ Audience promotion

KFRC(AM) San Francisco, Art Festival at the Park: **KINK-FM Portland, Ore.**, Lights Out Album & AD □ Special project.

KGBX(AM) Springfield, Mo., First Annual Frozen Fish Fling □ Most outrageous promotion.

WBZ(AM) Boston, WBZ Station: **WNOR-FM Norfolk, Va.**, Good Rockin at 99 □ Jingle/music package.

Network

Showtime, Honeymooner Promotion Campaign □ Campaigns using one or more media.

Nickelodeon, Nick Rocks Rap □ Generic TV announcement.

NBC Sports, NBC Sports/World Championship of Track & Field Image □ Episodic TV announcement.

CBN Cable Network, CBN Westerns □ Radio announcement.

CBS, Death of a Salesman □ Print ad.

Nickelodeon, Main Course □ Cable/network ID.

Showtime, 1985-86 Showtime Graphics □ Promotional animation.

NBC, NBC Lombardi □ Nonpromotional image animation.

Showtime, Honeymooners Kit □ Audience promotion kit.

CBC Television-Sales, Sports—Sales Booklet □ Marketing presentation, print or specialty.

CBS/Broadcast Group, CBS: Through the Years □ Marketing presentations.

Home Box Office, HBO Brings Them Home □ Jingle/music package.

Program distributors

20th Century Fox, Century 13 □ Program/movie package marketing campaign.

Lorimar-Telepictures, *The \$1,000,000 Chance of a Lifetime* □ Sales promotion print or specialty.

Harmony Gold, Bonzai Theater Sales Presentation □ Marketing presentation.

Metromedia, *Dynasty* Promotion Kit □ Audience promotion kit.

Blair Entertainment, *Divorce Court* □ TV announcement generic/episodic.

20th Century Fox, *The \$100,000 Pyramid* Takes a Bite Out of the Big Apple □ Print ad

Cable

Storer Cable, Get to Know Us Louisville □ Campaign using one or more media.

Storer Cable, Life with Ned □ Local/regional generic TV announcement.

Storer Cable, TV's Giving You Mono □ Print ad.

Group W Cable, Group W Cable I.D □ Cable system/channel ID.

CEBA Awards

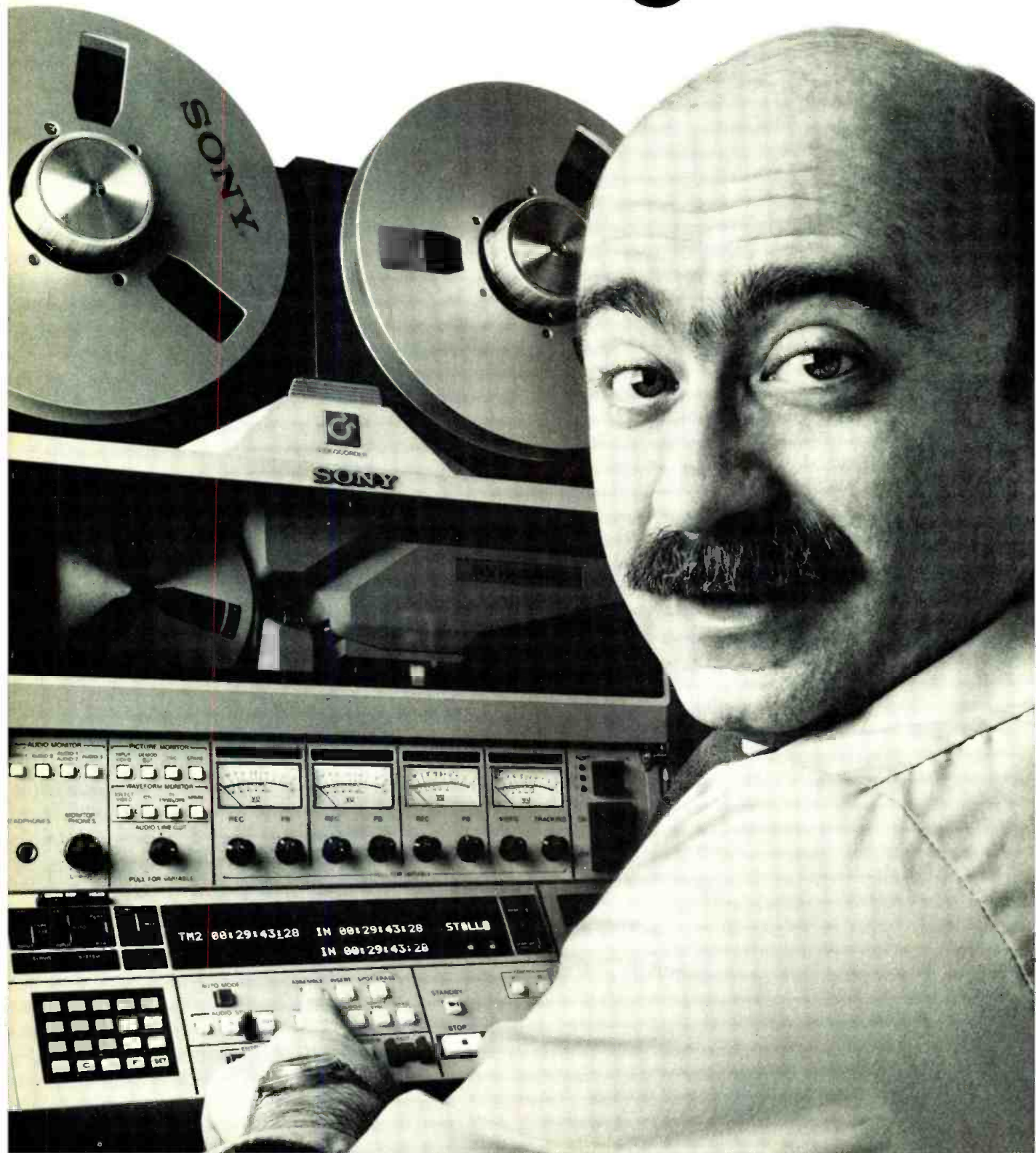
8th annual. Presented by the World Institute of Black Communications for communications excellence to black audiences by organizations that "have demonstrating sensitivity and expertise in addressing the needs and concerns of black consumers."

Radio

Essence □ Essence Television Productions/Jacobs & Gerber (excellence in commercials, less than one minute).

Stanley □ General Foods/Young & Rubicam (distinction in com-

**"It better work
we're talking serious**



right out of the box, money here."

We couldn't agree more.

When you pay tens of thousands of dollars for a piece of professional equipment, you deserve to have that investment thoroughly tested.

At Sony Broadcast, thorough testing is the law.

Consider our BVH series of one-inch recorders.

Each and every unit is unpacked and inspected at our San Jose testing facility.

Critical performance specs are carefully verified with precision test instruments.

Then, since you can order BVH recorders in a variety of configurations, we test the configuration you specify as a complete system.

It's all part of our commitment to deliver a product that meets the highest standards of professionalism.

All you do is plug in the cables, thread the tape and go.

That's the Sony Standard at work.

Working right from day one.

SONY.
BROADCAST



mercials, less than one minute).

Daddy's Girl □ Procter & Gamble/Burrell Advertising (excellence in commercials, one minute or more).

Bobby I Know □ The Stroh Brewery/Burrell Advertising (distinction in commercials, one minute or more).

Pioneer—Hummin' □ Pioneer Video/Altschiller Reitzfeld Soin Advertising (distinction in commercials, one minute or more).

Jackson Radio □ Pepsi-Cola/Batten Barton Durstine & Osborn (excellence in commercials, campaign, one minute or more).

Inquiry/Pride/Good Soldier □ Columbia Pictures/Burrell Advertising (distinction in commercials, campaign, one minute or more).

Neil Carter—Sweet & Sassy □ Breast Examination Center of Harlem/Dancer Fitzgerald Sample (excellence in public service/institutional/political spots, less than one minute).

Neil Carter—Get Your Head Examined □ Breast Examination Center of Harlem/Dancer Fitzgerald Sample (excellence in public service/institutional/political spots, one minute or more).

Voter Registration '84 □ WDAS-AM-FM Philadelphia (distinction in public service/institutional/political spots, less than one minute).

Lou Rawls—Reaching for the Dream □ United Negro College Fund/Young & Rubicam (distinction in public service/institutional/political spots, less than one minute).

Dr. Martin Luther King Jr.—Black History □ WDAS-AM-FM Philadelphia (excellence in nonentertainment programming, less than 15 minutes).

Black History Month □ WRKS-FM New York (distinction in nonentertainment programming, less than 15 minutes).

Christmas Connection □ Ethnic Communications Outlet (excellence in nonentertainment programming, less than 30 minutes).

Martin Luther King Jr. Special □ Sheridan Broadcasting Network (distinction in nonentertainment programming, less than 30 minutes).

King: A Musical Tribute □ Pro-Line Corp./Superlative Communications (excellence in nonentertainment programming, 30 minutes or more).

Bay Area Perspective Show/Reverend Jesse Jackson □ KEST Radio/Universal Broadcasting (distinction in nonentertainment programming, 30 minutes or more).

Television

Air Jordan—Flying □ Nike/Chiat/Day Advertising (excellence in commercials, less than one minute).

Lester Hayes □ Nike/Chiat/Day Advertising (distinction in commercials, less than one minute).

Ballet/Baseball/Concert □ Procter & Gamble/Burrell Advertising (excellence in commercials, campaign, less than one minute).

Silent Movie/Dad/Old Classmate □ General Foods—Jello Pudding/Young & Rubicam (distinction in commercials, campaign, less than one minute).

Jackson Kid □ Pepsi-Cola/BBDO (excellence in commercials, one minute or more).

Jackson Concert □ Pepsi-Cola/BBDO (distinction in commercials, one minute or more).

Neil Carter—Get Your Head Examined □ Breast Examination Center of Harlem/Dancer Fitzgerald Sample (excellence in public service/institutional/political spots).

One Dumb Move □ State of New York Department of Health, Office of Public Health/Health Education and Promotion Services Group (distinction in public service/institutional/political spots).

Hale House □ Metromedia Television/WNEW-TV New York (excellence in single feature segments).

City Lights—Debra Hall, Handicapped Employee □ KYW-TV Philadelphia (excellence in single feature segments).

The Tribune's Tribunal □ KPIX(TV) San Francisco (distinction in single feature segments).

Midday With Bill Boggs □ Metromedia Television/WNEW-TV New York (excellence in interview/studio/non-news/non-drama).

Straight Talk—Black History Month □ WOR-TV Secaucus, N.J. (distinction in interview/studio/non-news/non-drama).

Farrakhan—Capital City Magazine □ Metromedia/WTTG-TV Washington (excellence in interview/on location/non-news-non-drama).

Postscripts □ Mississippi ETV (distinction in interview/on location/non-news-non-drama).

Ethiopia: Death of a Nation □ Westinghouse Broadcasting & Cable/KYW-TV Philadelphia (excellence in public relations/public affairs, less than 15 minutes).

Black History □ Carson Products/Lockhart & Pettus (distinction in public relations/public affairs, less than 15 minutes).

Louis Farrakhan: Eye of the Storm □ New England Television/WNEV-TV Boston (excellence in public relations/public affairs, less than 30 minutes).

Dr. Ethel Allen: Minuses into Pluses □ WPVI-TV Philadelphia (distinction in public relations/public affairs, less than 30 minutes).

utes).

Joe Louis—For All Time □ ABC Video Enterprises (excellence in public relations/public affairs, 30 minutes or more).

Tumbling Walls □ Turner Broadcasting System/WTBS(TV) Atlanta (distinction in public relations/public affairs, 30 minutes or more).

Booker/Wonderworks □ Metropolitan Pittsburgh Public Broadcasting/WQED(TV) Pittsburgh (excellence in dramatic productions, single entries).

The House of Dies Drear/Wonder Works □ Metropolitan Pittsburgh Public Broadcasting/WQED(TV) Pittsburgh (distinction in dramatic productions, single entries).

Champion-Tuck Awards

9th annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College. The awards will be discontinued next year.

Television

NBC News □ *The Biggest Lump of Money in the World* (network and syndication).

KING-TV Seattle □ *Timber: Fall of a Giant* and *Washington* (top 25 markets).

WYFF-TV Greenville, S.C. □ *The Fraying Thread* (markets 26-100).

WINK-TV Fort Myers, Fla. □ *Troubled Waters* (markets 101 and smaller).

Radio

National Public Radio □ *Health Care Costs in the United States* (network and syndication).

KMOX(AM) St. Louis □ *Breadbasket to the World* (top 50 markets).

KGPR(AM)-KUFM(FM) Missoula, Mont., for *Reflections in Montana* and **WJBC(AM) Bloomington, Ill.,** for *Mitsubishi in McLean County* □ (Markets 51 and smaller).

Christophers

Presented by The Christophers, an ecumenical mass media organization, to producers, writers and directors for "works that embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Television specials

ABC News □ *Closeup—The Fire Unleashed.*

CBS □ *Do You Remember Love?* and *Out of the Darkness.*

NBC □ *Love Is Never Silent. A Time To Live* and *Wallenberg—A Hero's Story.*

PBS/WGBH(TV) Boston/BBC/Time-Life □ *The Living Planet—A Portrait of the Earth.*



Vickie Patik, writer of "Do You Remember Love?"

Clarion Awards

13th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

Radio

Sara Terry, Loren Mouckley, Jan Bailey, The Christian Science Publishing Society □ *Voices of Beirut.*

Keith Jackson, Greg Shepard, Richard Threlkeld, ABC Information □ *Drugs in America.*

Fred Williams, independent producer □ *Behind Closed Doors: Family Violence in America.*

Barbara Esenstein, KABC(AM) Los Angeles □ *I'm Old... Who Cares?*

Television

Greg Pratt, Jan Olsen, Paul Henschel, WCCO-TV Minneapolis □ *The Hollow Victory: Vietnam Under Communism.*

Bob Brown, Alice Irene Pifer, Av Westin, ABC's 20/20 □ *Wall of Tears, Wall of Hope.*

Deborah Schwartz, Rick Young, WJKW-TV Cleveland □ *Tenemos Vida—We Have Life.*

Peter Jennings, Read Jackson, ABC □ *The Molested Child.*

Nina Rosenblum, Daniel Allentuck, Daedalus Productions □ *America and Lewis Hine.*

Andrew Lack, Craig Leake, CBS News □ *Crossroads.*

Mark Becker, Frank Metz, Lea Cannon, WSOC-TV Charlotte, N.C. □ *Home is Where the Hurt Is.*

Steve Freidman, Jon Alpert, Karen Ranucci, NBC's Today □ *Poison for Profit—Industrial Disease in America.*

Advertising

Ian Latham, Julie Burmeister, Ted Burn, Ogilvy & Mather □ *Annie and Phone People.*

Margo Berman, Robin Massin, Margo Berman Creative Services □ *Huff and Puff.*

Wisconsin Division of Health □ *Simple Word.*

Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Hall of Fame

American Motors—Rebel □ *Driving School* (Wells, Rich, Greene).

American Tourister Luggage □ *Puddle* (Doyle Dane Bernbach/Roy Grace).

Benson & Hedges 100's □ *Disadvantages* (Wells, Rich, Greene).

Federal Express □ *Fast-Paced World* (Ally & Gargano, Sedelmaier).

Television

Mill Valley Film Festival □ *Film Festival (3)* (Goodby, Berlin & Silverstein).

John Hancock □ *How Much (2), Football/Retirement and Duel Income* (PYTKA and Hill, Holiday).

Henry Weinhard's Private Reserve □ *Saloon (2) and Bottling* (Hal Riney & Partners and PYTKA).

ON/Select TV □ *Buffy's Bedtime and Confession* (Kresser, Craig/D.I.K.).

Nike □ *Michael Jordan-Flying* (Chiat/Day).

Subaru □ *You Always Hurt the One You Love* (Levine, Huntley, Schmidt & Beaver and John Hill Music).

Viss □ *Boston* (BBDO and Michael Daniel Productions).

Pepsi □ *Archaeology* (BBDO, PYTKA and Elias Productions).

Bazooka Bubble Gum □ *Wimp* (Chiat/Day and Fred Weinberg Music).

United Air Lines □ *First Time* (Leo Burnett).

Merle Norman □ *Miracle* (Doyle Dane Bernbach).

Edy's Grand Ice Cream □ *Wonderful World* (Hal Riney & Partners).

Shake 'N Bake □ *What's For Dinner? (2)* (Ogilvy & Mather).

Toshiba □ *Movie Star* (Calet, Hirsch & Spector).

Sanyo Small Appliances □ *Broom Closet* (Ally & Gargano).

Black & Decker □ Hands (2) (BBDO and John Petersen Music).
Nikon Camera □ Tourist (Kelly Pictures).
KNBC(TV) □ Involved (Chuck Blore and Don Richman).
AT&T Information Systems □ Slinky (Ogilvy & Mather).
American Greetings □ Loving Couples (Doyle Dane Bernbach).
Ad Council/Safety Belts □ Post Crash (Leo Burnett and Ho-garth Films).
Memorex □ Is It Love? (Leo Burnett and PYTKA).
Wendy's □ 12 O'Clock (Dancer Fitzgerald Sample and Sedelmaier).
YMCA □ Spare Tire (Clarity Cloverdale).
Knox Lumber □ Train (Fallon McElligott Rice).
Acutrim □ Sundae (Ally & Gargano).
Alaska Air Lines □ Cutting Corners (Livingston & Co.).
NYNEX □ Kid's Seat (Chiat/Day).
Sunkist □ Stamp Factory (Harold Friedman Consortium).
STP Oil Treatment □ Engine (Digital Productions).
AMC Jeep □ Train (Petermann Dektor).
Honeywell □ Law Enforcement (Petermann Dektor).
Chevrolet Cavalier □ It's a Chevy (Ultra Image).
French's Mustard □ Be Good To Your Food (2) (J. Walter Thompson).
American Council for the Blind □ Don't Close Your Eyes (Hoffman York & Compton).
Maryland State Planning Council/Development Disabilities □ John (Smith, Burke & Azzam).
ABC-TV □ You'll Love It on ABC (Frank Gari Music).
McDonald's □ Makin' Music (Herschel Commercials).
Kodak □ America (J. Walter Thompson).
IBM □ Crosswalk (H.I.S.K. and David Horowitz Music).
Burger King □ Dolly (J. Walter Thompson).
American Express □ Young Lawyer (Bianchi Films).

Radio

SAS Scandinavian Airlines □ Taxi, Analysis and Man At the End (2) (Talkback).

Callard and Bowser □ Name, Disaster and Gifts (Lord, Geller, Federico, Einstein).
Sugar Free Dr Pepper □ Soda Maniac (2), Quick Finisher and Memories (Young & Rubicam).
V. Richard's European Market □ Testimonial (2) and Regular People (Curro/Eichenbaum).
Levi's Pre-Washed Jeans □ Lazy (LA/NY Music).
Chrysler Plymouth Reliant K □ Pride is Back... (Look & Co.).
Automatic Data Processing □ A Little Boo Boo (Schaefer Advertising).
Kronenbourg Beer □ Abduction (Levine, Huntley, Schmidt and Beaver).
Rocky Mountain News □ Chat With Dad (Cole & McVoy Advertising).
Minnesota Zoo □ 0 to 45 (Fallon, McElligott, Rice).
National Pork Producers Council □ Picky Mickey (Dick Orkin's Radio Ranch).
Apple Computer □ Hi Dad (Chiat/Day).
People Magazine □ Who's a Boomer (Bert, Barz & Kirby).
MADD □ Phone Call (Frankenberry, Laughlin & Constable).
Deere & Co. □ Heave Ho (N W Ayer).
NYNEX Yellow Pages □ Tie Renovator (Chlat/Day).
KRLD-TV Dallas □ Elvis (Fallon, McElligott, Rise).
United Negro College Fund □ Father & Son (Young & Rubicam).
Museum of Science □ Eskimo Weekend (HBM/Creamer).
Miller High Life □ Country Western Anthem (J. Walter Thompson).
McDonald's □ Tasty New Look (Paul Libman Music).
Levi's 501 Jeans □ Late Night Morning (LA/NY Music).
Thom McAn Shoes □ Herbie Hancock Theme (Thom McAn Co.).
Saint Francis □ Life Itself (Praco Ltd.)

Cable

Cinemax □ Fifth Anniversary Sale (HBO On-Air Promotion).
KOZY-TV/Cinema Fantastique □ Bad Horror & Sci Fi (KOZY-TV/Group W Cable).
Nickelodeon □ Big Beast Quintet (MTV Networks/Nickelodeon, Colossal Pictures).

MTV/Nick At Nite □ Perfect American Family (MTV Networks/Nickelodeon).

CPB Awards

Presented by the Corporation for Public Broadcasting.

Edward R. Murrow

William Siemering, vice president and manager of WHYY-FM Philadelphia.

Television

WHYY-TV Philadelphia □ *Science Shorts* (children's programming).
KPBS-TV San Diego □ *New Image Teen Theatre* (children's programming).
KTCA-TV Minneapolis □ *The Crossing* (cultural programming).
WCFE-TV Pittsburgh □ *Adirondack Outdoors: Shanty town* (informational programming).
Wisconsin ETV Network and the University of Wisconsin-Stout Teleproduction Center □ *Genetics* (instructional programming).
KUON-TV Lincoln, Neb. □ *Capitol View: The Washington Trip* (news).
WTTW(TV) Chicago □ *The Illinois Young Performers Competition* (performance programming).
KTCA-TV Minneapolis □ *Scheherazade* (performance programming).
KPBS-TV San Diego □ *Agua Negras: Black Water Time Bomb* (public affairs programming).
KERA-TV Dallas □ *Justice* (public affairs programming).
KLTX(TV) Las Vegas □ *The Road to Las Vegas: A Black Perspective* (target audience programming).

Radio

WEBR(AM) Buffalo, N.Y. □ *Layoffs at Trico Products*.
Monitorradio, Boston □ *Mercenaries*.

1986 GOLDEN HAMMER AWARDS

Honoring Excellence in Housing Journalism

Prizes Totaling \$10,000 Will Be Awarded to Winners in Five Categories

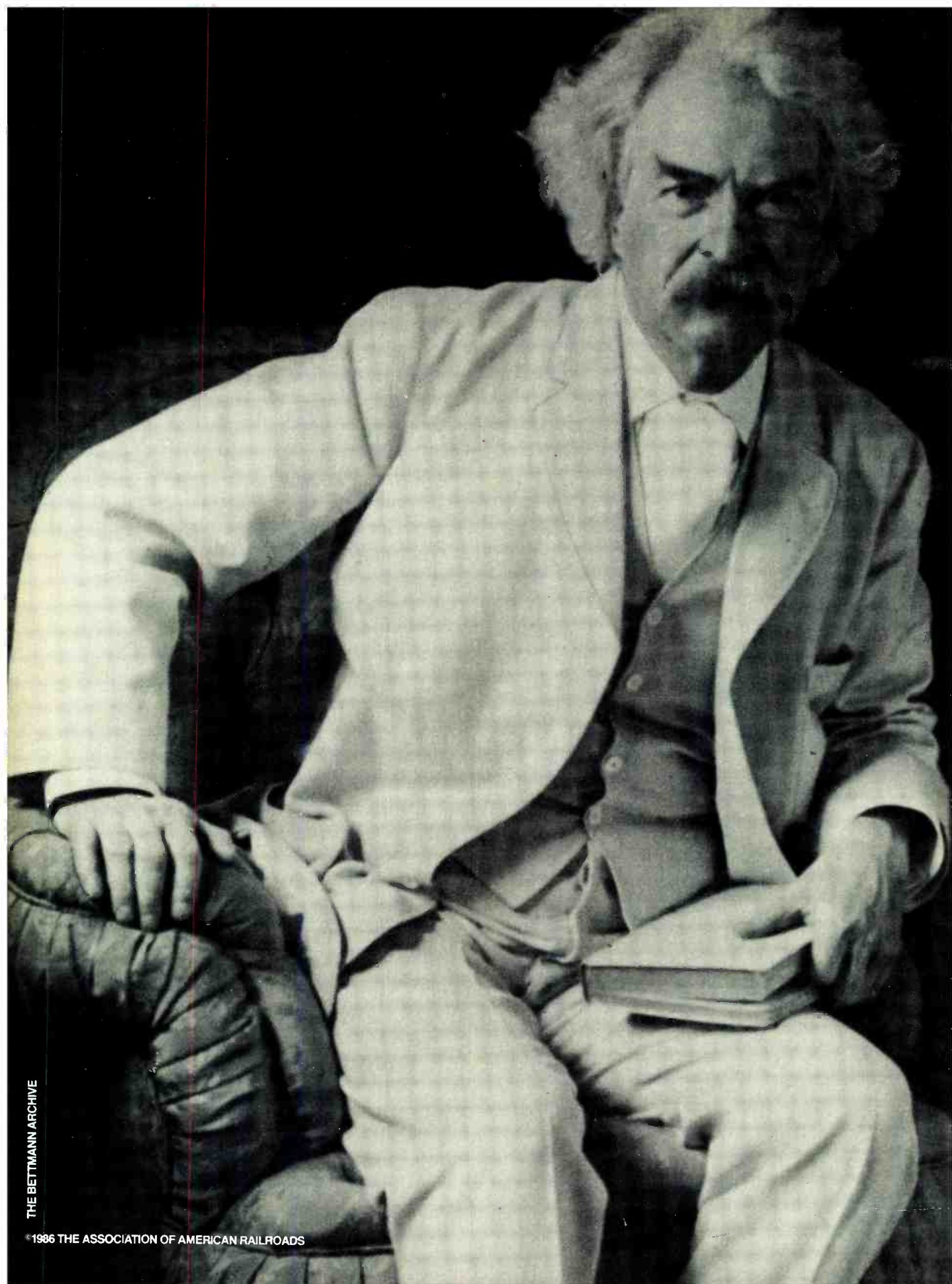
- Newspapers with Circulation of 50,000 or over
- Newspapers with Circulation under 50,000
- Magazines
- Television
- Radio

Five first prizes of \$1,000 will be awarded. The second prize is \$500 in each category, and two honorable mention awards of \$250 will be awarded in each of five categories. All entries will be judged by a panel of practicing journalists.

The contest deadline is November 1, 1986. All entries must have been published or broadcast between November 1, 1985 and October 31, 1986. Entries must be accompanied by an official entry form. For entry forms and information contact:

Betty Christy, Asst. Staff Vice President of Public Affairs
 National Association of Home Builders • 15th and M Streets, N.W. • Washington, D.C. 20005
 • (800) 368-5242

Sponsored by the National Association of Home Builders



“Loyalty to petrified opinion never yet broke a chain or freed a human soul.”

Mark Twain, 1887

America's railroads were strictly regulated for so long—nearly a century—that many customers came to view regulation as part of the natural order.

But government regulation was not natural for railroads. When competing forms of transportation emerged, rail regulation became a crippling burden. By the 1970's, 20 percent of the nation's rail trackage wallowed in bankruptcy.

Under the century-old regulatory scheme, only huge federal subsidies could have kept the railroads afloat. But Congress wisely took another course. In 1980 the Staggers Rail Act eliminated many of the regulations. The results have been healthier railroads, better service, improved equipment, and lower rates for many customers.

Today, a minority of shippers, operating under the misnomer “Consumers United for Rail Equity” (C.U.R.E.),

want to recapture the advantages they perceived in a regulated rail industry. Blinding themselves to the benefits of deregulation, these shippers are pressing Congress to turn back the clock and make major changes in the Staggers Act.

It is a fact that reregulation would not be in anyone's interest. The shippers who need railroads the most, including those who are complaining, would suffer most.

Regulation was proven a failure long ago. That's no opinion, it's a fact. Deregulation is already a proven success. Now that the century-old chains have been broken, it would be folly to reforge them.

The Association of American Railroads is prepared to provide journalists with more information on this subject, including rebuttals of the charges C.U.R.E. has made. These include

charges that rail-dependent shippers are subsidizing those less dependent (the reverse is more accurate); that deregulation has allowed coal rates to rise too fast (they have risen much less since Staggers than before); and that the Interstate Commerce Commission is unwilling to protect “captive” shippers from unreasonably high rates (actually, the Commission has adopted new rate guidelines that have been overwhelmingly endorsed by the nation's leading economists).

There's a story here, but you need facts, not assertions, to tell it properly. To get them, write: Media Information, Dept. 632, Association of American Railroads, 50 F Street, N.W., Washington, D.C. 20001.



Or, if you're on a deadline, call us at (202) 639-2550.

ASSOCIATION OF AMERICAN RAILROADS

National Asian American Telecommunications Association □ *Indochinatown*.

WILL(AM) Urbana, Ill. □ *Klan Rally*.

WNYC-FM New York □ *Kids America*.

Children's Radio Theatre □ *The Seventh Annual Henny Penny Playwriting Contest*.

Marjorie Van Halteren □ *Breakdown and Back*.

Jim Metzner □ *The Sounds of Science*.

Local radio development

WGBH(FM) Boston; WOSU(AM) Columbus, Ohio; KLCC(FM) Eugene, Ore. □ promotion/advertising.

KSJN-AM-FM Minneapolis, WMAA(AM) Jackson, Miss. □ Special events/projects.

Wisconsin Public Radio; WVPR(FM) Windsor-WVRS(FM) Burlington, Vt.; WEVO(FM) Concord, N.H. □ Listener support.

WBUR(FM) Boston, WNMU-FM Marquette, Mich. □ Business/corporate support.

Local TV development

WNPB(TV) Morgantown, W.Va. □ Overall development and membership, under 250,000 households; direct mail acquisition.

WGTE(TV) Toledo, Ohio □ Overall development, 250,000 to 499,999 households; special development award.

WITF(TV) Harrisburg, Pa. □ Overall development, 500,000 to 999,999 households.

WGBH(TV) Boston, KQED(TV) San Francisco □ Overall development and membership, 1,000,000+ households.

KTEH(TV) San Jose, Calif. □ Overall membership, 250,000 to 499,999 households.

Connecticut Educational Television □ Overall membership and local underwriting, 500,000 to 999,999 households.

WNED(TV) Buffalo, N.Y., Prairie Public Broadcasting □ Additional gifts.

Iowa Public Television, New Hampshire Public Television □ Capital campaign.

WUFT(TV) Gainesville, Fla. □ Local underwriting, under 250,000 households.

KSPS(TV) Spokane, Wash. □ Local underwriting, 250,000 to 499,999 households.

Georgia Public Television □ Local underwriting, 1,000,000+ households.

WGBH(TV) Boston □ Membership renewal.

KTCATV Minneapolis □ National underwriting.

WEDU(TV) Tampa, Fla. □ Planned giving.

Kentucky Educational Television, KQED(TV) San Francisco □ Special development achievement.

KEDT(TV) Corpus Christi, Tex. □ Special events.

CPWD Awards

3d annual. Presented by the Caucus for Producers, Writers and Directors.

Norman Lear □ Member of the Year award.

Alan Courtney, president. Gaylord TV □ Distinguished Service award.

CTAM Awards

Presented by the Cable Television Administration and Marketing Society for excellence in cable marketing.

John Sie, Tele-Communications Inc. □ Grand Tam award.

Ajit Dalvi, Cox Cable □ President's award.

Dean Gilbert, TKR Cable; **Marianne Seiler**, Viacom Cable; **John Reardon**, MTV Networks; **Lee Clayton**, United Cable; **Sue Ellen Jackson**, U.S. Rogers Cablesystems; **Ted Livingston**, Continental Cablevision; **Jack Heim**, Showtime/TMC; **John Billock**, HBO □ Tami awards.

General advertising

Buckeye Cablevision □ Antenna Sports/News.

Continental Cablevision □ Fall Radio. Gourmet Viewing.

Heritage Cablevision □ Basically Better TV.

MTV Networks □ MTV. Some People Just Don't Get It.

Showtime/TMC □ Showtime Radio, Flexible Preview Kit, The Honeymooners... The Lost Episodes, Third Annual Search for the Funniest Person in America.

WOR-TV □ 1985 Big Apple Campaign.

Turner Broadcasting □ At the Hoop.

HBO/Cinemax □ No One Delivers—Like You and HBO. Manual on Marketing to Multiple Dwelling Units.

Disney Channel □ Discover the Disney Channel on Cable.

Direct response

Prime Cable □ DRTV-1.

Multivisions Cable □ The Prisoner.

UA-Columbia Cablevision □ Amnesty Campaign.

Group W Cable □ Value Finder.

ATC, Charlotte, N.C. □ Fifty Cents.

Subscriber retention

Continental Cablevision □ VCR Compatibility.

Viacom Cablevision □ Viacom Cable Minutes.

Continental Cablevision □ Multipay: Having a Choice vs. Having to Choose.

TKR Cable □ Tired TV.

Times Mirror Cable □ Watching TV Without Cable.

Individual categories

Greater Media Cable □ Life's More Relaxing When You're Wired.

Buckeye Cablevision □ Advertising Sales and Video Presentation.

Group W Cable □ The Sound Will Open Your Eyes and This Is Cable.

Direct response

Showtime/TMC □ The Honeymooners... The Lost Episodes (3).

HBO □ All Star Summer.

Showtime/TMC □ The Third Annual Salute to the Academy Awards.

Subscriber retention or tune-in

Turner Broadcasting System □ At the Hoop.

WGN-TV □ Chicago Cubs.

Turner Broadcasting □ Hot Shots.

HBO □ HBO and HBO/Cinemax Combo Coming Attractions.

Showtime/TMC □ The Honeymooners... The Lost Episodes.

Individual categories

Showtime/TMC □ Showtime Salutes American Comedy.

Jones Intercable □ National Special Olympics Promotion.

Storer Cable □ Honeymooners Contest.

ATC □ Community Care Van, Subscriber Plus Gift Catalog.

Directors Guild of America

Presented by the Directors Guild of America for outstanding directorial accomplishment.

Television

Jay Sandrich □ *Golden Girls*, pilot (comedy).

Will Mackenzie □ *Moonlighting*, "My Fair David" (dramatic shows-night).

Craig Sandy Tung □ *The Day the Senior Class Got Married* (dramatic shows-day).

Don Mischler □ *Motown Returns to the Apollo* (musical/variety).

Andy J. Kindle, David Michaels □ *Tour De France* (sports).

Harry Rasky □ *Homage to Chagall: The Colours of Love* (documentary/actuality).

John Erman □ *An Early Frost* (dramatic special).

Edward Bianchi (commercial).

duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

Gold baton

ABC News □ *Nightline: South Africa*.

Silver batons

CBS News □ *The CBS Evening News: Afghanistan: Operation Blackout*.

NBC News □ *The Real 'Star Wars'—Defense in Space*.

PBS □ *The Brain*.

WCAU-TV Philadelphia □ *Coverage of MOVE Siege*.

WDM-TV Washington □ *Investigation of Dr. Milan Vuitich*.

WCCO-TV Minneapolis □ *The Moore Report*.

Nancy Montoya and KGUN-TV Tucson, Ariz. □ Outstanding reporting.

Chris-Craft Television Productions and Churchill Films □ *Down for the Count—An Inside Look at Boxing*.

Cable News Network and IMAGO Ltd. □ *Iran: In the Name of God*.

DesertWest News, Flagstaff, Ariz. □ For a series of reports on the American sanctuary movement.

KNX(AM) Los Angeles □ *Assignment '84/'85*.

Citations

WSMV-TV Nashville □ *Choice Cuts*.

KKWL-TV Waterloo, Iowa □ *A Town Meeting: Iowa's Future*.

Effie Awards

Presented by the American Marketing Association for the most effective advertising campaigns.

Grand Effie

Pizza Hut □ Chiat/Day

Awards

TWA □ Leading the Way (Ogilvy & Mather).

Carhartt □ Awareness campaign (J. Walter Thompson).

Ford □ Thunderbird campaign (J. Walter Thompson).

Michelin Tire Corp. □ Baby (Doyle Dane Bernbach).

Bacardi Imports □ Diet Quiz campaign (Rumrill-Hoyt).

Pepsi-Cola □ 1984-85 campaign (BBDO).

General Foods □ Crystal Light Fruit Tea campaign (D'Arcy Matus Benton & Bowles).

NCR Corp. □ Credibility campaign (Backer & Spielvogel).

Emery Worldwide □ Good As There campaign (J. Walter Thompson).

Waste Management □ Image improvement campaign (Ogilvy & Mather).

Beneficial Management Corp. □ The Boss (Dancer Fitzgerald Sample).

American Express □ Retail campaign (Ogilvy & Mather).

Fromageries Bel □ Minis campaign (TBWA).

Nabisco Brands □ Almost Home Cookies campaign (Dancer Fitzgerald Sample).

Quaker Oats □ Granola Dippes campaign (J. Walter Thompson).

Kraft Dairy Group □ Enjoy the Guilt (Geers Gross Advertising).

Holly Farms Poultry □ Time Trimmer (Grey Advertising).

R.T. French □ Yellow mustard campaign (J. Walter Thompson).

Burroughs Wellcome Co. □ Sudafed campaign (Rumrill-Hoyt).

Alabama Power □ Heat pump campaign (Cargill, Wilson & Acree).

Mobil Land Development □ Sailfish Point Spread campaign (Siddall, Matus & Coughter).

Sunbeam Appliance □ Oskar food campaign (Burton-Campbell).

Lever Brothers □ Snuggle Liquid campaign (SSC&B: Lintas USA).

Lever Brothers □ Cascade campaign (BBDO).

Garst Seed □ Corporate campaign (Valentine-Radford Advertising).

Yamaha Motor □ Expect a Lot (Cramer-Krasselt).

WCCO-TV Minneapolis □ Best News of All (Carmichael-Lynch Advertising).

Cigna Healthplan of Delaware □ Awareness campaign (Doyle Dane Bernbach).

Revlon □ Awareness campaign (Grey Advertising).

Pfizer-Leeming—Pacquin division □ Barbasol campaign (Ally & Gargano).

Star-Kist Foods □ 9 Lives campaign (Leo Burnett).

Save the Children □ Fundraising campaign (Wunderman, Ricotta & Kline).

U.S. Marine Corps □ Sword campaign (J. Walter Thompson).
 Pizza Hut (2) □ Priazzo Italian Pie and product quality campaign (Chiat/Day).
 Alcott & Andrews □ Awareness campaign (Ephron, Raboy, Tsao & Kurnit).
 MCI Communications □ Ballot campaign (Ally & Gargano).
 Unicef Greeting Cards □ Awareness campaign (TBWA).
 Chrysler Corp. Dodge Truck □ Image (BBDO).
 Australian Tourist Commission □ Awareness campaign (N W Ayer/Mojo).

Electronic Media Awards

5th annual. Presented by the National Society of Professional Engineers to "recognize broadcasting excellence for programing that makes the difficult subjects of engineering and technology more comprehensible to the public."

Ozzle Alfonso, Franklin Getchell, Tish Sommers, Children's Television Workshop, PBS □ *3-2-1 Contact—Stuff Tuesday* (television education/documentary).

William Becker and Mike Holfeld, WXYZ-TV Detroit □ *Man-Made Miracles* (television spot news/news feature).

Jim Metzner, independent producer □ *The Sounds of Silence* (radio education/documentary).

Merrilee Cox, John Butler, ABC □ *Computer Hackers* (radio spot news/news feature).

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Hall of Fame inductees

Steve Allen, Fred Coe, Walt Disney, Jackie Gleason, Mary Tyler Moore, Frank Stanton and Burr Tillstrom

Governor's award

Alistair Cooke, host of PBS's *Masterpiece Theater*

Emmys

The Cosby Show (NBC) □ Outstanding comedy series.
The Jewel in the Crown, Masterpiece Theatre (PBS) □ Outstanding limited series.
Do You Remember Love? (CBS) □ Outstanding drama/comedy special.
Cagney & Lacey (CBS) □ Outstanding drama series.
Motown Returns to the Apollo (NBC) □ Outstanding variety music or comedy program.
Garfield in the Rough (CBS) □ Outstanding animated program.
 Robert Guillaume, *Benson* (ABC) □ Outstanding lead actor in a comedy series.
 Jane Curtin, *Kate & Allie* (CBS) □ Outstanding lead actress in a comedy series.
 John Larroquette, *Night Court* (NBC) □ Outstanding supporting actor in a comedy series.
 Rhea Periman, *Cheers* (NBC) □ Outstanding supporting actress in a comedy series.
 Ed Weinberger, Michael Lesson, *The Cosby Show* (NBC) □ Outstanding writing in a comedy series.
 Jay Sandrich, *The Cosby Show* (NBC) □ Outstanding directing in a comedy series.
 William Daniels, *St. Elsewhere* (NBC) □ Outstanding lead actor in a drama series.
 Tyne Daly, *Cagney & Lacey* (CBS) □ Outstanding lead actress in a drama series.
 Edward James Olmos, *Miami Vice* (NBC) □ Outstanding supporting actor in a drama series.
 Betty Thomas, *Hill Street Blues* (NBC) □ Outstanding supporting actress in a drama series.
 Karen Arthur, *Cagney & Lacey* (CBS) □ Outstanding directing in a drama series.
 Patricia Green, *Cagney & Lacey* (CBS) □ Outstanding writer in a drama series.
 Richard Crenna, *The Rape of Richard Beck* (ABC) □ Outstanding lead actor in a limited series or special.
 Joanne Woodward, *Do You Remember Love?* (CBS) □ Out-

standing lead actress in a limited series or special.

Karl Malden, *Fatal Vision* (NBC) □ Outstanding supporting actor in a limited series or special.

Kim Stanley, *Cat on a Hot Tin Roof* (PBS) □ Outstanding supporting actress in a limited series or special.

Vickie Patik, *Do You Remember Love?* (CBS) □ Outstanding writing in a limited series or special.

Lamont Johnson, *Wallenberg: A Hero's Story* (NBC) □ Outstanding directing in a limited series or special.

Travilla, *Dallas* (CBS) □ Outstanding costume design for a series.

John Addison, *Murder, She Wrote* (CBS) □ Outstanding achievement in music composition for a series.

Gerard Mulligan, Sandy Frank, Joe Toplyn, Chris Elliott, Matt Wickline, Jeff Martin, Eddie Gorodetsky, Randy Cohen, Larry Jacobson, Kevin Curran, Fred Graver, Merrill Markoe, David Letterman, *Late Night with David Letterman* (NBC) □ Outstanding writing in a variety or music program.

Terry Hughes, "Sweeney Todd," *Great Performances* (PBS) □ Outstanding directing in a variety or music program.

George Hearn, "Sweeney Todd," *Great Performances* (PBS) □ Outstanding individual performance in a variety or music program.

Technical Emmys

Tosca, *Live from the Met* (PBS), Michael Bronson, executive producer; Samuel J. Paul, producer □ Outstanding classical program in the performing arts.

Robert E. Collins, *Miami Vice* (NBC) □ Outstanding cinematography for a single episode of a regular series.

Clark David King, David J. Hudson, Mel Metcalfe, Terry Porter, *Space, Part 5* (CBS) □ Outstanding film sound mixing for a limited series or special.

Jeff Clark, Paul Carden, Nick Elopoulos, Jim Koford, Don Malouf, Dick Raderman, Greg Stacy, Dan Thomas, James Troutman, Mike Virnig, Tally Paulos, John Lasalandra, *Wallenberg: A Hero's Story* (NBC) □ Outstanding film sound editing for a limited series or special.

Douglas Gray, Michael Ballin, Thomas Huth, Sam Black, *Cheers, "The Executive's Executioner"* (NBC) □ Outstanding live and tape sound mixing and sound effects for a regular series.

Rene Lagler, Jeremy Railton, *The 57th Annual Academy Awards* (ABC) □ Outstanding art direction for a variety or music

program for a limited series or special.

Displaced Person, American Playhouse (PBS), Alison Maher, Barry Solomon, Rick Traum, Patrick Lynch, Patrick Dromgoole, Barry Levinson □ Outstanding children's program

Ian Fraser, Bill Byers, Angela Morley, *Christmas in Washington* (NBC) □ Outstanding achievement in music direction for a limited series or special.

Jim Gross, *Cagney & Lacey, "Who Said It's Fair? Part 2"* (CBS) □ Outstanding film editing for a regular series.

Don Mischer, Twyla Tharp, *Dance in America: Baryshnikov by Tharp with the American Ballet Theatre* (PBS); Franco Zeffirelli, "I Pagliacci, Great Performances" (PBS) □ Outstanding individual achievement—classical music/dance programming—directing for single episode of a classical music/dance series or special.

Luciano Pavarotti as Duke of Mantua, "Rigoletto," *Great Performances* (PBS) □ Outstanding individual achievement—classical music/dance programming—performing for a single episode of a classical music/dance series or special.

Howard Enders, John G. Fox, Michael Joseloff, Marc Siegel, *Heritage: Civilization and the Jews, The Crucible of Europe* (PBS); Brian Winston, *Heritage: Civilization and the Jews, Out of the Ashes* (PBS) □ Outstanding individual achievement—informational programming—writing for an informational series or special.

Barbara Lane, *Ellis Island, Part 1* (CBS) □ Outstanding costume design for a limited series or special.

Herm Falk, Randall Baer, Steven Jones, Bill McCloud, Donna Quante, Victor Bagdadi, *Benson, "Home for Christmas"* (ABC) □ Outstanding technical direction/electronic camerawork/video control for a regular series.

Michael G. Westmore, Bob Norin, Janice Brown, Sandy Cooper, *The Three Wishes of Billy Grier* (ABC) □ Outstanding achievement in makeup for a regular or limited series or special.

Maurly Harris, John B. Asman, William Nicholson, Ken S. Polk, *Cagney & Lacey, "Heat"* (CBS) □ Outstanding film sound mixing for a regular series.

Jimmy B. Frazier, "Sweeney Todd," *Great Performances* (PBS) □ Outstanding videotape editing for a limited series or special.

Jeffrey Howard, Robert Lacey Jr., *Miami Vice, "No Exit"* (NBC) □ Outstanding art direction for a regular series

Ron and Richard Grant, for the development of the auricle time processor □ Outstanding achievement in engineering development.



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Betty Thomas, best supporting actress

Cousteau: Mississippi, Jacques-Yves Cousteau, Jean-Michel Cousteau, Andrew Solt (syn) □ Outstanding informational special.

Jim McElroy, Fame, "Reflections" (syn) □ Outstanding videotape editing for a regular series.

Allyn Ferguson, Camille, Hallmark Hall of Fame (CBS) □ Outstanding achievement in music composition for a limited series or special.

Twyla Tharp, Dance in America: Baryshnikov by Tharp with the American Ballet Theatre (PBS) □ Outstanding achievement in choreography for single episode of a regular or limited series or special.

Louis Fusari, Les Atkinson, Jim Herring, Mike Higuera, Roy Holm, Dave Levinson, Dana Martin, Mike Stramisky, Jerry Smith, The Magic of David Copperfield VII (CBS) □ Outstanding technical direction/electronic camera/video control for a limited series or special.

Robert L. Stevenson, The Jesse Owens Story (OPT) □ Outstanding achievement in hairstyling for a regular or limited series or special.

Paul F. LaMastra, Wallenberg: A Hero's Story (NBC) □ Outstanding film editing for a limited series or special.

Bill Klages, Arnie Smith, Dance in America: Baryshnikov by Tharp with the American Ballet Theatre (PBS) □ Outstanding lighting direction (electronic) for a limited series or special.

Tommy Welsh, Bob E. Horn, Marko Cerovec, Wallenberg: A Hero's Story (NBC) □ Outstanding achievement in costuming for a regular or limited series or special.

George Spiro Dible, Donald A. Morgan, Mr. Belvedere, Strangers in the Night (ABC) □ Outstanding lighting direction (electronic) for a series.

Robert Liftin, Edward J. Greene, Russ Terrana, Carroll Pratt, Motown Returns to the Apollo (NBC) □ Outstanding live and tape sound mixing and sound effects for a limited series or special.

Chuck Moran, Bruce Bell, Victor B. Lackey, Ian MacGregor-Scott, Carl Mahakain, John Oettinger, Bernie Pincus, Warren Smith, Bruce Stambler, Mike Wilhoit, Kyle Wright, Paul Wittenberg, Jerry Sanford Cohen, Miami Vice pilot (NBC) □ Outstanding film sound editing for a series.

Jan Scott, Charles C. Bennett, David Davis, Robert Lee



Richard Crenna, best actor in special

standing art direction for a limited series or special.

James DiPasquale, Douglas Grayfield, Love Lives On, Lullaby (ABC) □ Outstanding achievement in music and lyrics.

The Living Planet: A Portrait of the Earth, Richard Brök, executive producer, Adrian Warren, Ned Kelly, Andrew Neal, producers (PBS) □ Outstanding informational series.

Philip Lathrop, Malice in Wonderland (CBS) □ Outstanding cinematography for a limited series or special.

John Tribe, Partners in Crime (PBS); Alex Weil, Charles Levi, Saturday Night Live (NBC); Rocky Morton, Annabel Jankel, Dick Ebersol, Friday Night Videos (NBC) □ Outstanding graphics and title design.

Albert Whitlock, Syd Dutton, Mark Whitlock, Bill Taylor, Dennis Glouner, Lynn Ledgerwood, A.D. (NBC); John Allison, The Brain (PBS); Michael Pangrazio, Dennis Muren, Phil Tippett, Jon Berg, Harley Hessup, John Ellis, Chris Evans, The Ewok Adventure (ABC); Bill Mesa, Mike Manan, Tim Cozzehue, Gene Rizzard, The Hugga Bunch (syn) □ Outstanding special visual effects.

News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work.

Outstanding coverage of a single breaking news story (program) □ "Massacre in San Ysidro," ABC News, *Nightline*; Richard Kaplan, executive producer; Robert Jordan, senior producer; Bob LeDonne, Steve Lewis, Tara Sonenshine, Heather Vincent, producers; Ted Koppel, anchor.

Outstanding coverage of a single breaking news story (story) □ "India Broadcast," CBS *Evening News with Dan Rather*; Lane Venardos, executive producer; Andrew Heyward, Tom Bettag, senior producers; Gordon Joseloff, Peter Schweitzer, Harry Radcliffe, Kent Garrett, Jan Albert, producers; Wyatt Andrews, Tom Fenton, Steve Kroft, Bob Simon, Bill Moyers, correspondents.

Outstanding background/analysis of a single current story (programs) □ "Living Below the Line," *Frontline* (PBS); David Fanning, executive producer; Mark Obenhaus, producer; Edward Gray, Michael Schwarz, co-producers.

"Cry Ethiopia, Cry," *Frontline* (PBS); David Fanning, executive producer; Michael Kirk, senior producer; Nicholas Claxton, Andrew Liebman, producers.

"The Hostage Crisis Five Years Later," ABC News, *Nightline*; Richard Kaplan, executive producer; Bob Jordan, Bill Moore, senior producers; Pam Kahn, Steve Lewis, Tara Sonenshine, Heather Vincent, producers; Ted Koppel, anchor.

Outstanding background/analysis of a single current story (segments) □ "Beirut: A Retrospective," CBS *Evening News*; Lane Venardos, executive producer; Bob Anderson, producer; Linda Mason, senior producer; Bob Simon, reporter/correspondent.

"TV Campaigning," CBS *Evening News*; Lane Venardos, executive producer; Tom Bettag, senior producer; Richard Cohen, David Browning, producers; Bruce Morton, Bob Schieffer, correspondents.

"Zurwait-Agent Orange," *The MacNeil/Lehrer NewsHour* (PBS); Lester Crystal, executive producer; Tim Smith, Maura Lerner, producers; Charlayne Hunter-Gault, correspondent; Lee Koromvokis, reporter.

"Reagan's Re-election," CBS *Evening News*; Lane Venardos, executive producer; Brian Healy, senior producer; Susan Zirinsky, Bill Skane, producers; Lesley Stahl, Bill Plante, correspondents.

"Star Wars," *Crossroads* (CBS); Andrew Lack, senior executive producer; Elena Mannes, producer; Bill Moyers, reporter/correspondent.

Outstanding investigative journalism (programs) □ "The Silent Shame," NBC *Nightly News*; Thomas Tomizawa, executive producer; Chuck Collins, producer; Mark Nykanen, reporter/correspondent.

"Hard Metals Disease," *Today* (NBC); Jon Alpert, Steve Friedman, producers; Jon Alpert, Karen Ranucci, reporter/correspondents.

Outstanding investigative journalism (segments) □ "General Dynamics," CBS *Evening News*; Lane Venardos, executive producer; Bill Willson, producer; Linda Mason, senior producer; Rita Braver, reporter/correspondent.

"Leader LaRouche," *First Camera* (PBS); Sy Pearlman, executive producer; Tom Tomisawa, senior producer; Patricia Lynch, producer; Mark Nykanen, correspondent.

"What Happened to the Children," *20/20*; Danny Schechter, producer; Tom Jarriel, reporter/correspondent.

Outstanding interview/interviewer (programs) □ "World War II Propaganda Battle," *A Walk Through the 20th Century* (PBS); Merv Koplin, executive producer; David Grubin, producer; Ronald Blumer, co-producer; Bill Moyers, correspondent.

Outstanding interview/interviewer (segment) □ "Race in America, parts I and II," CBS *Evening News*; Lane Venardos, executive producer; Kent Garrett, producer; Bob Fair, report-

er/correspondent.

Outstanding coverage of a continuing news story (program) □ "Jesse Jackson and the Press," *Inside Story* (PBS); Chris Koch, executive producer; Ned Schnurman, senior executive producer; Susan Udelson, producer; Hodding Carter, correspondent.

Outstanding coverage of a continuing news story (segment) □ "Afghanistan," CBS *Evening News*; Lane Venardos, executive producer; Linda Mason, senior producer; Harry Radcliffe, producer; Dan Rather, reporter/correspondent.

"Wall of Tears, Wall of Hope," *20/20* (ABC); Alice Irene Pifer, producer; Bob Brown, correspondent.

"Farm Coverage," *The MacNeil/Lehrer NewsHour* (PBS); Lester Crystal, executive producer; Joe Quinlan, Brendan Henahan, Carol Blakeslee, producers; Marie Maclean, Kwame Holman, Elizabeth Brackett, reporters/correspondents.

Outstanding informational, cultural or historical programming (program) □ "The Mind of a Murderer Part I," *Frontline* (PBS); David Fanning, executive producer; Michael Kirk, senior producer; Michael Barnes, producer.

"The Mind of a Murderer Part II," *Frontline* (PBS); David Fanning, executive producer; Michael Kirk, senior producer; Michael Barnes, producer.

"Captive in El Salvador," *Frontline* (PBS); David Fanning, executive producer; Michael Kirk, senior producer; Ofra Bikel, producer.

"Among the Wild Chimpanzees," *National Geographic Special* (PBS); Barbara Jampel, producer; Dennis Kane, Thomas Skinner, co-executive producers; Hugo Van Lawick, co-producer; Alexander Scourby, narrator.

Outstanding informational, cultural or historical programming (segments) □ "B-1 Bomber," *Good Morning America* (ABC); Bill Geddie, producer; David Hartman, correspondent.

"Anne Morrow Lindberg," *Smithsonian World* (PBS); Margaret Murphy, producer; David McCullough, reporter/correspondent.

Special classification for outstanding program/individual (program) □ "The Sovereign Self: Right to Live, Right to Die," *Constitution: That Delicate Balance* (PBS); Jude Dratt, producer; Professor Arthur Miller, reporter; Stuart Sucherman, executive producer.

Special classification for outstanding program/individual (segment) □ "The New Cold War," NBC *Nightly News* (NBC); Ron Bonn, Joseph DeCola, producers; Garrick Utley, reporter/correspondent.

"Steeplejacks," *Crossroads* (CBS); Andrew Lack, Russ Bensley, executive producers; Bernard Birnbaum, senior producer; Norman Morris, producer; Charles Kuralt, reporter/correspondent.

"Three-part Brain Series," NBC *Nightly News* (NBC); Carolyn Schatz, Robert Bazell, producers; Robert Bazell, reporter/correspondent.

Outstanding individual achievement in news and documentary programming □ **Writer**—Theodore White, Larry McCarthy, *Television and the Presidency* (syndicated); Ron Powers, CBS *News Sunday Morning*; Marshall Frady, Judy Crichton, Richard Gerda, Kathy Slobogin, Joseph Angier, Thomas Lennon, "To Save Our Schools, To Save Our Children," ABC *Close-up*.
Directors—Robert Eisenhard, *Spaces: The Architecture of Paul Rudolph* (PBS); Nelson Breen, *Bearden Plays Bearden* (PBS).

Cinematographers—Hugo Van Lawick, Martin Bell, *Among the Wild Chimpanzees* (PBS).

Electronic camerapersons videographers—Jon Alpert, "American Survival 1984," *Today* (NBC).

Sound—Stephen Powell, "On the Range," *20/20* (ABC).

Tape editors—Warren Lustig, Pat Cronin, "1984 Republican Convention Montage," *Nightwatch* (CBS); John Stephen Hyjek, "The North Shore," *American Today* (PBS).

Film editors—Alison Ellwood, "Living Below the Line," *Frontline* (PBS).

Scenic designers—Clinton Heitman, "The National Science Test," *Nova* (PBS).

Music composers, arrangers, directors, conductors, lyricists □ John Duffy, "Heritage: Civilization and the Jews a People is Born—Episode I," (PBS).

Daytime Emmys

Presented by the National Academy of Television Arts and Sciences for excellence in daytime programming.

Performers

- Darnell Williams, All My Children** (ABC) □ Best actor.
- Kim Zimmer, Guiding Light** (CBS) □ Best actress.
- Beth Maitland, The Young and the Restless** (CBS) □ Best supporting actress.
- Larry Gates, Guiding Light** (CBS) □ Best supporting actor.
- Phil Donahue, Donahue** (syndicated) □ Best talk/service show host.
- Brian Bloom, As the World Turns** (CBS) □ Best juvenile/young man.

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ENTERTAINMENT

Tracey Bregman, *The Young and the Restless* (CBS) □ Best ingenue/woman.

Dick Clark, *The \$25,000 Pyramid* (CBS) □ Best game show host.

Programs

The Young and the Restless (CBS). H. Wesley Kenny, William Bell, executive producers; Edward Scott, producer □ Best drama series.

Donahue (syndicated). Richard Mincer, Patricia McMillen, executive producers; J. Darlene Hayes, senior producer; Gail



Phil Donahue

Steinberg, Lorri Antosz, Susan Sprecher, Marlaine Selip, producers □ Best talk/service show.

Jim Henson's Muppet Babies (CBS). Jim Henson, Margaret Loesch, Lee Gunther, executive producers; Bob Richardson, producer; Hank Saroyan, John Gibbs, directors; Jeffrey Scott, writer.

The \$25,000 Pyramid (CBS). Bob Stewart, executive producer; Anne Marie Schmitt, producer.

All the Kids Do It (CBS). Henry Winkler, Roger Birnbaum, executive producers; Eda Hallinan, producer.

Sesame Street (PBS). Dulcy Singer, executive producer; Lisa Simon, producer.

Directing

Mark Breslow, *The Price Is Right* (CBS) □ Best game show director.

John Whitesell II, Bruce Barry, Irene Pace, directors: **Robert Kochman, Joanne Rivituso, Joanne Sedwick**, associate directors. *Guiding Light* (CBS) □ Best directing drama series.

Writing

Agnes Nixon, Wisner Washam, Art Wallace, Lorraine Broderick, Victor Miller, Jack Wood, Mary Wells, Clarice Blackburn, Susan Kirshenbaum, Elizabeth Page, Elizabeth Wallace, *All My Children* (ABC) □ Best writing.

Others

Richard Hankins, Harry Miller, Ron Placzek, art directors; **Wesley Laws, Ron Nelson, Paul Hickey**, set directors; **Ralph Holmes, Jene Youtt, Lincoln John Stulik**, lighting directors; **David Dangle**, costume designer, *Guiding Light* (CBS) □ Best drama design team.

Charles Purpura, *The Day the Senior Class Got Married* (CBS) □ Best writing in children's special.

Dick Carson, *The Merv Griffin Show* (syndicated) □ Best directing in a talk/service show.

Charles Grenzbach, Hopsy Mehterian, re-recording mixers *Pole Position* (CBS) □ Best film sound mixing.

Romaine Johnston, Debe Hale, art directors *Pryor's Place* (CBS) □ Best art direction.

Susan Markowitz, music director: **Elioit Lawrence**, composer. *Edge of Night* (ABC) □ Best music direction and composition.

To See a World (CBS) Pamela Ilott, executive producer; Chalmers Dale, producer □ Area award.

John Carradine, *Umbrella Jack* (syndicated) □ Best performer in children's programming.

Phill Norman, *Santa Barbara* (NBC) □ Best graphics and title design.

Joel Solfer, pre-production mixer; **Mark Bovos**, productions mixer; **Thomas Huth**, post-production mixer; **Doug Gray**, sound effects: *Contract for Life: The S.A.D.D. Story* (CBS) □ Best live and tape sound mixing and sound effects.

Fred Rogers, *Mister Rogers' Neighborhood* (PBS) □ Best children's series writing.

Ted May, supervising editor: **Evamarie Keller, Vincent Sims**, editors, (PBS) □ Best videotape editing.

Nick Schillace, Mark Landon, Ed Heim, Barry Kopper, Pattie Greene, *The Young and the Restless* (CBS) □ Best makeup.

Ray Agona, technical director: **Ted Morales, Keeth Lawrence, Martin Wagner, Joseph Arvizu**, electronic cameras: **Allen Lattner**, video control: *The Price Is Right* (CBS) □ Best technical direction, electronic camera and video control.

Joan Darling, *Mom's on Strike* (ABC) □ Best directing in children's programming.

Barry Sonnenfeld, *Out of Step* (ABC) □ Best cinematography. **Deborah Holmes, Katherine Katarakas, Mary Guerrero, Catherine Marcatto**, *General Hospital* (ABC) □ Best hairstyling.

Richard Allen, supervising music editor; **Bob Gillis**, supervising editor: *Jim Henson's Muppet Babies* (CBS) □ Best film sound editing.

Michael Lynch, *Backwards: The Riddle of Dyslexia* (ABC) □ Best film editing.

Marc Pallus, Henry Hamilton, *Graduate Ghost* (ABC) □ Best lighting direction.

Madeline Graneto, *Pryor's Place* (CBS) □ Best costume design.

Robert Schulz, Harry Tatarian, technical directors: **Toby Brown, Mike Denney, Sheldon Mooney, Joe Vicens**, electronic cameras: **David Fisher, Scha Jani**, video control: **Scott Millan, Tommy Person**, production mixers: **Donald Henderson, Rafael Valentin**, post-production mixers: **Peter Romano, Larry Magglore**, sound effects: **Dan Brumett, Brian Cunneen**, videotape editors. *The Young and the Restless* (CBS) □ Best drama series technical team.

Special recognition awards

Larry Haines, Mary Stuart, Charita Bauer

Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programming. The latest winner's are listed in the July 2, 1984, awards issue. There have been no other winners announced since.

International Emmys

Presented by the International Council of the National Academy of Television Arts and Sciences for outstanding achievement in international television.

Das Boot, Bavaria Atelier, Westdeutscher Rundfunk and Seuddeutscher Rundfunk □ Drama.

28 Up, Granada Television □ Documentary.

Omnibus: The Table, British Broadcasting Corp. □ Performing arts.

Spitting Image: Series II, Show 10, Central Independent Television, Spitting Image Productions □ Popular arts.

Supergran, Tyne Tees Television □ Children's.



NATAS President John Cannon (l), Sony U.S. Marketing Group President Neil Vander Dussen (c) and Sony Broadcast Products President William Connelly (r)

Technical Emmys

Presented by the National Academy of Television Arts and Sciences for scientific achievement in television engineering.

RCA Corp. □ "For pioneering efforts leading to the development of broadcast television cameras with solid state image pickup devices."

Sony Corp. □ "For the technology leading to significant improvement in slow motion picture quality."

ABC □ "For the concepts for a television system leading to significant improvement in slow motion picture quality."

Excellence in Consumer Journalism Awards

13th annual. Presented by the National Press Club for excellence in consumer reporting.

Television

Eileen Kingsley, Jane Van Ryan, WDMV-TV Washington □ For a series on breast cancer (networks and top 25 markets).

Paula Lyons, WCVB-TV Boston □ For a consumer journal special on fraud in swimming pool sales and home sales.

Donna Parker, KSAT-TV San Antonio, Tex. □ For an examination of the Herbalife weight loss empire (markets 26 and below).

Radio

Wendy Kaufman, National Public Radio □ For reports on Dalkon shield (networks and top 25 markets).

David Rush, NBC Radio □ *Breaking In the Breakin* about the breakup of AT&T.

Edwin Hood awards

Marvin Kalb, Anthony Potter, William Turque, NBC News □ *Vietnam: Lessons of a Lost War*.

Excellence in Journalism Awards

Presented by the Deadline Club, the New York City chapter of the Society of professional Journalists, Sigma Delta Chi.

WCBS-TV New York, Arnold Diaz, correspondent, and Helen Lowris, producer □ "License to Steal." (television public service reporting).

WOR(AM) New York, Jack Franks, reporter □ *42d Street: River to River*, (radio reporting).

Nat Hentoff, *Village Voice* columnist □ First Amendment award.

Freedom Foundation

37th annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for "supporting the American way of life, the dignity of the individual and his responsibility for exemplary citizenship."

George Washington Honor Medals

ABC News □ *Try to Make a Miracle*.
KING-TV Seattle □ *Top Story: Citizenship*.
Multimedia Entertainment □ *Crazy Carlita*.
NBC-TV □ *Family Ties*.
Arnold Shapiro Productions □ *Return to Iwo Jima*.
Turner Broadcasting System □ *Portrait of America*.
WCBS(AM) New York □ *Update on Liberty*.
WCLR-FM Skokie, Ill. □ *America: Three Voices of Freedom*.
Michael J. Weithorn □ *Family Ties*.

Valley Forge Honor Certificates

Catholic Communications Center, Indianapolis □ *America: The Pledge of Allegiance*.
KEZC(AM)-KJOK(FM) Yuma, Ariz. □ *Another Point of View*.
KNBC(TV) Los Angeles □ *Profiles in Pride*.
KOBF-TV Farmington, N.M. □ *Navajo-Hopi Indian Relocation Series*.
Navy Broadcasting Service, Washington □ *World War II Remembered*.
Past America Inc., North Miami, Fla. □ *Solomon Northrup's Odyssey*.
Pro Serv Television, Dallas □ *A Hard Road to Glory*.
St. Meinrad College, Indianapolis □ *America: The Pledge of Allegiance*.
U.S.A. Productions, Pacific Palisades, Calif. □ *Historic Farms & Plantations*.
WCBS-TV New York □ *Working it Out: Children for a Better Society*.
WFWQ(FM) Fort Wayne, Ind. □ *The Story We Don't Tell*.
WGRZ-TV Buffalo, N.Y. □ *Martin Luther King: I Still Have a Dream*.

Gabriel Awards

20th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Station awards

WBZ-TV Boston, KNX(AM) Los Angeles and WCLV(FM) Cleveland

Personal Achievement Award

Charles Osgood, CBS News

Television entertainment

CBS-TV and Dave Bell Productions □ *Do You Remember Love?* (national).
KING-TV Seattle □ *Dear Mom* (markets 1-25).

Radio entertainment

CBC Radio □ *I'm Not Living Like This Anymore* (national).
WICB(FM) Ithaca, N.Y. □ *The Monsters Are Due on Maple Street* (local).

TV informational

CBS News □ *CBS Reports: The Gift of Life* (national).
KING-TV Seattle □ *Lost in the Systems* (markets 1-25).
WYES-TV New Orleans □ *Hands That Picked Cotton* (markets 26-214).

Radio informational

CBS Radio News □ *Newsmark: Ethics and the World of Albert Jonsen* (national).
WPTF(AM)-WQDR(FM) Raleigh, N.C. □ *Bruised and Bitter: The Story of Battered Families* (local).



'The Heart Has Its Reasons' producer Martin Doblmeier and Unda-USA President Maury Sheridan.

TV religious

Journey Communications □ *The Heart Has Its Reasons* (national).
WBZ-TV Boston □ *Nothing But God: Inside the Nova Nada Monastery* (markets 1-25).

Radio religious

Ethnic Communications Outlet □ *Dreams Into Deeds* (local).

TV youth-oriented

WQED(TV) Pittsburgh □ *Wonderworks: Booker* (national).
WBZ-TV Boston □ *Working It Out: Kids and Race* (markets 1-25).
WTMJ-TV Milwaukee □ *To Whom It May Concern* (markets 26-214).

Radio youth-oriented

CFYK(AM) Yellowknife, N.W.T. □ *Kill the Feelings First* (local).

TV PSAs

Bonneville Communications □ *The More I See You* (national).
WDIV-TV and WTVS(TV), both **Detroit** □ *Project Graduation* (markets 1-25).
WDSU(TV) New Orleans □ *Prevent Child Abuse Campaign: Secrets* (markets 26-214).

Radio PSAs

Bonneville Communications □ *Good Samaritan* (national).

TV shorts features

KYW-TV Philadelphia □ *Trevor Cares* (markets 1-25).
WHA-TV, Madison, Wis., and **Wisconsin Educational Television** □ *Hope's Last Stop* (markets 25-214).
WTLV(TV) Jacksonville, Fla. □ *Kids Calling It Quits* (markets 26-214).

Radio short features

Presbyterian Media Mission □ *The Tapestry of Hope* (local).

Gavel Awards

Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life." Winners for 1986 will be announced later this week. The 1985 winners were published in the July 1, 1985 issue.

Global Media Awards

Presented by the Population Institute "to honor those who have contributed to creating awareness of population problems through their journalistic or electronic media endeavors in a meri-

torious manner."

Ted Turner, Turner Broadcasting System □ Best TV documentary.

Richard Manoff, Manoff International □ Best TV mini-series.

Tom Gjetten, National Public Radio □ Best radio program.

Golden Hammer Awards

7th annual. Presented by the National Association of Home Builders honoring excellence in housing and real estate journalism.

Television

Michael Aron, New Jersey Network □ *The Battle Over Mount Laurel*.

David Margulies, WFAA-TV Dallas □ *Home Sweet Home*.

Radio

Hank Miles, **Diana Quinn** and **David Rush** □ *Home Sweet Homeless and No Fixed Address*.

Lynn Levine, WKIS(AM) Orlando, Fla. □ *The Housing Story*.

Golden Rose Awards

26th annual. Presented by the Golden Rose of Montreux Festival for excellence in light entertainment programming.

Penn and Teller Go Public □ CPB (golden rose).

It Happens When You Least Expect □ ZDF, West Germany (silver rose).

Hilde? on TV? □ NRK, Norway (bronze rose).

USA for Africa: The Making of We Are the World □ HBO (special rose).

Heavenly Voice □ MTV, Hungary (city of Montreux award).

Swedish Mess □ SVT, Sweden.

Spider □ SSR/TSI, Switzerland.

Bingo □ YLE, Finland.

Headliner Awards

Sponsored by the Press Club of Atlantic City, N.J., for broadcast media.

Radio

KNX(AM) Los Angeles □ Consistently outstanding radio reporting (cities over 250,000).

WKSN(AM)-WHUG(FM) Jamestown, N.Y. □ Consistently outstanding radio reporting (cities under 250,000).

WEEI(AM) Boston, In Search of a Home—WEEI 590 Fund □ Outstanding public service by a radio station.

WRKO(AM) Boston, *Vietnam: Ten Years, 10,000 Miles Away* □ Outstanding documentary by a radio station.

WTLC(FM) Indianapolis, *Who Shot Richard Fisher?* □ Outstanding investigative reporting by a radio station.

NBC Radio, *Mexico City's Earthquake* □ Outstanding radio reporting by a network.

NBC Radio, *A Race Against Time* □ Outstanding documentary by a radio network.

WOR(AM) New York □ Special citation for *42d Street: River to River*.

Television

ABC News, *The Slave Ships of the Sulu Sea*, a report on the exploitation of Filipino children by the country's fishing industry □ Outstanding investigative reporting by a TV network.

WVTV-TV New Orleans, for its report on the treatment of Jamaican stowaways □ Outstanding investigative reporting by a TV station.

KTVI-TV St. Louis, *Street Gangs* □ Consistently outstanding TV news reporting (cities over 500,000).

WSMV-TV Nashville, *Prison Riots: July 1-3, 1985* □ Consistently outstanding TV news reporting (cities under 500,000).

WBTV(TV) Charlotte, N.C., *Water for Africa* □ Outstanding public service by a TV station.

KWWL-TV Waterloo, Iowa, *Harvesting Fear* □ Outstanding documentary by a TV station.

CNN, for Geneva summit and Von Bulow trial coverage □ Out-

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Chicago **WMAQ**
Philadelphia **WCAU**
San Francisco **KRON**
Boston **WCVB**
Detroit **WXYZ**
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Dallas/Fort Worth **KXAS**
Cleveland **WKYC**
Houston **KPRC**

Atlanta **WAGA**
Seattle/Tacoma **KIRO**
Miami/Fort Lauderdale
WPLG
Minneapolis **WCCO**
Denver **KUSA**
Sacramento **KXTV**
Baltimore **WNUV**
Phoenix **KTVK**
Portland, OR **KATU**
San Diego **KCST**
Orlando **WFTV**

Kansas City **KZKC**
Milwaukee **WITI**
Oklahoma City **KWTV**
Salt Lake City **KUTV**
Grand Rapids **WWMT**
Providence **WLNE**
Harrisburg **WHP**
San Antonio **KENS**
Norfolk **WAVY**
Albany, NY **WTEN**
Wichita **KAKE**

Green Bay **WXGZ**
Des Moines **KCCI**
Tucson **KPOL**
Huntsville **WAFF**
Las Vegas **KRLR**
Waco **KWTX**
Santa Barbara **KCOV**
Bakersfield **KBAK**
Abilene, TX **KTAB**
Anchorage **KTBY**
Ada Ardmore **KTEN**



Debbie Allen



Peter Allen



Ann Jillian



David Hasselhoff



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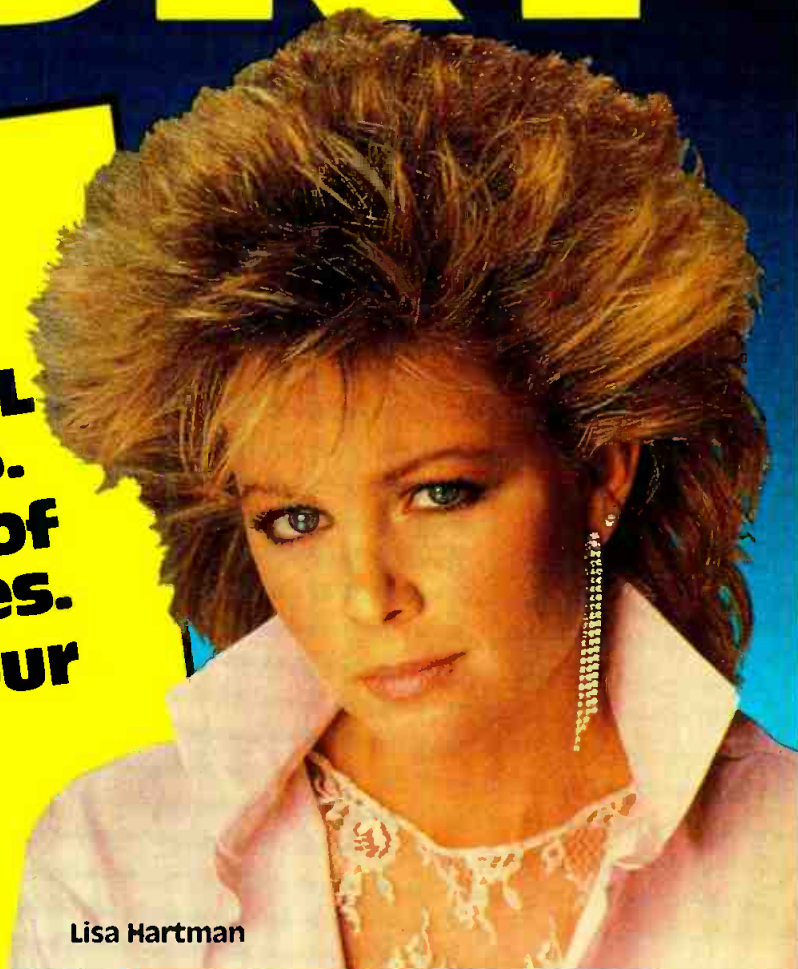
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standing news reporting by a TV network.

NBC News, *The Great Communicators of Sports* □ Outstanding sports reporting by a TV network.

New Jersey Network, *Domestic Violence Project* □ Outstanding public service by a TV network.

ABC News, *45/85* □ Outstanding documentary by a TV network.

Sidney Hillman Foundation Awards

36th annual. Presented by the Sidney Hillman Foundation to recognize achievements in newspapers and magazine reportage, books and radio and television.

WGBH-TV Boston □ *A Class Divided*.

Howard Awards

Presented by the Scripps-Howard Foundation for "best examples of public service journalism and broadcasting."

WCVB-TV Boston for "A World of Difference" public service campaign □ Large market television award.

KGBT(TV) Harlingen, Tex., for its 15-part report on child abuse □ Small market television.

KMOX(AM) St. Louis for a series of reports on issues facing the farm community □ Large market radio.

WWVA(AM) Wheeling, W. Va., "Unanswered Prayers, Appalachia in the Eighties," a report examining the impact of the government's Great Society programs □ Small market radio.

Humanitas Awards

Presented by the Human Family Institute to writers of television programs that most effectively communicate "enriching human values."

1986 winners

Vickie Patik □ *Do You Remember Love?* CBS.

Robert Eisele □ "Ordinary Hero," *Cagney & Lacey* CBS.

John Markus □ *The Cosby Show* NBC.

Josef Anderson, Fern Field, Anson Williams □ *No Greater Gift* ABC.

CBS Reports □ *The Vanishing Family—Crisis in Black America*.

Herb Dudnick □ *Mainstreet* NBC.

1985 winners

Hume Cronyn, Susan Cooper □ *The Dollmaker* ABC.

John Masius, Tom Fontana □ "Bye George," *St. Elsewhere* NBC.

Joan Markus □ *The Cosby Show* NBC.

Jeffrey Scott □ *Jim Henson's Muppet Babies*.

Charles Purpura □ *The Day the Senior Class Got Married*.

Marvin Kalb, Anthony Potter, William Turque □ *White Paper: Vietnam—Lessons of a Lost War* (NBC).

International Broadcasting Awards

26th annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes advertising agency, commercial, company, and production company).

Television

BBDO, New York □ Pepsi Cola, "Archaeology," live action, 60 seconds. English language.

Ogilvy and Mather, Rightford, Searle-Tripp & Makin; Cape Town, South Africa; **Interteam Filmproduction,** Hamburg, West Germany □ Volkswagen of South Africa, "Downhill Racer," live action, 60 seconds. non-English language.

HCM, Chicago; **Bean-Kahn Productions, New York** □ Jays Foods, "Spike," live action, 30 seconds. English language. pro-

duced in United States.

John Clemenger (NSW) Pty, Ltd., Milsons Point, Australia; **Ibbetson Cherry Productions,** Sydney, Australia □ Edgell-Birdseye, "Junior Fish Fillets," live action, 30 seconds, produced outside United States.

Tandem DDB, Barcelona, Spain; **Alibana Films, Barcelona** □ Sanyo Espana, S.A., "Sanyo Duck," live action, 30 seconds. non-English language.

Ketchum Communications, San Francisco; **Robert Abel and Associates, Hollywood** □ National Food Processors, "Brilliance," animation.

Bushman Co. Ltd., Osaka, Japan; □ Matsushita Electrical Industrial Co., Hakuholdo Inc., Tokyo, "Brilliance," combination.

Lowie Marschalk Worldwide, London; **Paul Weiland Film Co., London** □ G.M.S.P.O., U.K., "Naughty Boy," humorous.

W.B. Doner & Co., Southfield, Mich.; **Lieberman/McKenzie, Birmingham, Mich.;** □ Michigan State Lottery, "I won, I won!" ID, 10 seconds or less.

Bonneville Media Communications, Salt Lake City; **Rick Levine Productions, New York** □ The Church of Jesus Christ of Latter-Day Saints, "The More I See You," public service.

Cole & Weber, Los Angeles; **Cinemadventures, Los Angeles** □ Sea World, "People Encounter," local, one market.

Bonneville Media Productions, Salt Lake City; **Rick Levine Productions, New York** □ The Church of Jesus Christ of Latter-Day Saints, "Carpenter/The More I See You/Street Song," series, three commercials.

Radio

Ogilvy & Mather, New York; **Dick Orkin's Radio Ranch, Los Angeles** □ AT&T, "Opening/Dog/Harold," series, three commercials.

Chiat-Day Advertising, San Francisco; **Klaff/Weinstein Music, Chicago** □ California Cooler, "One More Reason," musical, 60 seconds.

Needham Harper, Worldwide, Chicago; **Bert, Barz & Kirby, Hollywood** □ Anheuser-Busch, "Piano Bar," musical, 30 seconds.

TBWA Advertising, New York; **Joy Radio, New York** □ Fromageries Bel, "Valley Girl," humorous, 60 seconds.

Dancer Fitzgerald Sample, New York; **Superdupe, New York** □ Wendy's International, "Ready Already," humorous, 30 seconds.

Dancer Fitzgerald Sample, New York; **Nuance Productions, Chicago** □ Wendy's International, "Birthday," open, 30 seconds.

Chuck Biore & Don Richman, Hollywood □ KNBC-TV, "Earthquake," open, 60 seconds.

Bert, Barz & Kirby, Hollywood □ *People Magazine*, "Lie Detector," local, one market.

WSTC-AM Stamford, Conn. □ Campaign to Stop Drunken Drivers, "A Mother's Story," public service.

International Film & TV Festival of New York

28th annual. Presented by the International Film & TV Festival of New York for outstanding television programs and commercials.

Harvest of Despair (UFRC Productions) □ Best entertainment special.

ABC News Closeup, "The Fire Unleashed" □ Best news.

The Joy That Kills (Cypress Films) □ Best entertainment.

Rape: An Act of Hate (WBZ-TV Boston) □ Best public service.



WBZ-TV's Garland Waller accepts award for "Rape: An Act of Hate"

"Seven O'Clock News" on **WFLD-TV Chicago** (Fallon, McEligott & Rice, Minneapolis) □ Best promotional announcement.

International Radio Festival of New York

5th annual. Presented by the International Radio Festival of New York for outstanding radio programming, advertising and promotion.

WOR(AM) New York □ *42nd Street River to River* (local news documentary).

KSDO(AM) San Diego □ *AIDS Awareness Day*.

BBC Radio Scotland □ *Classical Aid*.

LevLane Advertising, Bala Cynwyd, Pa. □ Group W's KYW(AM) Philadelphia promotion campaign, "The Only Way To Keep Up."

Young & Rubicam, New York □ Dr Pepper campaign.

Joy Radio, New York □ La Cage Aux Folies campaign.

Newton & Godin Ltd., Tunbridge Wells, England □ For the music in the TDK audio cassette campaign.

New Sounds, New York □ Antismoking public service announcement, called "Ken."

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

Grant Tinker, NBC chairman □ Gold medal.

Bryant Gumbel and Jane Pauley, co-hosts of Today □ Broadcaster of the Year award.

IRE Awards

Presented by the Investigative Reporters/Editors in conjunction with the University of Missouri.

KPRC-TV Houston (Joe Collum, Rick Nelson, Carrie Glass, Pete Roets and Bob Franklin) □ For a series on property that escaped taxation.

WCCO-TV Minneapolis (Al Austin, Steve Eckert, Andy Green-span, Mary Feidt, John Lindsay and Peter Molenda) □ For a series on abuses in the state's home health care industry

KAIT-TV Jonesboro, Ark. (Jack Hill) □ For a series on corruption in the St. Francis county sheriff's office.

KOAT-TV Albuquerque, N.M. (Conroy Chino) □ For a series on illegal ticketing of motorists on an interstate highway.

WBZ-TV Baton Rouge (John Camp) □ For a series on the state's vocational-technical school system.

Iris Awards

19th annual. Presented by NATPE International for outstanding local TV programming.

Iris of the Year

Jackie Gleason

President's Award

KING-TV Seattle, KSTP-TV Minneapolis, WBTV(TV) Charlotte, N.C.

Markets 1-20

WPVI-TV Philadelphia □ *This Is It* (children's).

WCCO-TV Minneapolis □ *The Moore Reports: A Hollow Victory—Vietnam Under Communism* (public affairs).

WCVB-TV Boston □ *Country Doctor* (program segments) and *Out Town Revisited* (all other).

WCBS-TV New York □ *Open Season '85* (sports) and *2 Your Health* (talk/service/information).

KING-TV Seattle □ *Almost Live* (entertainment) and *Seahawk Locker Room Rock* (short subjects).

WNBC-TV New York □ *Strictly Business* (magazine).

Markets 21-50

WSOC-TV Charlotte, N.C. □ *A Hobo's Christmas* (children's).

MBA SALUTES THE WINNERS OF ITS 1986 JANUS AWARDS FOR EXCELLENCE IN ECONOMIC & FINANCIAL NEWS BROADCASTING

***WINNER FOR TELEVISION DOCUMENTARY:** KING Television News, Seattle, for "Washington 2000," by Don Varyu and Lisa Yeakel. ***WINNER FOR TELEVISION NEWS PROGRAMMING:** WPBT, Miami, for "The Nightly Business Report," by The Nightly Business Report Staff. ***WINNER FOR RADIO DOCUMENTARY:** NBC Radio News, New York, for "Harvest of Despair, Seeds of Hope," by Mike Maus and Richard Minner.

***WINNER FOR RADIO NEWS PROGRAMMING:** KNX Newsradio, Los Angeles, for "South Africa-L.A. Connection," by the KNX News Staff. ***A SPECIAL RECOGNITION AWARD** was presented to KETV in Omaha for the "Anatomy of a Bank Closing," by Carol Kloss and Jeff Frolio, and to Newsradio 590 WEEI AM in Boston for "The WEEI 590 Housing Project," by the WEEI News Staff and Chuck Crouse.



Richard Minner,
NBC Radio News



Mike Maus,
NBC Radio News



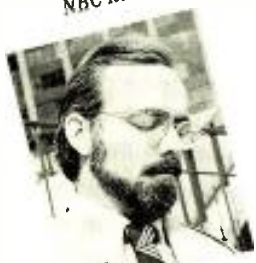
Jeff Frolio,
KETV



Don Varyu,
KING Television News



Carol Kloss,
KETV



Chuck Crouse,
Newsradio WEEI 590



PHOTO CREDIT: GEORGE HALING

Pictured at the Awards Presentation (l-r): Mike Maus, NBC Radio News, Ronald F. Poe, CMB, President, Mortgage Bankers Association of America; Helene Blieberg, Director of Media Relations, CBS AM Stations, for KNX Newsradio; Don Varyu, KING Television News, and Richard Minner, NBC Radio News.



The Nightly
Business Report
WPBT Miami



The Janus Awards, now in their sixteenth year, are sponsored by the **Mortgage Bankers Association of America (MBA)** to honor individual broadcasting stations and networks whose news programs have made a significant contribution toward the understanding of economic and financial issues of the day. MBA, headquartered in Washington, D.C., is a national real estate finance trade association representing more than 2,400 member mortgage companies, savings and loan associations, commercial banks, savings banks, life insurance companies, and others in the mortgage lending field. Mortgage companies are the second largest group of mortgage lenders, originating more than a quarter of residential mortgages nationwide.

KUED(TV) Salt Lake City □ *30 Years to Justice* (public affairs) and *I Remember Gorgeous George* (sports).

WJZ-TV Baltimore □ *Evening Magazine: I Survived Against All Odds* (program segments).

WFMY-TV Greensboro, N.C. □ *Africa: The Carolina Story* (all other).

KGW-TV Portland, Ore. □ *On the Spot* (entertainment).

KCSTV-TV San Diego □ *San Diego Alive* (magazine).

KATU(TV) Portland, Ore. □ *Latchkey Kids* (shorts subjects).

WSMV(TV) Nashville □ *Saturday Night* (talk/service/information).

Markets 51-210

WBNG-TV Binghamton, N.Y. □ *Flying Kites: Holding Hands with the Wind* (children's).

KETV(TV) Omaha □ *Acceptable Risk* (public affairs).

KGMB(TV) Honolulu □ *The Kathleen Beumel Story* (program segments) and *Hawaiian Moving Co.* (magazine).

WOKR(TV) Rochester, N.Y. □ *The Good Times At Camp* (all other).

WTAJ-TV Altoona, Pa. □ *John Gracey, Triathlete* (sports).

WHA-TV Madison, Wis. □ *Portrait of Ben Franklin* (entertainment).

WBIR-TV Knoxville □ *The Heartland Series* (short subjects).

KMTV(TV) Omaha □ *Townhall* (talk/service/information).

Janus Awards

Presented by the Mortgage Bankers Association of America for excellence in financial news broadcasting.

NBC Radio News □ *Harvest of Despair, Seeds of Hope*, by Mike Maus and Richard Minner (radio documentary).

KNX(AM) Los Angeles □ *South Africa—L.A. Connection* (radio news programming).

KING-TV Seattle □ *Washington 2000*, by Don Varyu and Lisa Yeakel (television documentary).

WPBT(TV) Miami □ *The Nightly Business Report* (television news programming).

KETV(TV) Omaha □ *Anatomy of a Bank Closing*, by Carol Kloss and Jeff Frolio, and **WEEI(AM) Boston** □ *The WEEI 590 Housing Project* (special recognition awards).

Robert F. Kennedy Journalism Awards

18th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

WSMV(TV) Nashville □ *Reflections in Black and White*.

National Public Radio □ *A State of Emergency*.

WDVM-TV Washington □ *Out of Sight, Out of Mind* (honorable mention).

NBC Radio □ *A Loss of Words* (honorable mention).

Abe Lincoln Awards

17th annual. Presented by the Southern Baptist Radio and Television Commission to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America." There were no winners selected this year. The most recent list of Lincoln winners appeared in the July 1, 1985, issue.

Livingston Awards

5th annual. Presented by the Mollie Parnis Livingston Foundation for the best news coverage by journalists 35 years and younger.

Jim Lyons, producer, and **Charles Ely**, reporter, **KTUL-TV Tulsa, Okla.** □ *Tulsa's Golden Missionary*.

Maggie Awards

Presented by Planned Parenthood Federation of America.

Television

ABC World News Tonight □ "Almost Adults."

ABC 20/20 □ Segment on sex education.

NBC Today □ Segment on sex education.

WJLA-TV Washington □ *When Babies Have Babies*.

Radio

NBC Radio □ *It Can Happen Anywhere*.

WEEI(AM) Boston □ *The Learning Center*.

Youth News, Oakland, Calif. □ *Heart Throbs and Hormones*.

Media Awards

Presented by the President's Committee on Employment of the Handicapped and the American Association of Disability Communicators.

Connection, National Public Radio.

Breaking Sound Barriers, WIVB-TV Buffalo, N.Y.

Inside Out—Upside Down, WHAS-TV Louisville, Ky.

On Our Own, Young Adult Institute, New York.

Like a Person, George McNally, United Cerebral Palsy Association.

Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

KOB(AM) Albuquerque, N.M., Hubbard Broadcasting.

Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."

Van Gordon Sauter, CBS/Broadcast Group executive vice president, and president CBS News.

Bart Cummings, retired chairman and chief executive officer, Saatchi & Saatchi Compton Inc.

Juan Luis Cebrian, editor *El Pais*, Spanish newspaper.

James K. Batten, president Knight Ridder Inc.

The Pulitzer family, St. Louis.

Edward R. Murrow Brotherhood Awards

Sponsored by the cinema/TV unit of B'nai B'rith. The awards honor news, public affairs programs, PSAs and commentaries "that best promote human understanding and good relations among people."

Specials and features

CNN □ *The Aging of America* (network TV).

WOR-TV New York □ *AIDS What We Know* (local TV).

NBC Radio Network □ *A Race Against Time* (network radio).

WINS(AM) New York □ *The New World of Immigrants* (local radio)

News segments

ABC News □ *A Vist to Auschwitz* (network TV).

WOR-TV New York □ *Could You Survive? Homeless* (local TV).

ABC Directional □ *Teen Pregnancies* (network radio).

Editorials

WABC-TV New York □ *Bringing the Homeless in From the Cold*

(local TV).

WOR(FM) New York □ *On Being Out on a Limb* (local radio).

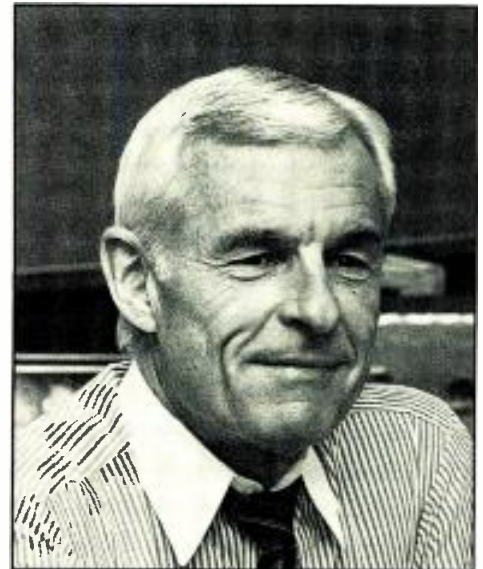
WCBS-TV New York □ *Coalition for the Homeless* (local TV PSA)

WMCA(AM) New York □ *Apologize* (local radio PSA).

NAB Awards

Distinguished Service Award: presented to any broadcaster... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented... for engineering contributions "which measurably advance the technical state of the broadcasting art."

Grant Tinker, NBC chairman □ Distinguished Service Award.



Grant Tinker

Dr. George Brown, retired RCA executive □ Engineering Achievement Award.

Congressmen Thomas Tauke (R-Iowa) and Billy Tauzin (D-La.) □ Grover C. Cobb Award.

Mel Allen, sportscaster, and Earl Nightingale, voice of *Sky King* □ Radio Hall of Fame inductees.

Children's TV Awards

KRON-TV San Francisco □ *Buster and Me*.

WBNG(TV) Binghamton, N.Y. □ *Action News for Kids*.

WAFB(TV) Baton Rouge □ *Storyland*.

WNBC-TV New York □ *Kids Just Kids*.

WOWK(TV) Huntington, W.Va. □ *The Toys of Yesterday*.

KGMB(TV) Honolulu □ *Hawaii's Superkids*.

WCCO-TV Minneapolis □ *Kids Who Litter and Peace Child/Space Bridge*.

KETV(TV) Omaha, Neb. □ *Major Dots, the Channel 7 Safety Clown*.

KGAN(TV) Cedar Rapids, Iowa □ *Young Stars PSA's*.

WWAY(TV) Wilmington, N.C. □ *Stranger/Danger PSA's*.

KCTV(TV) Kansas City □ *Crime Cards*.

NBACA Awards

Presented by National Broadcast Association for Community Affairs.

WXIA-TV Atlanta □ *Operation Homeless*.

KGUN-TV Tucson, Ariz. □ *Safe, Strong and Free and Chronic Mental Illness*.

WTCN-TV Minneapolis □ *Achievers*.

WABC(AM) New York □ *Rockabye Baby—Teen-age Pregnancy*.

KING(AM) Seattle □ *The King Carecab Project*.

NBEA Awards

Presented by the National Broadcast Editorial Association for excellence in the writing and presentation of editorials.

National winners

Marjorie Arons-Barron, WCVB-TV Boston
Joan Margalith, KCBS(AM) San Francisco

Regional winners

Marjorie Arons-Barron, WCVB-TV Boston.
Charles Thomson, KYW(AM) Philadelphia.
Larry Schmidt, WCCO-TV Minneapolis.
Robert Manewith, WGN(AM) Chicago.
Don Gale, KSL(TV) Salt Lake City.
Joan Margalith, KCBS(AM) San Francisco.
Jocelyn Dorsey, WSB-TV Atlanta.
Larry Harding, WBT(AM) Charlotte, N.C.
Arch Madsen, Bonneville International □ Broadcast management winner.
Anthony Lewis, *New York Times* □ Madison winner.

NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in cable programming.

National Awards

William B. Strange Jr., Sammons Communications □ Vanguard Award.
Ralph Baruch, Viacom; **Edward D. Horowitz**, Home Box Office and **G. Jeffrey Reynolds**, Valley Cablevision □ President's Award
Charles C. Townsend III, Cotony Communications □ Marketing Award.
Robert Wussler, Turner Broadcasting System □ Associates Award.
John F. Gault, American Television & Communications □ State/Regional Association Award.
Marc Nathanson, Falcon Communications □ Challenger Award.
Joseph Van Loan, Viacom Cable □ the Science and Technology Award.

National ACE Awards

Sakharov □ HBO (movie or mini-series).
Art Carney, *The Undergrads* □ The Disney Channel (actor in a movie or mini-series).
Glenda Jackson, *Sakharov* □ HBO (actress in a movie or mini-series).
Jack Gold, *Sakharov* □ HBO (directing for a movie or mini-series).
David W. Rintels, *Sakharov* □ (writing for a movie or mini-series).
Master Harold and the Boys □ Showtime (theatrical special).
Countdown to Looking Glass □ HBO (dramatic special).
Alan Bates, *An Englishman Abroad* □ Arts & Entertainment Network (actor in a theatrical or dramatic special).
Amy Madigan, *The Laundromat* □ HBO (actress in a theatrical or dramatic special).
Robert Altman, *The Laundromat* □ HBO (directing a theatrical or dramatic special).
Athol Fugard, *Master Harold and the Boys* □ Showtime (writing a theatrical or dramatic special).
The Paper Chase (second and third years) □ Showtime (dramatic series).
James Coco, *Ray Bradbury Theater* □ HBO (actor in a dramatic series).
Ann Bell, *Tenko* □ Arts & Entertainment Network (actress in a dramatic series).
Paul Lynch, *Ray Bradbury Theater: "Marionettes Inc."* □ HBO (directing for a dramatic series).
Ray Bradbury, *Ray Bradbury Theater* □ HBO (writing for a dramatic series).
Tina Turner: Private Dancer □ HBO (music special).
Tina Turner, *Tina Turner: Private Dancer* □ HBO (performance in a music special).
David Mallet, *Tina Turner: Private Dancer* □ HBO (directing for a music special).



Glenda Jackson and Jason Robards in "Sakharov"

Shirley MacLaine, **Larry Grossman** and **Buz Kohen**, *Shirley MacLaine* □ Showtime (writing for a music special).
Martin Mull *Presents the History of White People in America* □ Cinemax (comedy special).
Joe Piscopo, *The Joe Piscopo Special* □ HBO (performance in a comedy special).
Jay Dubin, *The Joe Piscopo Special* □ HBO (directing for a comedy special).
DTV □ The Disney Channel (music series).
Martha Quinn, *Basement Tapes* □ MTV (music host).
Not Necessarily the News □ HBO (comedy series).
Philip Charles MacKenzie, *Brothers* □ Showtime (actor in a comedy series).
Lucy Webb, *Not Necessarily the News* □ HBO (actress in a comedy series).
Mandie Fletcher, *The Fainthearted Feminist* □ Arts & Entertainment Network (directing for a comedy series).
Greg Antonacci and **Stu Silver**, *Brothers ("Donald's Dad" and "Fear of Flying")* □ Showtime (writing for a comedy series).
The Red Shoes □ Home Theatre Network (children's programming special).
Faerie Tale Theatre □ Showtime (children's programming series).
Cruel Garden □ Arts & Entertainment Network (cultural or performing arts special or series).
A Journey Through the First Year of Life □ CBN Cable Network and SPN Cable Network (programming for special audience special or series).
Santa Teresa □ Galavision (programming for racial/ethnic minority special or series).
Soldiers In Hiding □ HBO (information special).
Grassroots '84 □ C-SPAN (information series).
Hal Holbrook, *Portrait of America* □ WTBS(TV) Atlanta (informational host).
Edwin Newman, *Freud: The Drama of a Life* □ Arts & Entertainment Network (program interview).
Public School Sex Abuse: A Report Card □ CNN (news/public affairs special or series).
World Championship Boxing: Marvelous Marvin Hagler vs. Thomas Hearns □ HBO (sports events coverage special or series).
The Not-So-Great Moments in Sports □ HBO (sports information special or series).
Nick Charles, *Coors Sports Page* □ WTBS(TV) Atlanta (sports host).
Faerie Tale Theatre □ Showtime (Golden ACE).
Richard Ciupka, HBO, *The Blood of Others*, and **Thomas Burstyn**, HBO, *The Hitchhiker: Murderous Feelings* □ Cinematography.
George Fleschenberger, Showtime, *Faerie Tale Theater: Thumbelina* □ Lighting direction on videotape.
Michael Edwards, Arts & Entertainment, *Jane Eyre* □ Art direction on videotape.
Denis Gordon-Orr, Cinemax, *Timeslip* □ Art direction on film.
Gill Hardie, Arts & Entertainment, *Jane Eyre*, and **Jane Greenwood**, Showtime, *Heartbreak House* □ Costume design.
David Sanborn and **Michael Colina**, HBO, *Finnegan Begin Again* □ Musical score.
Edward Abrams, HBO, *The Guardian* □ Film editing.
Danny White, HBO, *Not Necessarily the News* □ Videotape editing.

Excellence in Local Programming

Suburban Cablevision, East Orange, N.J., Maclean Hunter Cable TV, Bruce LaRose, program director □ Overall commitment to local programming: above 30,000 subscribers.
Rogers Cablesystems of Multnomah East, Portland, Ore., Rogers Cablesystems, Diane Linn, regional programming director □ Overall commitment to local programming: fewer than 30,000

subscribers.

Excellence in a Single Program

Still Growing After All These Years, **Manhattan Cable Television**, New York, American TV & Communications, Johanna Cooper, producer □ Documentary.
Right to Know—ABSCAM: Stinging the Constitution, **Suburban Cablevision**, East Orange, N.J., Maclean Hunter Cable TV, Allan Wolper, producer □ Public affairs.
Stevenson Inquest, **Rogers Cablesystems of Multnomah East**, Portland, Ore., Rogers Cablesystems, Larry Dunham, producer □ Community events coverage.
Cablevision News 12/Hurricane Gloria, **Cablevision of Connecticut**, Westport, Conn., Cablevision Systems, Andree Hight, producer □ News—special coverage.
LSU Basketball 1984-85: LSU vs. Mississippi State, **Cablevision of Baton Rouge**, Baton Rouge, Daniels & Associates Inc., Mark Grant, producer □ Sports events coverage.
Tallyho! Highlights of the Santa Barbara National Horse & Flower Show, **Cox Cable Santa Barbara**, Santa Barbara, Calif., Cox Cable Communications, Barbara Williams, producer □ Sports events coverage.
The Great American Race 1985, **Group W Cable**, North Orange Cluster, Fullerton, Calif., Group W Cable, Lisa Yale, producer □ About sports.
The Glass Harmonica, **Greater Boston Cable**, Woburn, Mass., Colony Communications, Steven Kostant, producer □ Music.
Mis-Matched Socks, **Adams/Russell Cable Services**, Norwood, Mass., Adams/Russell Cable Services, Eric Bicker-nicks, producer □ Comedy/variety.
It's Never Too Late to Learn, **Oceanic Cablevision**, Honolulu, American TV & Communications, Tremaine Tamayose, producer □ Drama/dance.
Uncle Bill, **UA-Columbia Cablevision**, Taunton, Mass., United Artists Cablesystems, Laura Hahn, producer □ Drama/dance.
Voices and Visions: Alcoholism in the Family, **Cox Cable Crantson/Johnston Inc.**, Crantson, R.I., Cox Cable Communications, John Femino M.D. and Mark Cavanagh, producers □ Educational.
Write On, **Group W Cable**, Santa Ana, Calif., Group W Cable, Randy Magaiki, producer □ Children's programming.
Hand Art: Music in Your Hands, **Rogers Cablesystems of Multnomah East**, Portland, Ore., Rogers Cablesystems, Don Klover, producer □ Special audience.

Excellence in a Program Series

Right to Know, **Suburban Cablevision**, East Orange, N.J., Maclean Hunter Cable TV, Allan Wolper, producer □ Public affairs.
Info, **New Jersey's Newsmagazine**, **Suburban Cablevision**, East Orange, N.J., Maclean Hunter Cable TV, Janet Shalestik, senior producer, and Robin Kampf, producer □ Magazine show.
City Alive, **University TV-California State University Long Beach**, Long Beach, Calif., Simmons Communications, Matthew Kaplan, producer □ Community events coverage.
Cablevision News 12, **Cablevision of Connecticut**, Westport, Conn., Cablevision Systems, Andree Hight, producer □ News.
Cablevision Sports, **Cablevision of Long Island**, Woodbury, N.Y., Cablevision Systems, Robert de Poto, producer □ Sports events coverage.
Time In, **Suburban Cablevision**, East Orange, N.J., Maclean Hunter Cable TV, Matt Loughlin, producer □ About sports.
Music City, **Cox Cable New Orleans**, Cox Cable Communications, Jim Gabour, producer □ Music.
After Hours, **Group W Cable**, North Orange Cluster, Fullerton, Calif., Group W Cable, Mike Ewing and Steve Arndt, producers □ Comedy/variety.
Doctors' House Call, **Cox Cable Santa Barbara**, Santa Barbara, Calif., Cox Cable Communications, Patrick McCall, producer □ Educational.
Cleveland's Kids and Company, **Viacom Cablevision of Cleveland**, Cleveland Heights, Ohio, Viacom Cable Communications, Cathy Motts-Ols, producer □ Children's programming.

Excellence in Promotional Programming

Sunrise Chevrolet, **Coachella Valley Television**, Palm Desert, Calif., Palmer Communications, Joe Ponder, producer □ TV commercials/single spot.
Santa Barbara Holiday, **Cox Cable Santa Barbara**, Santa Barbara, Calif., Cox Cable Communications, Patrick McCall, producer □ TV commercials/campaign.
Bad Horror and Sci-Fi, **Group W/KOZY-TV**, Eugene, Ore., Group W Cable, Mark Schacter, producer □ Cable promotion/single spot.
HBO/Not Necessarily the News Promotional Campaign, **Group W Manhattan**, New York, Group W Cable, Fern Silvernagel, Jim Carney and Rick Derman, producers □ Cable promo-

tion/campaign.

Milk Carton Derby, Viacom Cablevision Pacific NW, Everett, Wash., Viacom Communications, Cynthia Heiden □ Public service announcement/single spot.

United Community Newsbriefs, United Cable of Colorado, Englewood, Colo., United Cable Television, Alan Hayden and Michelle Edmunds, producers □ Public service announcement/campaign.

NEA Awards

4th annual. Presented by the National Education Association to honor production companies and producers that "represent the best in American broadcasting."

KNX(AM) Los Angeles □ Year-round education coverage.

WNYC(AM) New York □ *Small Things Considered*.

CBS Entertainment □ *An American Portrait*.

WNET(TV) New York □ *The Brain*.

PBS □ *The Constitution: That Delicate Balance*.

ABC Television □ *The Dollmaker*.

Capital Cities Television Productions □ *The Dropout*.

Multivisions □ *Homework Hotline*.

ABC News □ *Nightline: South Africa*.

WLBT(TV) Jackson, Miss. □ *Probe: Education Crisis*.

BBC/Time-Life Television and WNET(TV) New York □ *The Shakespeare Plays*.

KFSN-TV Fresno, Calif. □ *Stay in School*.

Apple Computer, Chiat/Day Advertising □ *Teacher*.

NBC-TV □ *Wallenberg: a Hero's Story*.

NFCB Awards

Presented by the National Federation of Community Broadcasters for outstanding radio programming.

Barbara Bernstein, KBOO(FM) Portland, Ore. □ *War Stories: A Vietnam Retrospective*.

The Center for Puerto Rican Studies of Hunter College, New York □ *Puerto Rican Women in the Garment Industry*.

Joe Cuomo, WBAI(FM) New York □ *Ronald Reagan and the Prophecy of Armageddon*.

Samuel Orozco, KSJV(FM) Fresno, Calif. □ *Acontecer Campesino*.

Independent Producers of Sound, New York □ *New York IPS Radio Hour*.

NRB Awards

Presented by the National Religious Broadcasters for outstanding contributions to the advancement of the gospel via radio and television.

Jim Patterson, KIRV(AM) Fresno, Calif.; John Norris, WGC(B) Red Lion, Pa.; Ron Haus, KFCB(TV) Concord, Calif.; Char Binkley, WBCL-FM Fort Wayne, Ind. □ Award of merit.

Marlin Maddoux, Point of View; Bill Bright, Explo '85; Billy Graham, Inside Russia; Moody Presents, E. Brandt Gustavson; Glenn Plummer, CTN Magazine; Pat Boone, The Pat Boone Show; Paul Finkenbinder, Hermano Pablo Ministries; Luis Palau, Luis Palau Evangelistic Team □ Award of merit.

Norman Vincent Peale, Foundation for Christian Living; Bill Schafer, The Lifeline Hour □ Milestone award.

Patrick Buchanan, White House director of communications; Paul Bearfield, Baptist Missionary Association of America; Bishop Samuel Green Jr., Church of God in Christ; Rosel Hyde, former FCC chairman □ Distinguished Service Award.

Theodore Epp, Back to the Bible Broadcast; Pat Robertson, CBN □ Hall of Fame.

Paul Crouch, Trinity Broadcasting Network □ International Communications Award.

Ohio State Awards

48th annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications

Center for "meritorious achievement in educational, informational and public affairs broadcasting."

Social sciences and public affairs

The Herpes Media Blitz □ Media Blitz Productions, Washington.

Newsmark □ CBS News.

Children at Risk □ National Public Radio.

Vietnam Update: Ten Years Later □ ABC News Radio.

Mississippi Summer: The Unfinished Journey □ WBZ-TV Boston.

The Identity Crisis □ WDIV-TV Detroit.

Dragons of God □ WMAQ-TV Chicago.

War in the West □ KCTS-TV Seattle.

The Object of Law Is Justice: Women in the Judiciary □ WHA(AM), Madison, Wis.

Memory of the Camps □ Frontline, Boston.

Vietnam 1985 □ NBC-TV.

The Silent Shame □ NBC News.

Ohio Crude: The Excitement of Ohio's Gas & Oil Booms □ WBGU-TV Bowling Green, Ohio.

Even the Heavens Weep: The West Virginia Mine Wars □ WPBY-TV Huntington, W.Va.

Baptist Holy War □ WHAS-TV Louisville, Ky.

You're Under Arrest...No You're Not □ KATU(TV) Portland, Ore.

No Police Available □ WMAQ-TV Chicago.

Cruising for Trouble □ WTVJ(TV) Miami.

Marriage for Sale □ WPLG-TV Miami.

What I Did On My Summer Vacation □ WFLD-TV Chicago.

The Middle East: The Torchbearers □ Toronto.

The Law for Baby Doe □ California Times Radio, Mill Valley, Calif.

The Benchbook □ WKSU-FM Kent, Ohio.

Wish You Were Here □ NBC's Young Adult Radio Network, The Source, New York.

Little Bear □ UWGB Center for Television Production and NEWIST/CESA #7, Green Bay, Wis.

Shelter of Shame □ WTHR-TV Indianapolis.

Peach of a City □ WPCF-FM Atlanta.

Season of Discontent; Edina, Missouri is Dying; Breadbasket to the World □ KMOX(AM) St. Louis.

Walking in the Rain □ CHUM-FM Toronto.

Taxes Raise Revenue □ Agency for Instructional Television, Bloomington, Ind.

AIDS—The People; The Plague □ KFRC(AM) San Francisco.

Tarnished Silver: Life in a Nursing Home □ KGO(AM) San Francisco.

Natural and physical sciences

Time, Tides & Tuning Forks □ WCVB-TV Boston.

Sciences Spots □ WHYY(TV) Philadelphia.

Natural, Wild and Free □ Arkansas Educational Television Network, Conway, Ark.

When the Comet Comes Back □ The University of Texas McDonald Observatory, KUT(FM) Austin, Tex.

3-2-1 Contact □ Children's Television Workshop.

Mr. Wizard's World □ Nickelodeon.

Acid Rain: New Bad News □ WGBH-TV Boston and Chedd Angier Production Co.

The Brain Series □ WNET(TV) New York.

Looting a Legacy □ Canadian Broadcasting Corp.

Nature □ WNET(TV) New York.

Performing arts and humanities

The Twilight Zone: 25th Anniversary 'The Monsters are Due on Maple Street' □ Ithaca College School of Communications (WICB-TV) Ithaca, N.Y.

Unsung/Unheard: Early Black Concert Artists □ WETA-FM Washington.

Juan Ruffo: A Kind of Silence □ National Public Radio.

And They Never Came Back...Life After Our Parents Have Died □ WGBH-FM Boston.

Warday, parts I & II □ Independent producers Margo Adler and Charles B. Potter, New York, and National Public Radio.

The Elements of Music □ BBC World Service, London.

Young People's Specials □ Multimedia Entertainment.

Contract for Life: S.A.D.D. Story □ Helios Productions and CBS Entertainment.

Hollywood Stereotypes: The Way They Weren't □ Entertainment Tonight (Paramount).

A Musical Encounter in Cleveland □ WVIZ-TV Cleveland.

Once Upon a Holiday □ WCAU-TV Philadelphia.

Scheherazade □ KTCA-TV Minneapolis.

Front Row Center □ KING-TV Seattle.

Tramp at the Door □ CKND-TV Winnipeg, Manitoba.

Up on Pennsylvania Avenue □ WJZ-TV Baltimore.

Uncommon Places: The Architecture of Frank Lloyd Wright □ Wisconsin Television Network and WHA-TV Madison, Wis.

Donald Duck's 50th Birthday □ Andrew Solt Productions in association with Walt Disney Pictures Television Division and CBS Entertainment.

The Secret World of the Very Young □ Sunbow Productions Inc. and CBS Entertainment.

Smithsonian World □ WETA-TV Washington and Smithsonian Institution.

Ancient Lives □ WTTW(TV) Chicago, and Central Independent Television, London.

Golden Anniversary Director's Award honorees:

Steve Allen, Walter Annenberg, Leonard Bernstein, David Brinkley, Tony Brown, Julia Child, Alistair Cooke, Joan Ganz Cooney, Dr. William H. Cosby, Jacques Cousteau, Milton Cross, Walter Cronkite, James Day, Walter Damrosch, Elmer Davis, Hugh Downs, Douglas Edwards, Pauline Frederick, Dave Garraway, Hartford Gunn, William G. Harley, George Heinemann, Freda B. Henock, Jim Henson, Don Herbert, Don Hewitt, Chet Huntley, Lucy Jarvis, Bob Keeshan, Dr. James R. Killian, Shari Lewis, Torbert M. MacDonald, Nila Mack, John M. Macy Jr., Edward R. Murrow, Martin Perkins, Fred Rogers, Carl Rowan, Rod Serling, Eric Severeid, Bishop Fulton J. Sheen, Beverly Sills, "Buffalo" Bob Smith, Howard K. Smith, Susan Starnberg, Frank Stanton, Burr Tillstrom, Cicely Tyson, Lionel Van Deerlin, Orson Welles.

Overseas Press Clubs Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio and photography."

Yelena Bonner, wife of Nobel Prize-winning Soviet dissident, Andre Sakharov □ Resident's award for her advocacy of human rights.

Philip Till, NBC Radio Network □ "Coverage of TWA Flight 847" (Ben Gauer award for best radio spot news from abroad).

Karen Burnes, ABC Entertainment Network □ *Reporter's Journal: Ethiopia* (Lowell Thomas Award for best radio interpretation of foreign affairs).

Bill Moyers, CBS Evening News With Dan Rather □ "Africa: Struggle for Survival" (Best spot TV news reporting from abroad).

Ted Koppel and Richard Kaplan, ABC News Nightline □ "South Africa Series" (Edward R. Murrow award for best TV interpretation or documentary on foreign affairs).

George Foster Peabody Awards

46th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

Radio

WHAS(AM) Louisville, Ky. □ *Down and Outside: On the Streets in Louisville*.

Barbara Howard, executive producer, Eileen Bolinsky, producer, and Anne McGrath, writer □ *Liberation Remembered*.

CBS News □ *The Number Man—Bach at 300*.

Marjorie Van Halteren, Jay Allison and Lou Giansante, producers □ *Breakdown and Back*.

WGBH(FM) Boston □ For overall programming and leadership.

Television

WCCO-TV Minneapolis □ For investigation on abuses in home health care industry.

MacNeil/Lehrer NewsHour □ "Apartheid's People."

NBC News □ *Vietnam Ten Years After*.

CBS News □ *Whose America Is It?*
 CBS Entertainment, Dave Bell Productions □ *Do You Remember Love?*
 WBZ-TV Boston □ *Tender Places*.
 NBC □ *An Early Frost*.
 KGO-TV San Francisco □ *The American West: Steinbeck Country*.
 Spinning Reels, Home Box Office □ *Braingames*.
 WSMV-TV Nashville □ *A Higher Standard*.
 TV Ontario, NHK Japan, Sveriges Television, Technisonar □ *The Final Chapter?*
 Frontline □ *Crisis in Central America*.
 Harvey Milk Film Project, WNET(TV) New York □ *The Times of Harvey Milk*.
 WBBM-TV Chicago □ *Armed and Dangerous*.
 KDKA-TV Pittsburgh □ *Second Chance*.
 KDTV-TV San Francisco □ For its live coverage during the Mexican earthquake and fundraising for disaster relief.
 Columbia University Graduate School of Journalism □ For its "Seminars on Media and Society."
 Central Independent Television, WETA-TV Washington □ *The Skin Horse*.
 Lincoln Center for the Performing Arts □ *Live from Lincoln Center*.
 Bob Geldof and Live Aid □ For his personal commitment to helping alleviate world hunger.
 Lawrence Fraiberg, president, MCA Broadcast Operations □ For his outstanding contributions to broadcasting.
 Johnny Carson □ For almost 25 years of late-night humor on *The Tonight Show with Johnny Carson*.



J.C. Penney honorees May Dean Eberling, community service director, WTVF(TV) Nashville; Brent Hunsaker, senior news editor, KGBT-TV Harlingen, Tex.; Elizabeth Costas, corporate contributions manager, J.C. Penney; James Atwater, dean of the school of journalism, University of Missouri-Columbia, and Donna Latson Gittens, vice president, community programing, WCVB-TV Boston.

KGBT-TV Harlingen, Tex. □ *Project Child Abuse*.

JC Penney—University of Missouri Awards

4th annual. Presented by JC Penney and the University of Missouri to local television stations that "identify community problems and take a leadership role in attempting to solve them."

WCVB-TV Boston □ *A World of Difference*.
 WTVF(TV) Nashville □ *Aging: A Family Affair*.

Polk Awards

Presented by Long Island University in honor of CBS newsman, George Polk, killed while covering the Greek Civil War.

Peter Laufer, NBC Radio News □ *Nightmare Abroad* (radio reporting).
 Vic Lee, Craig Franklin, Brian McTigue, KRON-TV San Francisco □ *Clean Rooms-Dirty Secrets* (local TV reporting).
 Ted Koppel, Richard Kaplan, ABC News □ *Nightline: South Africa Series* (network TV reporting).

RRF Awards

Presented by the Retirement Research Foundation "to encourage excellence in media productions on issues related to aging."

Do You Remember Love, (CBS) □ Dave Bell Productions (TV fiction).
What About Mom and Dad? Frontline-WGBH-TV Boston □ Ofra Bikel (TV nonfiction).
Growing Old in America, (ABC) □ Special achievement award.
Aging: A Family Affair, WTVF(TV) Nashville □ Special achievement award.

RTNDA Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Paul White Award

Barbara Walters (1985) and Fred Friendly (1986)

Radio

WDBO(AM) Orlando, Fla. □ Edward R. Murrow Award.
 KFMB(AM) San Diego □ Spot news coverage.
 KMOX(AM) St. Louis □ Continuing coverage.

Television

WCVB-TV Boston □ Edward R. Murrow Awards.
 WVEC-TV Norfolk, Va. □ Spot news coverage.
 WRAL-TV Raleigh, N.C. □ Continuing coverage.
 WCCO-TV Minneapolis □ Investigative reporting.

Sigma Delta Chi Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

Tony Hanson, Richard Maloney and Larry Litwin, KYW(AM) Philadelphia □ Radio spot news reports about the police siege and bombing of MOVE headquarters in Philadelphia.
 KGO(AM) San Francisco for *Tarnished Silver: Life in a Nursing Home*, a 10-part series about problems in nursing homes □ Public service in radio journalism.



Koppel and 'Nightline' executive producer Richard Kaplan

Nicholas DeLuca and Joan Margalith, KCBS(AM) San Francisco, for *The Case of Eugene Barnes*, a two-part editorial criticizing area hospitals admission policies □ Editorializing on radio.

Television

WFAA-TV Dallas for its spot news coverage of the crash of Delta flight 191 □ Television reporting.

KPRC-TV Houston for *Death Without Dignity*, a four-part series on a Houston nursing home □ Public service in television journalism (stations in the top 50 markets).

KTUL-TV Tulsa, Okla., for *Tulsa's Golden Missionaries*, a series reporting the fund raising of a Tulsa-based foundation □ Public service in television journalism.

Phil Johnson of WWL-TV New Orleans for a five-part series on the point-shaving scandal involving Tulane University's basketball team □ Editorializing on television.

SMPTE Awards

Presented by the Society of Motion Picture and Television Engineers.

Roland Zavada, Eastman Kodak □ Progress medal for "technical contributions to the progress of motion picture and television engineering."

Leroy DeMarsh, Eastman Kodak □ Agla-Gevaert gold medal.

Allan Curtis, NBC □ Eastman Kodak gold medal.

William Shaw, Imax Systems Corp. □ John Grierson International gold medal.

William Schreiber, MIT. **Denise Humphreys**, **Paul Mutter**, **Richard Sehn**, Eastman Kodak □ Journal Award.

John Barry, Philip A. Lapp Ltd.; **Richard Corneli**, RLC & Associates; **John Donovan**, Allab Australia; **Yvon Jean**, Societe Radio-Canada; **Thomas McCormick**, (Audio Visual Supply) □ Citation for outstanding service to the society.

Dr. Thomas Stockham □ Alexander Poniatoff gold medal.

Harold Greenberg, Astral Bellevue Palhe; **Joe Kelly**, Glen Glenn Sound; **William Smith**, Allied Film & Video).

Richard Taylor, Quantel □ David Sarnoff gold medal.

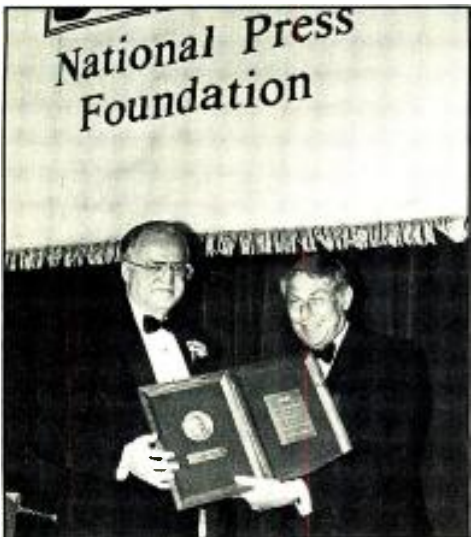
Dr. Keith Whitmore □ Herbert Kalmus gold medal.

Ioan Allen, Dolby Laboratories □ Samuel Warner Memorial award.

Sol Taishoff Award

Presented by the National Press Foundation for excellence in broadcast journalism. The award is in honor of the late founder and editor-in-chief of BROADCASTING magazine.

Don Hewitt, 60 Minutes



NPF Chairman Robert Farrell and Hewitt

TV News Photography

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Photographer of the year

Art Donahue, WFSB(TV) Hartford, Conn.

Station of the year

KUSA-TV Denver

Editing award

Ken Jones, KING-TV Seattle □ Japanese Dancer Falls

Awards

John C.P. Coheen, KUTV(TV) Salt Lake City □ Migrant Fire (first, spot news).

Ken Jones, KING-TV Seattle □ Japanese Dancer Falls (second, spot news).

Naoki Mabuchi, **Claes Bratt**, ABC □ Thai Coup Attempt (third, spot news).

Curt Worden, ABC □ Trouble For New England Fisherman (first, general news).

Richard Carlson, KRON-TV San Francisco □ Children for Peace (second, general news).

Robert Brandon, freelance □ Falcons (third, general news).

Patrick Slattery, WSMV(TV) Nashville □ Pin Games (first, sports).

Gary Stafford, KPXX-TV Phoenix □ Paralyzed Wrestler (second, sports).

Den Wood, KUSA-TV Denver □ Senior Softball Tournament (third, sports).

Gordon Mclean, freelance □ Tomato Wars (first, news feature).

Tom Bishop, KOMO-TV Seattle □ First Day of School (second, news feature).

Gordon Mclean, freelance □ Fourth of July (third, news feature).

Art Donahue, WFSB(TV) Hartford, Conn. □ Mount Desert Island (first, feature).

Richard Carlson, KRON-TV San Francisco □ After Midnight (second, feature).

Nelson Thorp, NBC □ Truckers (second, feature).

Patrick Slattery, WSMV(TV) Nashville □ Yesterday's Values (third, feature).

Paul Fine, CBS □ ROP (first, magazine).

Dan Wood, KUSA-TV Denver □ Carved in Stone (second, magazine).

Al Rodriguez, WPLG-TV Miami □ Mark Does Video (third, magazine).

David Bowden, **Jeffrey Kaufer**, WCCO-TV Minneapolis (first, documentary).

Paul Fine, CBS □ Gift of Life (second, documentary).

Leigh Wilson, NBC □ The Music Man (third, documentary).

Unity Awards

33d. Presented by Lincoln University, Jefferson City, Mo., in recognition of "excellence in the reporting of minority issues and concerns."

Iris Adler, WBUR(FM) Boston □ *Black Infant Mortality*.

Gloria Sawyer, KUSA(AM)-KSHE(FM) St. Louis □ *Economics & the Black Community: The Dormant Potential*.

Devid Rhew, Jefferson-Pilot □ *15 Years... It Used To Be a Long Bus Ride*.

Gene Slaymaker, **Tim Johnson**, **Julle Slaymaker**, **Mike Ramsey**, WTLC-FM Indianapolis □ *Who Killed Richard Fisher?*

Susan Nixon, **Gregg Peterson**, WBBM(AM) Chicago □ *Quotas and Minority Business I and II*.

Iris Adler, WBUR(FM) Boston □ *Black Political Conservatives*.

Jo Miglino, **Leslie Cook**, National Public Radio □ *AIDS & Bel Glade, Fla.*

Margie Manning, KMOX(AM) St. Louis □ *No Child Is Safe, The Empty Crib, Hidden Handicaps, Saving Our Children*.

Television

Asa Aarons, WPXI-TV Pittsburgh □ *Lift Chair Scam*.

Nancy Schwedop, **Chris Raam**, **Rick Austin**, **David Arteaga**, KOMO-TV Seattle □ *Tulalip Industries*.

Steve Crowley, **Glenn Graham**, Money Pro News □ *Buying a House*.

Paul Schankman, **Mark Brueggjenjohann**, **Bruce Carlin**, KTVI(TV) St. Louis □ *Why Can't You Read, Daddy?*

Tom Glover, **Bill Bruce**, **Liz Johnson**, **Jon Kaplan**, WLOS-TV Asheville, N.C. □ *Focus 18: Cancer Dilemma*.

Eric Tait Jr., **Jackie Farmer**, ABC's 20/20 □ *Moment of Crisis! MOVE: The Bombing of Philadelphia*.

Dwayne Jackson, WHIO-TV Dayton, Ohio □ *Just the Facts*.

Donald Lowery, WNEV-TV Boston □ *Affirmative Action*.

Lesley Crosson, **Roger Colloff**, WCBS-TV New York □ *Police Brutality Series: Closing Ranks, Politics & Public Opinion and Officer Sullivan & Mrs. Bumpurs*.

Mei Taylor, **Helen Moore-Harbeson**, WPLG-TV Miami □ *Pitts & Lee*.

Jon Kaplan, WLOS-TV Asheville, N.C. □ *Nightcast Focus: Carolinas' Holocaust Survivors*.

Mark Becker, **Ken Scattergood**, WSOC-TV Charlotte, N.C. □ *Between the Cracks*.

UPI National Broadcast Awards

Presented by UPI, with national winners picked from competition of state and regional winners. The national winners will be announced next month at the RTNDA convention. Last year's winners appear in the July 1, 1985, issue.

USTVCF

15th annual. Presented by the U.S. Television and Radio Commercials Festival for excellence in advertising.

Best of festival

Canned Food Information □ Ketchum Advertising. **Robert Abel & Associates**.

Under \$10,000 production cost

Jays □ Spike (HCM).

The Montreal Gazette □ Buy a Gazette, TV Times (Publicite Kitching Advertising).

Missing Children's Help Center □ Cindy (ICE Inc.)

Over \$10,000 production cost

Porsche Cars North America □ Museum (Chiat/Day Advertising).

Subaru of America □ U.S. Ski Team et al campaign (Levine Huntley Schmidt & Beaver).

Chevrolet Motor Division □ Lean on Me (Campbell-Ewald Co.)

Nike □ Men's Hijacks, Lady Hijacks (Chiat/Day Advertising).

IBM □ Ducks (Lord, Geller, Federico & Einstein).

Miller Brewing □ Anthem/New Label (J. Walter Thompson).

House of Lee □ Cowboy (Admarketing).

R.T. French □ Be Good to Your Food (J. Walter Thompson).

Pizza Hut □ Soup, Moods (Chiat/Day Advertising).

Wendy's □ Fashion Show (Dancer Fitzgerald Sample).

Nestle Co. □ Kids (J. Walter Thompson).

Coca-Cola □ PPS: Slow (McCann-Erickson).

Owens Corning Fiberglas (2) □ Edna (Campbell Ewald Canada).

Eastman Kodak □ America campaign, Babies (J. Walter Thompson).

Happy Cooker □ History of Gas campaign (Advertising Associates).

Alaska Airlines □ Winter campaign, Cutting Corners and Automation (Livingston & Co.).

Citicorp. (2) □ Vincent's Wife campaign (The Marschalk Co.).

Ontario Hydro □ Cold Feet (Foster Advertising).

Emery Air Freight □ It's As Good As There (J. Walter Thompson).

Canned Food Information Council □ Brilliance (Ketchum Advertising).

Ontario Attorney General's Office □ Flashback (Camp Associates).

Jordan Marsh □ Get Ready (Hill, Holliday, Connors, Cosmopoulos).

The Weather Channel □ Evolutions (J. Walter Thompson).

Production technique—over \$10,000

Canned Food Information Council □ Brilliance (Ketchum Advertising).

3M Co. □ Unexpected Color (Grey Advertising).

Nike (2) □ Lady Hijacks (Chiat/Day Advertising).

Emery Worldwide (2) □ It's As Good As There (J. Walter Thompson).



White House Photographer winners (kneeling, l-r) Fine and Holland. Standing: Purbaugh, Goodman, Affens, 3M's Joe Leon (who presented Affens with a special award from 3M), Tcherkassky and Dillon.

- Levi Strauss** □ The Galhering campaign (Foote, Cone & Belding).
R.T. French (2) □ Be Good To Your Food (J. Walter Thompson).
Miller Brewing □ Anthem/New Label campaign (J. Walter Thompson).
Eastman Kodak (2) □ America (J. Walter Thompson).
Chevrolet Motor Division □ Lean On Me (Campbell Ewald).
Ameritech Publishing □ Pinball (Ross Roy).
Home Box Office □ HBO Makes the Magic Shine (On-Air Promotion).
3M Co. □ Unexpected Color (Grey Advertising).
IBM □ Crosswalk (Lord, Geller, Federico & Einstein).

Radio

- Speedy Muffler King** □ Monkey Ranch (Bozell & Jacobs).
Levi Strauss □ Meaningful Relationships (Foote, Cone & Belding).
Nike □ Helicopter (Chiat/Day Advertising).
Killian's Brewery/Adolph Coor's Co. □ Waiting for Julie campaign (Foote, Cone Belding).
Kronenbourg U.S.A. □ Taste Test (Levine, Huntley, Schmidt & Beaver).
Eastman Kodak □ Max (J. Walter Thompson).
The Shaw Festival □ Cannons campaign (Bowen & Binstock Advertising).
Catalina Express □ Ant Farm (Salvati Montgomery Sakoda).
Southwestern Bell Telephone □ Shower (D'Arcy Masius Benton & Bowles).
NYNEX Information Resources (2) □ Tie Renovator campaign (Chiat/Day Inc.).
Emery Worldwide □ Emery Experience (J. Walter Thompson).
Seattle Aquarium □ Fish Noise campaign (Livingston & Co.).
ABC TV □ Dynasty/Hotel (ABC Station Advertising Services).

Production technique

- Cinzano North America** □ Anthony & Cleopatra (Menaker and Paul).
Miller Brewing □ Country Western Anthem campaign (J. Walter Thompson).

Weaver/MDA Journalism Awards

The Pat Weaver/Muscular Dystrophy Association broadcast journalism awards are sponsored by the MDA and established "to recognize and encourage television and radio programming that increases public understanding of neuromuscular diseases and stimulates public support of MDA's efforts to conquer them." The awards were named in honor of

Weaver, former NBC chairman and MDA executive committee chairman.

- KFDM-TV Beaumont, Tex.** □ *Put Me In Coach* (TV features).
WUSA-TV Minneapolis, The Paul Host Story; KCST-TV San Diego, The Dr. H. Orthmeyer Story □ TV news/public affairs.
WJBK-TV Detroit □ Telethon 85 (TV PSA/special promotions).
WCVB-TV Boston □ *Wrestling for a Cure* (special award for an MDA fundraiser).

White House News Photographers Association

43d annual awards. Presented by the White House News Photographers Association.

Cameraman of the year

Steve Affens, WJLA-TV Washington

Awards

- Estel Dillon, NBC** □ *Vietnam Memorial* (news series).
Steve Affens, WJLA-TV Washington □ *To Not Die in Vain* (general news).
Paul Fine, CBS □ *ROP* (feature).
Hal Holland, WDVM-TV Washington □ *Tryouts for Ballet School* (day feature).
Steve Affens, WJLA-TV Washington □ *Bay Storm* (spot news).
Marvin Purbaugh, NBC □ *The First Lady, Nancy Reagan* (lighting).
Jeffrey Goodman, NBC □ *Wine* (sound).
Mike Tcherkassky, NBC □ *Subways* (editing).

WJR Awards

Presented by the *Washington Journalism Review* for excellence in journalism.

- Dan Rather, CBS News** □ Most respected network TV anchor.
Bill Moyers, CBS News □ Most provocative network commentator.
Sam Donaldson, ABC News □ Best all-around network TV news correspondent.
Bryant Gumbel, NBC's Today □ Best morning network TV interviewer.
This Week with David Brinkley (ABC) □ Best weekend network TV talk show.
60 Minutes (CBS) □ Best network TV magazine show
Larry King, Mutual Broadcasting □ Best radio talk show
Cable News Network □ Best cable news program.
WCBS-TV New York, WBBM-TV Chicago, WFAA-TV Dallas □ Best local TV news.

Women at Work Broadcast Awards

7th annual. Presented by the National Commission on Working Women "to recognize outstanding radio and television programming about working women's issue."

- Mon Valley Media, Pittsburgh** □ *Women of Steel* (public affairs/documentary—television).
WMBR(FM) Cambridge, Mass. □ *Hard Times Cotton Mills Girls* (public affairs/documentary—radio).
WTVD-TV Durham, N.C. □ *Equal Under God?* (news series—television).
WBUR(FM) Boston □ *Crisis in Day Care* (news series—radio).
Orion Productions, CBS □ *Cagney & Lacey*, "Rules of the Game" and "Con Games." (entertainment—television).
National Public Radio □ *Libba Cotten: A Profile* (entertainment—radio).
WCBS-TV New York □ *The Working Woman* (editorial—television).
Oregon Public Television □ *Penny Harrington* (news feature—television).
National Public Radio □ *Temporary Employment: New Opportunities, New Problems* (news feature—radio).
Children's Television Workshop □ *3-2-1 Contact*, "Earth Monday" (children's television).

Writers Guild of America Awards

38th annual. Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

Television

- Vickie Patik** □ *Do You Remember Love*, CBS (original drama anthology).
Rose Leiman Goldenberg □ *The Burning Bed*, NBC (adapted drama anthology).
Jim Mulholland, Michael Barrie □ *The Ratings Game*, pay TV (original/adapted comedy anthology).
Georgia Jeffries □ *Cagney & Lacey*, "An Unusual Occurrence" (CBS), and Anthony Yerkovich □ *Miami Vice pilot* (NBC) (tie, episodic drama).
Glenn Gordon Caron □ *Moonlighting pilot* (ABC), and **David Pollock and Elias Davis** □ *Madison Avenue Madness* (pay TV) (tie, episodic comedy).
Martin Mull, Allen Rucker □ *The History of White People in America, Part II*, pay TV (comedy/variety special).
E. Jack Neuman □ *Death in California*, ABC (multi-part long-form series).
Charles Johnson, John Allman □ *Booker*, PBS (children's show).
Brian Ellis □ *CBS Reports: Honor, Duty and a War Called Vietnam* and **Mose Richards** □ *Snowstorm in the Jungle*, WTBS(TV) Atlanta (tie, documentary/current events).
Marc Siegel □ *Heritage: Civilization and the Jews, Part VII: The Golden Land*, PBS (documentary/other than current events).
Lindsay Miller □ *News in Review, CBS Sunday Morning* (spot news).
Peggy O'Shea, Sam Hall, S. Michael Schnessel, Lanie Bertram, Ethel M. Brez, Mel Brez, Barbara Morgenroth, Don Wallace, Peter Swet, Eugenia Hunt □ *One Life to Live*, ABC (day-time serial).

Radio

- Pamela Rauscher** □ *Newsmark—One Nation Under God: Religion in the Public Square*, CBS Radio (documentary).
David P. Ysais □ *News of the Day—Aug. 31, 1985*, CBS Radio (spot news).
Steve Sharon □ *Birdie, Heartbeat Theater*, syndication (drama).
John A. Boyle □ *Casper and Porter*, syndication (comedy).
Fred DeVita □ *Merger*, ABC (graphics).
Marilyn Munder, Barry Downes □ *Where You Belong*, PBS (on-air promotion).

'Wheel of Fortune' keeps on rolling

King World's perennial victor takes May Cassandra report

King World's game show champions, *Wheel of Fortune* and *Jeopardy*, up 6% and 29%, respectively, from May 1985, took first and second place in the Nielsen's May 1986 Cassandra rankings of syndicated programming.

Wheel placed first in its time period on 170 of the 197 stations carrying it, and increased an average four share points over its February 1986 performance in over 60% of its markets, according to King World research. *Wheel* is used in prime time access in all but a handful of the markets that carry it.

For its part, *Jeopardy*'s rating growth was also accompanied by strong improvements in its demographic delivery. Compared to May 1985, the show was up 24% among women 18-49 and up 36% among men 18-49. Of the 174 stations that carry *Jeopardy*, 77 use it in prime time access, where it averages a 14 rating. Of the remaining stations, 88 use it in early fringe, and the remainder in

daytime and morning time periods.

Twentieth Century Fox's *M*A*S*H* fell from second place a year ago to third place this year, as it slid 3%, from an 8.7 to an 8.4.

But the largest rating fall-off in top 10 shows was D.L. Taffner's *Three's Company*, which fell to ninth from fourth. It dropped from an 8 last year to a 7 this year. *Three's Company* was also down among men and women 18-49, by 16%. It has been in syndication for four years.

Among other access shows, Group W's *P.M. Magazine* was up 3%, to 7.7, and Paramount's *Entertainment Tonight* was flat at its May 1985 mark with a 7.4, placing it seventh again.

In ratings for hour-long daytime talk-shows, Multimedia's *Donahue* continued to make household and demographic rating gains. This past May the show had a 7.1 rating compared to a 6.3 last year, a gain of 13%. Multimedia said that the program, which is seen in 178 markets, was first in 45 of the top 50 markets. *Donahue* was also up

among women 18-49, by 11%, and men 18-49, by 27%. Another hour-long talk show, Group W's *Hour Magazine*, had a 4.5, the same as last year.

In first-run sitcoms, *Small Wonder* (New Program Group), led the pack with a 5.3. It was followed by *Too Close for Comfort* (4.9) and *The Ted Knight Show* (4.5), both from D.L. Taffner, Columbia's *What's Happening Now* (3.8), and Lorimar-Telepictures' *It's a Living* (3.6).

Among children 2-11, three shows tied for first with an 8.9 rating—*Different Strokes* (Embassy), *She-Ra*, *Princess of Power* (Group W) and *Thundercats* (Lorimar-Telepictures). Fourth among children belonged to another Group W show, *He-man and the Masters of the Universe* (8.5), while fifth was a tie between *Small Wonder* and World Event's *Transformers* (8.3).

Tribune Entertainment's *At the Movies*, whose stars have left to do a movie review program for Buena Vista Television, fell 9%, from 3.4 last year to 3.1 this year. □

NBC, ABC finish first and second in news race

For the first time since October 1981, *The CBS Evening News* placed third in the weekly news race. For the week of June 23-27, *NBC Nightly News* was first with an average 9.9 rating and a 22 share. *ABC World News Tonight* was second with a 9.7/21 and *Evening News* was third with a 9.4/21. The victory was NBC's second weekly win over CBS. NBC also won the week June 2-6, and tied CBS for two weeks earlier this year, once in March and once in May.

In prime time, NBC won again, with an average 13.0/25, while ABC was second with a 10.7/21 and CBS third with a 10.0/20. It was another week made up predominantly of reruns. The second episode of NBC's summer sitcom, *Me and Mrs. C*, which ranked fifth among all programs in its premiere week, fell to 18th with a 14.4/30. A rerun of NBC's

Stingray, which had a limited run in the second season, and which is scheduled for midseason replacement duty next year, scored a 14.8/29. *60 Minutes* fell to 23d among all shows last week with a 13.1/30, although it usually suffers audience erosion in the summer months.

CBS's *West 57th*, in its third week at 10 p.m.-11 p.m. on Wednesday night, fell back to an 8.1/15 after achieving a 10.1/19 the week before. NBC's *1986* averaged a 7.7/14 on Tuesday at 10 p.m.-11 p.m. The week before a news special on the Achille Lauro hijacking scored an 8.5/15 in its time period. NBC's special public affairs show, *America Talks Back* (Friday, June 27, 8 p.m.-9 p.m.) where viewers had a chance to question network executives and celebrities, averaged a 7.5/17.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	23.4/48	24.	Highway To Heaven	NBC	13.0/26	47.	Mr. Sunshine	ABC	8.8/18
2.	Family Ties	NBC	23.0/45	25.	Spenser: For Hire	ABC	12.9/24	48.	Trapper John, M.D.	CBS	8.7/16
3.	Cheers	NBC	21.7/41	26.	Scarecrow & Mrs. King	CBS	12.7/24	49.	Crazy Like a Fox	CBS	8.6/17
4.	Night Court	NBC	19.9/37	27.	Remington Steele	NBC	12.1/26	50.	Twilight Zone	CBS	8.5/19
5.	Growing Pains	ABC	17.5/33	28.	Mr. Belvedere	ABC	12.1/26	51.	Salute to Ford's Theater	CBS	8.4/17
6.	Who's the Boss?	ABC	17.1/34	29.	Liberty	NBC	11.7/21	52.	A Team	NBC	8.4/16
7.	Newhart	CBS	17.1/29	30.	Hotel	ABC	11.6/22	53.	Simon & Simon	CBS	8.3/16
8.	Kate & Allie	CBS	16.3/29	31.	MacGyver	ABC	11.5/23	54.	West 57th	CBS	8.1/15
9.	Miami Vice	NBC	16.2/33	32.	St. Elsewhere	NBC	11.5/22	55.	Knot's Landing	CBS	8.0/16
10.	Moonlighting	ABC	16.1/28	33.	Webster	ABC	11.3/26	56.	1986	NBC	7.7/14
11.	20/20	ABC	15.5/30	34.	Hardcastle & McCormick	ABC	11.3/20	57.	America Talks Back	NBC	7.5/17
12.	Golden Girls	NBC	15.3/33	35.	Bloodline	ABC	11.1/21	58.	The Arena	ABC	7.5/15
13.	Gimme a Break	NBC	15.2/28	36.	Night Lights Went Out in Ga.	ABC	11.0/19	59.	Wicked, Wicked Ways	CBS	7.3/16
14.	Stingray	NBC	14.8/29	37.	Ellis Island, pt. 1	CBS	10.9/20	60.	Continental Divide	CBS	7.1/14
15.	TV Bloopers & Prac. Jokes	NBC	14.8/27	38.	Hunter	NBC	10.9/19	61.	Punky Brewster	NBC	6.6/15
16.	Cagney & Lacey	CBS	14.6/26	39.	227	NBC	10.6/24	62.	Dynasty II: The Colbys	ABC	6.4/12
17.	Poison Ivy	NBC	14.5/28	40.	Magnum, P.I.	CBS	10.1/18	63.	Benson	ABC	6.2/14
18.	Me and Mrs. C	NBC	14.4/30	41.	Facts of Life	NBC	9.8/24	64.	Different Strokes	ABC	5.3/14
19.	Hill Street Blues	NBC	14.4/28	42.	Love Boat	ABC	9.8/19	65.	Silver Spoons	NBC	6.5/13
20.	You Again	NBC	14.3/25	43.	Vacation With M. Mouse	ABC	9.7/22	66.	Ripley's Believe It or Not	ABC	5.2/16
21.	Murder, She Wrote	CBS	13.8/28	44.	Baby Sister	ABC	9.2/19				
22.	Equalizer	CBS	13.7/25	45.	Airwolf	CBS	9.0/16				
23.	60 Minutes	CBS	13.1/30	46.	The Insiders	ABC	8.9/17				

*indicates premiere episode

Showtime/TMC: 10 years old and moving toward the future



Ron Bernard, executive VP, finance and administration; Neil R. Austrian, chairman and chief executive officer; Jack Heim, executive VP, sales, affiliate marketing, and Peter Chernin, executive VP, programming and marketing

SHOWTIME 
WE MAKE
Excitement TM

The number-two pay service is not content to rest on its laurels; it's chosen a new tack to try for number one, exclusivity, with new pricing and original programming

The Fifth Estate had just gotten used to a vision of pay television. That vision said that for a pay cable service to claim exclusivity was an exercise in futility; that subscribers taking multiple pay units were not multiplying, and that, in general, the pay cable industry was on short rations.

Now Showtime/The Movie Channel Inc., instead of observing its 10th anniversary—beginning last week—in a stately manner, has changed its strategy, and is trying to rework the logic of pay television. The two pay services have recently signed a series of exclusive Hollywood contracts and are launching a major effort to revitalize multipay. Furthermore, despite a year-and-a-half-old subscriber decline and slowed revenue growth, Showtime/TMC is spending more on both programming and marketing, the latter dramatically so.

The change in strategy is not just the publicity-seeking extra effort one might expect of number two (at the beginning of this year Home Box Office had roughly 14 million

subscribers compared to Showtime's five million, while HBO's co-owned service, Cinemax, has roughly 3.7 million compared to The Movie Channel's 2.8 million). Instead, the change is mostly a strategic response forced on Showtime/TMC's because of the two channels' vulnerability to the multipay marketplace (76% of the homes taking either Showtime or TMC also take another pay service).

The pay cable malaise has kept profits from keeping pace with revenue. Some securities analysts, including Mark Riely of Eberstadt Fleming and Alan Kassin of First Manhattan, are predicting that Showtime/TMC will show sharply lower profits in 1986. That never-welcome development is even less welcome now because its parent company, Viacom International, has been buffeted about in the stock market and is under more-than-usual pressure to show profits.

Much of the pay industry's problems were not readily apparent to Neil Austrian when he decided to take the job as Showtime/TMC's chairman and chief executive officer in May 1984. A year later the uninspiring picture was clear and Austrian, along with other Viacom and Showtime/TMC officials were forced to reconsider their strategy. Said

Peter Chernin, executive vice president, programming and marketing: "Beginning in late spring last year we started spending a lot of time analyzing what we really viewed as being a softening of the business, and what we should do to respond to that. Among the choices were spending tons of marketing money, lowering our price, producing more original programming. But we began to zero in on exclusivity."

In July 1985, Showtime officials made a presentation to the company's directors, which then included Warner-Amex executives, and outlined a strategy to increase Showtime/TMC's exclusive product. Supporting that strategy was the argument that duplication, which exclusivity is meant to remedy, was the most accessible of three major pay industry problems; the other two being the VCR, and pricing of both pay and basic. The argument for exclusivity also noted that several film studio contracts were shortly coming up for renewal—including 20th Century-Fox, Warner Brothers, Touchstone (Disney) and Cannon.

The first negotiations were with Fox. There were actually three years still to go on that studio's non-exclusive contract with Showtime/TMC, but the latter began discussions early last winter because HBO's con-

tract was just about to run out. Said Chernin: "We tried to turn our non-exclusive into an exclusive." The attempt did not work out.

Then several months ago, several exclusive studio contracts were achieved: Cannon for more than 60 films; Atlantic Entertainment, more than 35; Touchstone Films, between 35 and 50, and Dino DeLaurentiis, 10.

In the midst of Showtime's rapid-fire announcements came negotiations with

Warner, one of Hollywood's most successful studios. HBO itself has conceded publicly it could not afford to let Showtime get an exclusive contract there as well, and so paid an added price to have access to the Warner films.

And there are some upcoming negotiations. United Artists will reportedly be "up for grabs" soon, as will Orion's contract with HBO. Concerning the latter, it is of at least passing interest that Viacom now has a great-

er than 10% ownership interest in Orion.

But essentially, distribution of Hollywood's major theatrical product to pay television is set for the next three years, and the stage is ready for a test of exclusivity. Showtime/TMC will have roughly half the exclusive output and HBO the other half, which includes Columbia, Orion—and because Showtime said it will not continue to negotiate for non-exclusive films—Warner. HBO may also soon announce some smaller deals.

Syndication Marketplace

■ **Lorimar-Telepictures** has renewed *Love Connection* in 123 markets (48 of the top 50) covering 84% of the country as the show goes into its fourth season. The clearances include WBZ-TV Boston, KMBC-TV Kansas City, Mo., WLWT-TV Cincinnati, KXAS-TV Dallas and KSDK(TV)



St. Louis. Sales are cash plus barter with Lorimar-Telepictures keeping one minute.

■ **TV Net**, a joint venture of Viacom Enterprises and Tribune Entertainment, has announced a new lineup of films for its monthly prime time feature films package, *Tonight Only*. The schedule, which begins in September with "Honky Tonk Freeway," will be followed in succeeding months by "Night of the Juggler," "The Wicked Lady," "Evil Under the Sun," "Sahara," "Sword of the Valiant," "Honor Guard," "Come Back to the Five & Dime Jimmy Dean, Jimmy Dean," "Missing in Action," "The Naked Face," "Tender Mercies" and "The Adventures of Hercules II." Viacom clears the barter package (12 minutes local, 10 minutes national) and Tribune sells the national advertising time.

■ **Orbis Communications** has been selected by Pacific International Enterprises to distribute a package of 15 theatricals under the banner Pacific International Television Network. Among the titles are "Adventures of the Wilderness Family," "Across the Great Divide," "Mountain Family Robinson," "Challenge to be Free," "Sacred Ground" and "Windwalker." Orbis will distribute the films for a combination of cash and barter, with specifics still to be announced.

■ **GGP Sports** has cleared *Sports Lifestyles*, a new weekly half-hour look at the personal lives of men and women in sports, in 40 markets covering more than 40% of the country. Premiering Sept. 13, the show is being offered to stations as flexible programming around sports, as a lead-out to prime time sports, such as *Monday Night Football*, or weekend sports broadcasts. Stations will get two runs. Bob Horowitz, GGP vice president and general manager, said that the show has picked up its 40 stations in two weeks. Horowitz said that stations will be fed an hour of *Sports Lifestyles* segments, with barter spots included, so they can be programmed to fit unusual time slots left following sports events. *Sports Lifestyles* specials are also planned. There will be 39 original episodes and 13 repeats. The series will be sold on a barter basis with three-and-a-half minutes for stations, and two-and-a-half for GGP. Among the recent clearances are KNBC(TV) Los Angeles, KGO-TV San Francisco, KSDK(TV) St. Louis and WXYZ-TV Detroit.

■ **Access Syndication** has acquired two one-hour specials for

Associated Television International—*The 1986 U.S. Open Frisbee Disc Championships* and *The Summer Sports Special*. The first will feature 150 international champions competing in 18 single and team events. The second will be filmed on location in Hawaii, Florida and California, and will include contests involving boogie boards, hydro slides and indoor footbag and flying discs. Access also reports clearing *The Exciting World of Speed and Beauty* in 83 markets. Sales of the motor sports show, hosted by Dan Pastorini, are on a barter basis with four minutes for stations and two-and-a-half for Access. Latest clearances are WFAA-TV Dallas; KGET(TV) Bakersfield, Calif.; KTXS-TV Sweetwater, Tex.; WBOY-TV Clarksburg, W.Va., and WMBB(TV) Panama City, Fla.

■ **LBS Communications** and **DIC Enterprises** will produce 10 new episodes of the half-hour animated strip, *MASK*, for its second



season beginning in the fall. The 10 new episodes will be available for airing during the November sweeps. The new production order brings the total *MASK* episodes to 65. It is now cleared on 78 stations covering 76% of the country, and is cleared on a cash basis.

■ **Blair Entertainment** reports clearing the one-hour *Road to the Super Bowl '87* in 75 markets covering 70% of the country. Included in the special, produced by NFL Films and RPR Productions, will be game highlights of the 1986 season, along with a recap of the AFC and NFC championship games and a preview of the Super Bowl in Los Angeles. The special will air on Saturday, Jan. 24, 1987, or just prior to the Super Bowl on Jan. 25. Clearances include the NBC-owned stations, along with KYW-TV Philadelphia; WNEV-TV Boston; WTVJ(TV) Miami; WTVT(TV) Tampa, Fla.; KXTV(TV) Sacramento, Calif.; WFSB-TV Hartford, Conn.; KFMB-TV San Diego, and WCPX-TV Orlando, Fla. Barter sales give both stations and Blair six minutes of advertising time.

■ **Jim Owens and Associates** has hired LBS Communications and All American Television to sell the national barter time for the fourth season of its weekly *This Week in Country Music*. The Nashville-based producer and distributor also plans to have a strip on the air by fall 1986. *This Week in Country Music* is now seen in more than 140 markets, with a barter split of two-and-a-half minutes national and three-and-a-half minutes local. LBS and All American will also sell time in *Crook and Chase*, an *Entertainment Tonight*-styled country music show that will be sold by Jim Owens for next fall with the same barter split.

What about previous exclusive contracts with the studios, notably HBO's with Columbia and Showtime's late 1983 contract with Paramount? Chernin said that those single studio attempts failed to gain public recognition because neither gave the pay channels a "critical mass" of exclusive programming. The difference now, he said, is that in addition to non-theatrical exclusive programming, which has traditionally made up roughly one-third of the schedule, Showtime will have enough exclusive films to run about one each week.

Austrian described the change another way: "There are roughly 165 important mov-



Mini series "Tender is the Night"



Showtime's "Brothers"

**THE
MOVIE
CHANNEL™**



Showtime/TMC's three-year numbers

	1983	1984	1985
Revenue	\$211,600,000	\$340,300,000	\$357,300,000
Programming costs	\$132,000,000	\$208,800,000	*
Operating costs	\$18,000,000	\$19,700,000	*
Total operating expense	\$150,000,000	\$228,500,000	\$231,100,000
Selling, general & administrative costs	\$46,00,000	\$64,200,000	\$79,400,000
Depreciation & amortization	\$2,000,000	\$7,400,000	\$5,700,000
Operating Income	\$40,200,000	\$41,000,000	\$41,100,000

* Not available

ies a year [those produced by the top studios and major independents]. Prior to the recent contracts, roughly 125-130 would be non-exclusive on pay television and 30-35 would be exclusive. Next year that number will flip, with 100 exclusive films. The year after that there may be 120 exclusive films."

There is a price to exclusivity. Showtime/TMC's 1986 theatrical budget will be about 5%-10% higher, and will increase also in 1987 and 1988. Furthermore, the number of films under exclusivity will be roughly 10% lower than the current number of non-exclusive films.

But, said Chernin, exclusive movies can be run successfully more often—perhaps three times a month, compared to twice a month for duplicated films. He also said that exclusivity will give both channels more flexibility in scheduling because they no longer have to worry about HBO's scheduling of the same film.

■

Whether the advantages Showtime/TMC officials perceive in exclusivity get translated into increased subscribers, revenue and

profit depends to a great deal on the cable operators. Specifically, success depends on the operators' willingness to believe that multipay can be revived and that subscribers will be willing to buy both HBO and Showtime (or HBO and The Movie Channel) if faced with the alternative of missing half of Hollywood's film product.

Believing that subscribers need a monetary incentive to return to multipay, Showtime officials have asked operators to take a new look at the pay pricing structure and to consider charging less for a two-pay or three-pay tier, effectively reducing the per-subscriber profit.

Asking a businessman to voluntarily cut his profit margin is, on the surface, not the normal way of doing business, conceded Jack Heim, Showtime's executive vice president, business development, sales and affiliate marketing, but he thinks most operators will see a larger picture, if they have not done so already: "First of all some history. Previously operators raised the price of pay because basic was regulated. On each of those pay increases the operator kept by far the majority, maybe 85% or 90%. In fact, Showtime in its entire history has only had

Showtime/TMC's 10-year highlights

July 1976—Viacom International starts Showtime Entertainment as pay service to serve Viacom cable systems in Northern California. By year's end, service has 25,000 subscribers and 12 affiliates.

March 1978—Showtime switches to satellite distribution.

January 1979—MSO, Teleprompter, joins Viacom as equal partner in Showtime Entertainment. Later in year, The Star Channel is renamed The Movie Channel.

February 1980—Showtime signs one-millionth subscriber.

October 1980—Beginning of longest-running series on pay television, *Bizarre*.

November 1982—Group W buys Teleprompter, and sells half-ownership of Showtime back to Viacom.

April 1983—Launching of service in Vermont brings Showtime to all 50 states.

September 1983—Showtime merges with The Movie Channel in joint venture between Viacom, Warner Communications and Warner-Amex Cable Communications.

December 1983—Spotlight pay service is discontinued. Showtime/TMC gains more than 700,000 subscribers.

December 1983—Showtime/TMC signs five-year exclusive contract with Paramount Pictures.

July 1984—New advertising campaign, "We make excitement," is approved.

November 1985—Viewer's Choice pay-per-view service is launched.

December 1985—On eve of 10th anniversary, Viacom again becomes sole owner of Showtime, purchasing 31% of Warner Communications and 19% of Warner-Amex.

May 1986—Begins full-time scrambling.

two price increases, which between them represent a cumulative total of about 50 cents. The Movie Channel has had one price increase, somewhere between 25 and 30 cents.

"Now we all realized that the price of pay is too high. Now operators want to take basic up as well and when they do so, the total price will go beyond the consumer's 'threshold' price. Yes, I am asking the operator to take a lower margin, but don't forget history. Pay will start once again to bring in more units. Maybe the individual margin will be down but the total margin will be up."

Heim said that the change in pricing might soon lead Showtime to change its own wholesale price structure: "I think that the future could very well see tipping of the rate card so that we give a better rate to the person with a lower retail price and a higher rate for the person with a higher retail price."

Any change in Showtime or The Movie Channel's pricing, Heim said, would not be intended to keep down the price of basic, or to reduce the price of a single pay unit, but rather to reduce the price to the consumer for

a package of two or more pay services: "I predict that by January, a majority of the industry will believe this is the way to go."

At least one cable MSO has already moved in the direction of reducing multipay pricing—as have certain Canadian cable operators. Daniels' Showcase packaging, using a North Carolina system as an example, offers a basic rate of \$15.65; a three-pay tier (Disney, Cinemax and American Movie Classics) at \$29.95, and the addition of HBO for just \$3 more.

Showtime officials would like to see the multipay rate come down even further—Austrian talked about a price of \$26 or \$27 for two pay services.

Showtime's success so far, and whatever success it has in the future, will not just be built on pricing and program buying strategies. Original programming is a hallmark of the channel and it is a commonly heard assessment from cable operators that Showtime has the best original programming of any pay service. Among the better known origi-

nal series are *Bizarre*, the longest-running pay cable series and the first to be syndicated to broadcast stations; *Faerie Tale Theatre*, a children's series; *The Paper Chase*, *Brothers*, *Broadway on Showtime* and *The Honey-mooners*. . . *The Lost Episodes*. Upcoming efforts include *Hard Knocks*, from Paramount Video Programming; *It's Gary Shandling's Show*, and a mini-series on J. Edgar Hoover starring Treat Williams.

Good programming has not, by itself, been enough to overcome the franchise name of HBO, Showtime executives admit. One industry executive, who asked not to be named, said that research shows subscribers sometimes even credit HBO with programming they have seen on Showtime.

Marketing weaknesses, in comparison with HBO, have been cited by those outside the company as often as they mention the excellence of Showtime's original programming. Austrian thinks such criticisms are somewhat misplaced, and noted that at the Cable Television Administration and Marketing Society conference (BROADCASTING, June 30), Showtime/TMC took the largest share of awards.

But the chairman and chief executive officer also said that Showtime's marketing directly to consumers has been less aggressive over the past year, while the strategic questions were being resolved and the exclusive programming built up. "One lesson I learned from Bill Bernbach [Austrian was previously president and chief executive officer at Doyle Dane Bernbach] is that good advertising can kill a bad product fast. Our feeling was, why spend money on an undifferentiated product."

Now, with the Hollywood deals signed and original programming in production, Showtime's product is differentiated more than ever before. Ready to promote that fact, Showtime last Wednesday announced a multifaceted marketing campaign. Television spots are already being shown on several basic cable networks and TV stations, and the company is working with J. Walter Thompson on an additional TV spot that might run later this year or early next year on network TV. Other parts of the campaign include a \$15 cash giveaway, in two stages, to new Showtime subscribers.

Chernin said the new advertising effort will be "the most significant increase in marketing spending this company has ever done." It will soon be seen whether that money can turn the nine-letter word, "exclusive," into a marketable concept.



BROADCASTAP honorees. Several leading broadcasting companies were recognized last month by the White House for their role in fostering new opportunities for minorities in the industry. The White House Office of Private Sector Initiatives cited Capcities/ABC, NBC, CBS and Westinghouse Broadcasting & Cable for their financial contributions to the National Association of Broadcasters's Broadcast Capital Fund (BROADCASTAP), a private nonprofit venture capital company that assists minorities in the acquisition and ownership of broadcast properties. At a reception sponsored by the NAB in New York on June 26, the broadcasting groups were praised for their donations to BROADCASTAP when it was first created. Presenting the awards was John Phelan Jr., New York Stock Exchange chairman and chief executive officer and chairman of the PSI advisory board. (Pictured, seated l-r): Dan Ritchie, chairman and chief executive officer of Westinghouse; Andy Jackson, vice president of Capcities/ABC (Jackson accepted the awards for both ABC and Capital Cities Communications); Ray Timothy, group executive vice president of NBC, and Bob Hosking, president of the CBS radio division. Standing (l-r): Phelan; Fred Ryan, deputy assistant to President Reagan and director of private sector initiatives; John Oxendine, president of BROADCASTAP, NAB President Eddie Fritts (Fritts is vice chairman of the PSI advisory board); FCC Commissioner Dennis Patrick, and Al Sikes, director of the National Telecommunications and Information Administration.

Patrick also appeared before a private sector initiative conference for minority ownership of broadcast properties in New York on June 27. Deregulation is not at odds with the goal of minority ownership, Patrick told the group. "Regulation can create barriers to entry that hurt minorities most," he said. "Why? Because to overcome regulatory barriers to entry, Washington attorneys and substantial capital are often required. By stripping away outdated and unnecessary rules, and simplifying others, the commission has lowered barriers to entry, all of which benefit the minority entrepreneur," the FCC commissioner said.

If Showtime/TMC conquers the problems of pay service duplication and pricing, that would still leave standing what may be the company's most serious nemesis, the videocassette recorder. To take up that battle, the company has both revamped one of its services, The Movie Channel, and started up a new pay-per-view service, Viewer's Choice.

The changes announced last month for The Movie Channel include:

- A switch from monthly to weekly scheduling with each week seeing a new schedule of roughly 15 to 20 films. At the end of the week those films would then be

Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Tue	Wed					
	Jul 1	Jun 25				(000,000)	(000,000)
BROADCASTING							
N Capital Cities/ABC	264	1/4 246	18	1/4	7.41	29	4,237
N CBS	149	1/4 146 3/4	2	1/2	-1.70	28	3,499
O Clear Channel	13	3/4 14 3/4	-1		-6.77	19	40
O Jacor Commun.	8	3/8 7 3/4	5/8		8.06	47	47
O LIN	54	7/8 49 3/8	5	1/2	11.13	41	1,453
O Malrite	15	15				18	125
O Malrite 'A'	15	15 1/4	-	1/4	-1.63	21	63
A Price Commun.	11	3/4 12	-	1/4	-2.08		115
O Scripps Howard	80	73	7		9.58	29	826
O SunGroup Inc.	3	1/2 3 1/2				35	5
N Taft	108	108				51	978
O TVX Broadcast Group	10	1/4 10 1/4				42	60
O United Television	34	3/4 34 1/8	5/8		1.83	32	380
BROADCASTING WITH OTHER MAJOR INTERESTS							
N A.H. Belo	59	5/8 56 1/8	3	1/2	6.23	30	689
A Adams Russell	42	1/2 40 3/4	1	3/4	4.29	27	263
A Affiliated Pubs	60	3/4 56 1/4	4	1/2	8.00	34	1,083
O American Comm. & TV	3/32	3/32					7
N American Family	33	7/8 32 1/2	1	3/8	4.23	22	1,354
O Assoc. Commun.	53	50 1/2	2	1/2	4.95		252
O Business Men's Assur.	29	1/4 29		1/4	.86	17	309
N Chris-Craft	73	72 1/2		1/2	.68	32	477
N Oun & Bradstreet	118	1/2 119 7/8	-	1 3/8	-1.14	28	9,008
N Gannett Co.	85	1/2 85		1/2	.58	26	6,865
N GenCorp	74	1/2 75 1/2	-	1	-1.32	17	1,664
N General Cinema	58	56 3/4	1	1/4	2.20	23	2,111
O Gray Commun.	143	139	4		2.87	24	71
N Jefferson-Pilot	39	53 3/4	-14	3/4	-27.44	13	1,631
N John Blair	29	1/4 29 5/8	-	3/8	-1.26		236
O Josephson Intl.	11	10 5/8		3/8	3.52		51
N Knight-Ridder	56	3/4 55 7/8		7/8	1.56	25	3,186
N Lee Enterprises	26	1/4 26 1/4				21	664
N Liberty	43	42 5/8		3/8	.87	18	433
N McGraw-Hill	59	1/2 59 1/2				20	2,999
A Media General	97	3/4 98 1/4	-	1/2	-0.50	21	688
N Meredith Corp.	75	3/4 75		3/4	1.00	15	717
O Multimedia	43	42 1/2		1/2	1.17	95	472
A New York Times	80	1/4 80 1/4				27	3,246
O Park Commun.	30	29	1		3.44	28	414
N Rollins Commun.	39	1/8 38 7/8		1/4	.64	43	571
T Selkirk	23	7/8 24	-	1/8	-0.52	51	193
O Stauffer Commun.	155	150	5		3.33	25	155
A Tech/Ops Inc.	33	3/8 33 1/4		1/8	.37	6	72
N Times Mirror	73	3/4 67 1/2	6	1/4	9.25	21	4,753
O TM Communications	2	7/8 3	-	1/8	-4.16	287	21
O TPC Commun.	7/16	7/16					4
N Tribune	77	1/4 76 1/4	1		1.31	24	3,136
A Turner Bcastg.	21	7/8 24 5/8	-	2 3/4	-11.16	49	476
A Washington Post	177	5/8 175 1/2	2	1/8	1.21	22	2,308
PROGRAMING							
O All American TV	15	1/2 14 1/2	1		6.89		18
O American Nat. Ent.	2	5/8 2 1/2		1/8	5.00	13	6
O Barris Indus	28	1/2 24 7/8	3	5/8	14.57	47	252
O Birdfinder Corp.	1	1/4 1 1/8		1/8	11.11		4
O C.O.M.B.	**	32 1/4 73 3/4	-41	1/2	-56.27	54	372
N Coca-Cola	†	42 3/4 120 1/4	-77	1/2	-64.44	22	16,500
N Olsney	54	3/8 53 1/4	1	1/8	2.11	38	7,034
N Dow Jones & Co.	‡	37 7/8 56 1/4	-18	3/8	-32.66	26	3,664
O Financial News	15	1/8 15 3/4	-	5/8	-3.96	189	163
O Four Star	6	5 1/2		1/2	9.09	6	4
A Fries Entertain.	8	5/8 8 1/4		3/8	4.54	16	44
N Gulf + Western	70	3/8 68 1/4	2	1/8	3.11	20	4,351
O Hal Roach	17	3/4 16		1 3/4	10.93		98
A Heritage Entertain.	10	10 3/8	-	3/8	-3.61	11	28
O King World	53	48 1/4	4	3/4	9.84	33	542
O Laurel Entertainment	8	5/8 7 7/8		3/4	9.52	33	21
A Lorimar-Telepictures	29	7/8 31 3/4	-	1 7/8	-5.90	30	1,014
N MCA	52	3/8 50 7/8	1	1/2	2.94	24	4,089
A New World Pictures	19	7/8 19 7/8				38	211
N Orion Pictures	16	5/8 16 7/8	-	1/4	-1.48		158
O Peregrine Entertain.	31	1/2 28 1/2	3		10.52		43
N Playboy Ent.	7	5/8 6 7/8		3/4	10.90		71
O Reeves Commun.	13	13 3/4	-	3/4	-5.45		162
O Republic Pictures 'A'	13	1/8 13 1/2	-	3/8	-2.77	93	38
O Republic Pictures 'B'	12	1/4 11 3/4		1/2	4.25	87	9
A Robert Haiml	4	1/2 4		1/2	12.50		40
O Sat. Music Net.	12	1/8 10 1/2	1	5/8	15.47		82
N Warner Communications	56	54 1/2	1	1/2	2.75	18	3,455
O Westwood One	35	1/4 33 1/2	1	3/4	5.22	55	287

	Closing		Net	Percent	P/E	Market	Capitali-
	Tue	Wed					
	Jul 1	Jun 25				(000,000)	(000,000)
SERVICE							
O Ally & Gargano	11	1/4 11 1/4				9	24
O BBDO Inc.	28	3/4 28 3/4				18	370
O Burnup & Sims	5	7/8 6 1/8	-	1/4	-4.08	293	52
O Compact Video	6	1/8 5 1/4		7/8	16.66	61	26
N Comsat	34	3/4 33 3/4		1	2.96		629
O Doyle Oane B.	23	3/4 23 1/4		1/2	2.15	21	135
N Foote Cone & B.	61	3/4 63 1/8	-	1 3/8	-2.17	15	234
O Grey Advertising	116	119	-	3	-2.52	15	139
N Interpublic Group	28	7/8 27 3/4		1 1/8	4.05	16	629
N JWT Group	39	7/8 40	-	1/8	-0.31	17	361
A MovieLab	7	3/4 7 5/8		1/8	1.63		12
O Ogilvy Group	35	1/2 34 1/2		1	2.89	16	485
O Saatchi & Saatchi	35	3/8 35 3/4	-	3/8	-1.04	17	1,829
O Telemation	5	1/4 6 1/2	-	1 1/4	-19.23	5	6
A TEMPO Enterprises	18	1/2 19 3/8	-	7/8	-4.51	47	106
A Unitel Video	10	1/2 10		1/2	5.00		22
CABLE							
A Acton Corp.	2	1/8 2 1/8					12
A Cablevision Sys. 'A'	21	1/8 19 5/8	-	1 1/2	-7.64		443
O Cardiff Commun.	2	2 1/16	-	1/16	-3.03	5	4
N Centel Corp.	58	5/8 57 1/4	1	3/8	2.40	12	1,621
O Century Commun.	14	1/2 14 1/4		1/4	1.75	290	281
O Comcast	29	26 7/8	2	1/8	7.90	38	617
N Heritage Commun.	27	27					62
O Jones Intercable	15	15 3/8	-	3/8	-2.43	36	195
T Maclean Hunter 'X'	19	5/8 19 1/2		1/8	.64	27	723
O Rogers Cable of Amer.	15	3/4 15 5/8		1/8	.80		81
T Rogers Cable Systems	19	1/2 17 3/4	1	3/4	9.85		457
O TCA Cable TV	21	3/4 21 1/4		1/2	2.35	37	234
O Tele-Commun.	55	54 1/4		3/4	1.38	211	2,642
N Time Inc.	88	5/8 88 1/2		1/8	.14	27	5,563
O United Artists Commun.	20	1/4 18 1/2	1	3/4	9.45	59	831
N United Cable TV	31	1/2 30 3/4		3/4	2.43	78	732
N Viacom	31	1/2 30 1/2	1		3.27	30	1,079
N Western Union	6	6					146
ELECTRONICS/MANUFACTURING							
N 3M	114	3/4 111 1/8	3	5/8	3.26	19	13,126
N Allied-Signal	44	5/8 43 1/2	1	1/8	2.58		7,818
O AM Cable TV	1	1/2 1 1/2					5
N Anixter Brothers	11	1/2 11 5/8	-	1/8	-1.07	20	418
N Arvin Industries	33	1/2 33 7/8	-	3/8	-1.10	14	541
O Birdview Satellite	7/16	1/2	-	1/16	-12.50		4
O C-Cor Electronics	7	1/4 7 1/4					21
O Cable TV Indus.	2	1/2 2 3/8		1/8	5.26		7
A Cetec	7	1/4 7 1/8		1/8	1.75		14
A Chyron	5	1/4 5 3/8	-	1/8	-2.32	25	53
A CMX Corp.	1	1/2 1 1/2					7
A Cohu	8	1/4 7 7/8		3/8	4.76	16	15
N Conrac	16	1/2 15		1 1/2	10.00	15	109
N Eastman Kodak	58	3/8 58 3/8				49	13,186
O Elec Mfg & Comm.	3	1/2 3 3/4	-	1/4	-6.66		14
N Gen. Instrument	21	7/8 20 3/8	1	1/2	7.36		708
N General Electric	82	1/8 81 3/4		3/8	.45	15	37,447
O Geotel Inc.	1	3/8 1 3/8				5	4
N Harris Corp.	32	3/4 31 1/8	1	5/8	5.22	22	1,318
N M/A Com. Inc.	17	1/4 17 1/8		1/8	.72		750
O Microdyne	5	5					45
N Motorola	38	3/4 39	-	1/4	-0.64	61	4,948
N N.A. Phillips	45	3/8 45 3/8				19	1,312
N Oak Industries	1	3/4 1 5/8		1/8	7.69		59
A Pico Products	2	1/4 2 1/4					7
N Sci-Atlanta	10	3/8 10 3/8				18	243
N Sony Corp.	20	1/8 20 1/2	-	3/8	-1.82	12	4,651
N Tektronix	60	59 3/8		5/8	1.05	19	1,173
N Varian Assoc.	26	7/8 25 1/8	1	3/4	6.96	38	572
N Westinghouse	53	3/4 54 3/8	-	5/8	-1.14	14	8,258
N Zenith	24	1/2 25 1/8	-	5/8	-2.48		566
Standard & Poor's 400	281.49	277.89			3.59		1.29

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: * 3-for-2 split, June 27. ** 2-for-1 split, June 30. † 3-for-1 split, July 1. ‡ 3-for-2 split, July 1.

retired for several months.

- The use of hosts to introduce movies.
- Thematic packaging of movies by genre, actor, themes etc.
- A shift in starting times for prime time movies from 6, 8 and 10 p.m. to 7, 9 and 11 p.m. This is to differentiate TMC from other pay services.
- "VCR Theater," a 3 a.m. popular movie which TMC will encourage viewers to tape at a time when they might want to watch other shows.



While these changes are intended to help the channel in its battle to become the second pay service of choice. The Movie Channel will have a harder time overcoming the VCR's advantage of an earlier exhibition window, an advantage now shared with pay-per-view.

If Showtime and The Movie Channel, continue to lose subscribers because of that exhibition window, at least the corporate entity, Showtime/TMC, will gain revenue from it through Viewer's Choice, the pay-per-view channel started roughly six months ago. As of this month there are roughly 800,000 Viewer's Choice subscribers, with an additional 500,000 in the process, said Scott Kurmit, executive vice president and



The "Paper Chase" graduates

general manager, pay-per-view.

Viewer's Choice, with a second channel in the process of starting up, runs one movie per week, 24 hours a day, with a different movie the next week. Although Kurmit said the system would lose several million dollars this year, it has the largest current share of the market and should be more profitable once technology permitting "impulse" buying is perfected.



Another potentially large source of revenue for the company is satellite dish owners. Since both Showtime and The Movie Channel began scrambling on May 27, they have

obtained more than 15,000 paying subscribers, said Heim, 90%-95% of them outside cable operators' service area. Showtime charges \$10.95 for one service and \$16.95 for both Showtime and The Movie Channel.

Summing up the current outlook for the company, Neil Austrian is sparing in his projections for the near-term future: "I think there will be turnaround, but not as dramatic as the decline." Despite that assessment, he is willing to spend more money on the service: "I don't think it's a gamble, it's the only smart thing to do. A bigger gamble would have been to continue doing business the way we were." □

Journalism

Stone survey describes typical news director

Vernon Stone, director of the School of Journalism, Southern Illinois University, gathering information from 405 radio news directors and 455 in television for the Radio-Television News Directors Association, has constructed a profile of news directors in the U.S. showing that a TV news director is usually a manager and the radio director a reporter.

Using the median figures in Stone's survey, the typical TV news director is a 38-year-old male college graduate. He has spent 14 years in news, a little over two of them with his present station, and six at the managerial level. Spending nearly 55 hours a week on the job for about \$685 (50 hours and \$498 if the news director is a woman), he spends most of those hours with managerial duties rather than newsgathering.

The radio news director is typically younger, about 31, and is less likely to be a college graduate (63.7% compared to 75.9% for TV directors). He has worked in news for six-and-a-half years, a little more than three as a manager and nearly two years at his present station. Male directors work 49.7 hours for \$300 a week while their female counterparts work 47.5 hours and make \$275 per week. Compared to the 53.3% of

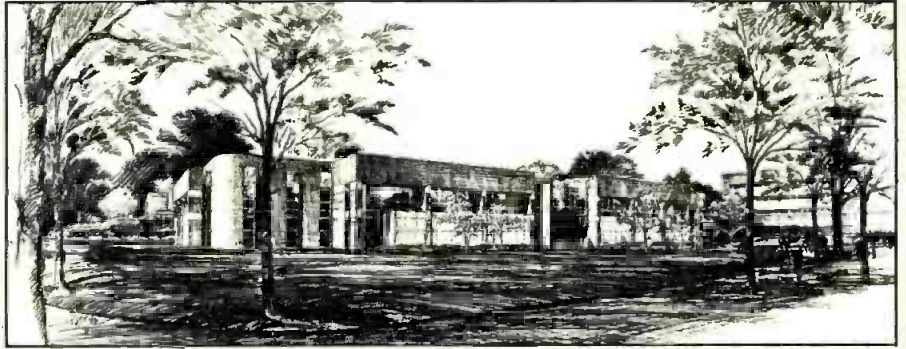


Signed up. TV Direct, the nonexclusive video news service created May 28 by a joint venture of AP and Conus Communications, has its first affiliate—KXLY-TV Spokane, Wash. Three types of service are provided by TV Direct, which will go on the air in August: live and taped video of major Washington news events; on-location news reports from Washington, and computer-enhanced photos and graphics from around the world. Above, sealing the deal, are (l-r) Doug Crawford, news director, KXLY-TV, Steve Herling, VP and general manager, KXLY-TV, and Rob Dalton, broadcast executive, Pacific Northwest, AP.

TV news directors who claimed to spend most of their time as managers, 60.7% of radio news directors claimed to spend more time doing news work.

"The growing managerial role of the news director," says Stone, "is consistent with the growing importance of news in the programing and finances of TV stations. As news staffs get larger, as the investment in equipment and newsroom technology grows and as news becomes a primary source of revenue, the news director increasingly becomes a personnel manager, budget master and right-hand assistant to the general manager." Most radio operations are too small for the news director to take a greater role in management. The 8.5% of radio directors who claimed to spend more time as managers were usually doubling as program directors or general managers.

Long hours seem to be a fact of life for both the radio and TV news directors. A TV director with a staff of 36 or more works a median 58.4 hours a week. News directors in both TV and radio, regardless of staff sizes, all work well over 40 hours a week.



Ball is rolling. Construction is now under way on the Edmund F. Ball building on the campus of Ball State University, Muncie, Ind. The \$8.1-million building (artist's conception above) will house studios for university stations WBST(FM) and WIPB(TV) as well as the school's Center for Information and Communication Sciences, University Media Services and Department of Telecommunications. Ball State's board of trustees dedicated the building to Edmund F. Ball "because of his many contributions to educational and public television at the local, state and national level," according to university president John E. Worthen. Ball, son of Edmund B. Ball, one of five Ball brothers who founded the school, was a member of the executive board of the National Association of Educational Broadcasters in the 1960's. He later served six years on the board of governors of the Public Broadcasting Service. The building is scheduled to open in the fall of 1988.

Law & Regulation

Supreme Court opens pretrial proceedings to media

But decision leaves question of how far doors will open

The press has won a major victory in the effort to secure access to pretrial proceedings in criminal cases. The Supreme Court, in a 7-2 decision, held that judges presiding at preliminary proceedings must hold them open to members of the press and public even over objections of the defendant. Under "the qualified First Amendment right of access" that the court said was involved, presiding judges could close such proceedings only if they could demonstrate "a substantial probability" the defendant's right to a fair trial would be violated and alternatives to closure would not protect that right.

The opinion, written by the retiring chief justice, Warren E. Burger, was hailed by media attorneys and others representing the press as a critical one for informing the public about criminal proceedings. Bruce Sanford, a Washington attorney who represented many of the news organizations in the case, noted that "90% of all criminal prosecutions are resolved prior to trial." So if the public is to observe the workings of the system, he said, "you need access to pretrial

proceedings." Indeed, Burger noted that, because of its elaborate nature, the preliminary hearing in California, where this case originated, "is often the final and most important step in the criminal proceeding."

One question on which there is some disagreement involves the expansiveness of the ruling. Sanford sees it as very broad, with "profound implications for openness in judicial proceedings." Indeed, he even sees it as laying the basis for a constitutional challenge to bans on cameras in the courtroom. Justice John Paul Stevens, in a dissenting opinion, said the majority's opinion, in fact, "recognizes the importance of public access to government proceedings generally." But Jane Kirtley, of the Reporters Committee for Freedom of the Press, while agreeing the decision is "a great one," noted that the majority opinion spoke repeatedly of pretrial proceedings "as they are conducted in California." And she said "no one has a pretrial proceeding like California." one that, as Burger wrote, "functions much like a full-scale trial."

The case grows out of the second of two challenges the publisher of *The Riverside Press Institute*, a California newspaper, had

filed against a court order closing judicial proceedings. The first led to a Supreme Court decision in 1984 that the public has a right to attend the selection of juries in criminal trials. The current one came in a case in which a hospital nurse, Robert Rubane Diaz, was accused of killing 12 hospital patients by administering massive doses of a heart drug, lidocaine. He was eventually convicted. But the court, at Diaz's request, had barred the press and public from access to a preliminary hearing, which ran for 41 days, then refused the *Press-Institute's* request for release of the transcript. The trial court, in a decision upheld by the California supreme court, acted under a state law permitting the closure of such proceedings if necessary "to protect the defendant's right to a fair and impartial trial."

Burger's opinion was the second he has written in which the court came down on the side of the press in a free-press/fair-trial issue. In 1980, in the landmark *Richmond Newspapers Inc. v. Virginia*, his opinion held that the public has a right to attend criminal trials over the objections of defendants. The decision was based on the First Amendment and a tradition of open trials dating back to the common law that had developed in England before the Norman Conquest, a history Burger cited in his *Press-Institute* opinion, as well. And in the opinion last week, the majority held that the defendant's right to a fair trial and the public's right of access "are not necessarily inconsistent." Opening the process to neutral observers, Burger wrote, is "one of the important means of assuring a fair trial."

The majority said that the considerations

Boost request. Group owner Brill Media Co. has petitioned the FCC to revise its rules to permit FM boosters to exceed the 10-watt power maximum permitted by current rules and to permit broadcasters to feed their signals to boosters by whatever technical means they want. "The elimination of the present restriction on booster operations to retransmission of signals received over the air from the parent station is required to prevent difficulties in retransmission and would permit provision of a higher quality signal by the booster facility," Brill Media said. "The proposed changes would permit reception of an FM station's signal in areas which do not receive actual service, would be spectrum efficient and would cause no harmful interference to other stations."

that led the court to apply the First Amendment right of access to criminal trials in *Richmond Newspapers* and several other cases since then led to the conclusion that the same right "applies to preliminary hearings as conducted in California." First, the majority said, "there has been a tradition of accessibility to preliminary hearings" in California, although grand jury proceedings have been closed to the public. Second, "We have already determined . . . that public access to criminal trials and the selection of jurors is essential to the proper functioning of the criminal justice system." And, it added, "California preliminary hearings are sufficiently like a trial to justify the same conclusion."

Given the fact that "a qualified First Amendment right attaches to preliminary hearings in California," the majority said, quoting an earlier opinion, "the proceedings cannot be closed unless specific, on-the-record findings are made demonstrating that 'closure is essential to preserve higher values and is narrowly tailored to serve that interest.'" And the majority prescribed a test for courts to follow if the claimed interest is the right to a fair trial: The preliminary hearing can be closed only if specific findings are made demonstrating, first, that "there is a substantial probability that the defendant's right to a fair trial will be prejudiced by publicity that closure would prevent and, second, reasonable alternatives to closure cannot adequately protect" the defendant's rights.

The "risk of prejudice does not automatically justify refusing public access to hearings on every motion to suppress," Burger wrote. He said courts, through questioning of prospective jurors—admittedly, he acknowledged, a "cumbersome" process—could identify those whose "prior knowledge of the case would disable them from rendering an impartial verdict." He added: "The First Amendment right of access cannot be overcome by the conclusory assertion that publicity might deprive the defendant of that right. And any limitation 'must be narrowly tailored to serve that interest.'"

The opinion—in which Justices William Brennan, Byron White, Thurgood Marshall, Harry A. Blackmun, Lewis F. Powell Jr., and Sandra Day O'Connor joined—appears a major departure from the Supreme Court decision in *Gannett Co. v. DePasquale*, in 1979. That case was presented in terms of the Sixth Amendment guarantee of a fair trial and involved the efforts of a reporter for *Gannett* newspapers in Rochester, N.Y., to gain access to a pretrial proceeding in a murder case. The court, by 5-4 vote, held that the right to a public trial belongs to the defendant, not the public or press, and said, "A trial judge has an affirmative duty to minimize the effects of prejudicial pretrial publicity" (BROADCASTING, July 9, 1979). The Burger opinion last week appears to have overruled the conclusion of the court in *Gannett* that a "reasonable probability of prejudice" is sufficient to overcome the First Amendment right of access to a preliminary hearing.

Stevens, in the dissent in which Chief Justice-designate William Rehnquist joined, would have followed the theory of the *Gan-*

nett decision. "The constitutionally grounded fair trial interests of the accused if he is bound over for trial, and the reputational interests of the accused if he is not, provide a substantial reason for delaying access to the transcript for at least the short time before trial," Stevens wrote. The majority, he said, "without comment or explanation or any at-

tempt at reconciliation," had in effect reversed the holding in *Gannett*. He said it was "unfortunate" that the court had failed to fit the result in the case into the body of precedent involving access rights generally, and, Stevens added: "I fear that today's decision will simply further unsettle the law in this area." □

Washington Watch

NBMC on AM relief. National Black Media Coalition said that FCC staff proposal in "Report on the Status of the AM Broadcast Rules" to consider further reduction of nighttime protection of AM clears is "among the best features" of report. "Where the report focuses on engineering improvements, it is usually on solid policy ground," NBMC said in early comments at FCC. "Where the report focuses on the ownership rules, it is on weak policy ground." Comments deadline on report has been extended to Aug. 1. □

Music licensing concern. Letter was circulated by Representatives Hamilton Fish (R-N.Y.) and Bruce Morrison (D-Conn.) to fellow members of House Judiciary Committee questioning committee's consideration of TV music licensing bill (H.R. 3521). Congressmen expressed reservations about legislation that would repeal current blanket licensing scheme for music in syndicated television programs because they said they are "not convinced that the broadcasters have exhausted their marketplace options or their avenues of redress in the courts under the ASCAP consent decree." □

Funding fix. Currency losses Radio Free Europe and Radio Liberty have suffered as result of plunge in value of dollar in West Germany are due to be made up. Congress has approved supplemental funding measure that includes additional \$18.8 million for radios in 1986. (President Reagan is expected to sign bill.) During House-Senate conference on bill, House, which had approved \$14.4-million figure, accepted higher amount passed by Senate. In addition, bill authorizes radios to use \$3.2 million from previously appropriated but unused funds to increase total available to them this year to \$22 million. That is about total Board for International Broadcasting, which oversees and funds radios, says has been lost as result of weakening of dollar in relation to West German currency. □

Appropriations action. House Appropriations Committee approved fiscal 1987 appropriations for FCC, Federal Trade Commission, National Telecommunications and Information Administration, Board for International Broadcasting and U.S. Information Agency. Senate Appropriations Committee has not acted. Under measure, agencies would receive: FCC, \$96.3 million; FTC, \$67.5 million; NTIA, \$13 million and \$23 million for its public telecommunications and facilities program; BIB, \$140 million; USIA, \$850.5 million, of which \$55 million is for Voice of America facilities modernization and \$11.5 million for Radio Marti. □

LPTV revisions. FCC has proposed to revise application procedures for low-power television service to try to cut back on number of applications filed at any one time. At same time, it proposed to permit LPTV licensees and permittees displaced by full-power television or land mobile radio services to switch over to new channels without having to face competing applications. Current window-processing system that's supposed to go into effect when FCC accepts new LPTV applications contemplated opening national window. FCC, however, has now proposed to attempt to limit number of applications filed either by capping number of applications entity may file during window, or restricting windows to more limited geographic areas. □

Digging. FBI has been querying media executives, among others, in background checks being made on President Reagan's Supreme Court appointments of William Rehnquist and Antonin Scalia. FBI agent contacted heads of ABC, CBS and NBC News bureaus in Washington, as well as *Washington Post's* executive editor, Benjamin Bradlee, asking for any "positive or negative" information they have on nominees. Rehnquist was nominated to be chief justice, succeeding Warren E. Burger, and Scalia, now on U.S. Court of Appeals in Washington, was named to replace Rehnquist. FBI spokesman said it was not unusual for bureau to question news people in course of background checks on presidential appointees; journalists have been contacted in past, he said. And while spokesman declined to say whether news media contacted last week were limited to Washington area, he said FBI's practice in past has been to search out media around country. NBC News, in broadcast on Tuesday, reported that FBI agent had said government "wants to find out 'sooner rather than later' what the major news organizations might have" on two nominees. FBI apparently did not learn much in Washington. CBS News bureau chief Jack Smith reportedly told agent that if CBS has anything to report on two nominees, it would be reported on air. Others said they knew nothing about nominees.

TELECASTINGS

Talk, talk

ABC announced last week it will introduce a new game show on Monday, Aug. 18, entitled *Double Talk*. From Bob Stewart Productions, the show is a word game featuring celebrity/contestant pairs trying to decipher clues from the host, Henry Polic II (*Webster*). The program replaces *New Love American Style*.

Academy action

The Academy of Television Arts and Sciences and the National Academy of Television Arts and Sciences held separate meetings on the possible reunification of the two organizations. The governing boards of both groups have approved Phase II, calling for the drafting of a new ATAS/NATAS constitution. The organizations said the constitution would detail specific procedures and methods by which a reunified academy would operate. Pending reunification, ATAS and NATAS will continue to operate independently as they have since 1976 with ATAS based in Hollywood and NATAS in New York and other cities throughout U.S.

Tuning in?

However long the television set may be turned on, viewers—at least those in England—pay attention only 50% of the time, according to a study conducted by the Department of Experimental Psychology at Oxford University. Dr. Peter Collett, who headed the study, said: "If one ever thought people were slaves to TV, the tapes dispel the myth." Oxford researchers placed boxes containing a video camera and a microphone in the living rooms of 20 families who had at least two children each. The cameras, which were turned on automatically when the TV set was switched on, showed that on average, 20% of any program played to an empty room. In addition, viewers were found to spend only two-thirds of their time in the room actually watching the TV—the rest they spent talking, eating and carrying on various other activities. Collett also said advertisers and program producers underestimate the sophistication with which viewers choose programs and commercials to watch or ignore. Selections from the 350 hours of tapes were shown on Britain's Channel 4 Network in a program titled *A Part of the Furniture*.

Football fund raising

WISN-TV Milwaukee and KSTP-TV Minneapolis used their satellite newsgathering equipment to raise more than \$68,000 for charities in the upper Midwest. "Miracle Bowl" was held last month in conjunction with the "Children's Miracle Network Telethon" to

children's charities. Live, two-minute appeals for pledges by members of the National Football League's Minnesota Vikings and Green Bay Packers were presented on both stations. A point system was devised based on the number of pledges and amount of money each team produced. WISN-TV won the competition with telephone pledges totaling \$38,760 in response to the Packer messages, while KSTP-TV raised about \$30,000 in pledges from the Viking messages. Both stations are members of the Conus satellite news gathering network.

Going for theater

King World and Hemdale, an independent producer of theatrical movies, have formed a new entertainment company that will give King World access to greater theatrical product, and Hemdale greater access to television markets. The agreement also involves home video rights, with a new home video corporation planned. Hemdale has a library of 60 titles and \$100 million worth of work in production. Hemdale titles available for network and syndicated release include "Terminator" starring Arnold Schwarzenegger, "At Close Range" starring Sean Penn and Christopher Walken and "Hoosiers" starring Gene Hackman and Barbara Hershey. The new company plans a public offering in the near future.

Acting Anastasia

Telecom Entertainment Inc. is now casting *Anastasia*, a four-hour mini-series on the life of Anastasia Romanoff, daughter of Czar Nicholas and his wife, Alexandra. *Anastasia* is set in Russia in 1917, following the overthrow of Russia's Romanoff family, and the struggle of Anastasia who turned up in Berlin in 1920. With her name changed, no one would believe she was who she said she was—a member of the Czar's family who had survived the Russian revolution. The production has been in development by NBC for two years, and will cost \$8 million. Marvin Chomsky (*Peter the Great*) will direct and James Goldman ("The Lion in Winter")

will write the production. Filming in Vienna, Hamburg and New York will begin this summer.

Worldvision wins

An Argentine court has reversed an earlier decision as to which company owns the Argentine rights to the mini-series, *Sins*. Earlier, the court had ruled that the show's producer, New World Television, had distribution rights within the country. But with the presentation of a contract showing that New World had originally licensed the mini-series to Worldvision for distribution, the court awarded the rights to Worldvision.

Talkback

The Television Information Office has released to its member stations a 30-second spot, "Talking TV Set," which points up the hundreds of millions of dollars worth of public service messages that stations carry free of charge each year. After Aug. 1, non-member stations will be able to purchase copies of the spot for \$50.

Development discussions

More than 400 public television executives met in Boca Raton, Fla., for the Public Broadcasting Service Development Conference, which featured about 30 sessions, a speech by Frankie Turner, manager of marketing and operations, Walt Disney World, presentation of awards to 17 corporate and foundation underwriters and the presentation of a new study on why corporations underwrite, conducted by Ruder, Finn & Rotman, New York.

The sessions covered local underwriting, program editing, management and on-air acquisition. Underwriters honored were Allied Signal, Atlantic Richfield, AT&T, Chevron, Chubb Group of Insurance Companies, Exxon, Ford, General Electric, General Motors, IBM, James S. McDonnell Foundation, Johnson & Johnson, Metropolitan Life, Mobil, Owens-Corning Fiberglas, Pepsi-Cola and the Texaco Philanthropic Foundation.

Smith on smut. FCC General Counsel Jack Smith appeared to offer an olive branch to the antimut crusaders opposing Chairman Mark Fowler's confirmation for a new term on the allegation that he hasn't done enough to police the content of programming on the airwaves and cable (BROADCASTING, June 9). In a speech to the New York chapter of the Federal Communications Bar Association, Smith said those who broadcast obscene or indecent materials are subject to criminal penalties of \$10,000 fines, two years imprisonment and license revocation. "The FCC supports these provisions and is prepared to do whatever is necessary to back them up," Smith said. "The same thing holds true for obscene and other unprotected programming transmitted over cable television. The 1984 cable act provides for a \$10,000 fine and two years in prison. We stand ready to provide whatever assistance is necessary to back up those sanctions. Of course, under our Constitution, laws and regulations we cannot sanitize programming to everyone's satisfaction, and, as in other areas, the law should be backed up by good old-fashioned parental supervision."

RIDING GAIN

O N R A D I O

Jazz expansion

KKGO(FM) Los Angeles, drawing upon its 27 years of jazz programming experience, is looking to launch a 24-hour, satellite-delivered, jazz program service, the "Jazz Network," for both commercial and noncommercial stations.

Full-time jazz programming for commercial radio stations has, traditionally, not pulled high ratings. But KKGO President and General Manager Saul Levine attributes that aspect to programming. "At most jazz stations, the program directors or announcers play what they like. At KKGO, we have developed a programming technique which presents a balanced cross section of all kinds of jazz," said Levine. "I believe it's our unique programming that will make the 'Jazz Network' a success."

Bob Bordonaro, corporate director of sales for the station, said the increasing popularity of jazz music and the growing number of stations adding jazz to their programming contributed to KKGO's decision to create a new service.

Two in a row

For the second consecutive month, national spot radio business has shown an increase in billings. May revenues climbed 4.9% over the same month in 1985 to \$87,888,100. The data was compiled by Larchmont, N.Y.-based Radio Expenditure Reports, which collects financial information each month from rep companies. For the year-to-date (January through May), national spot radio expenditures are up 0.5% over the same period in 1985, with a total of \$329,571,300.

The Jazz Network will operate separately from KKGO's local programming, but will use KKGO's on-air talent. The service, which is targeted to 25-49-year-olds, can be adapted for either live-assist or automated airplay. Bordonaro also noted that, for commercial subscribers, the Jazz Network will retain either one or two minutes of inventory each

hour for national advertising. The service is scheduled to be operational by the late fall.

KKGO's programming is currently being offered, via Satcom I-R, to cable television outlets across the country, giving it a potential reach of some one million households.

Seasonal switch

Based on feedback from stations and agencies, Birch Radio said it has switched its quarterly measurement periods from a calendar basis to a seasonal one. According to Bill Livek, president of Birch Radio, the move will reflect actual seasonal listening more closely and make the quarterly report available 30 days earlier. The switch became effective with the 1986 spring report, which measured listening from March through May. (Birch previously measured spring listening from April through June.)

In a related development, Birch said it is adding average-quarter-hour (AQH) and cume "rankers" in the quarterly summary reports. The stations are being ranked by AQH and cume audience for target demographics in different dayparts, said Livek.

Birch Radio, headquartered in Coral Springs, Fla., currently surveys over 200 radio markets by telephone from interview centers at both Coral Springs and Sarasota, Fla.

Measurement update

The National Association of Broadcasters' Committee on Local Radio Audience Measurement (COLRAM), which suggested ways to redesign Arbitron's diary ("Closed Circuit," Dec. 9, 1985), has formed a subcommittee to further explore those and other proposals, according to Rick Ducey, vice president of research and planning for the NAB.

The move was made after David Lapovsky, VP, research, for Arbitron, relayed the rating company's interest in the committee's suggestions during a COLRAM meeting last month at NAB headquarters in Washington. (A principal goal of COLRAM's proposed diary changes is to improve Arbitron's response rate over that of its present diary.) Arbitron plans to consider COLRAM's recommendations as to which new features may be included in a diary study.

COLRAM also said it will investigate the possible measurement of radio listeners under the age of 12. COLRAM's next meeting is scheduled for late September.

Separately, NAB's Radio Audience Measurement Task Force (RAMTF) is scheduled to meet in Washington next week (July 15 and 16) to review proposals from eight companies for local radio rating methodologies. The eight companies are: Audits & Surveys,

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At next week's meeting, the NAB task force is expected to ask some, if not all, of the companies to test market their concepts. NAB's executive committee, during the NAB board meeting last month, authorized up to \$5,000 in "seed money" for product testing by any company not already producing an ongoing measurement service.

AM input

Power increases for full-time Class III stations and nighttime operation for Class III daytime-only stations at "second hour" post-sunset power levels are among the "high priority" items the National Association of Broadcasters' radio board has di-

New name. The Metromedia radio buyout by management became official last week with the signing of a definitive agreement for the \$285-million deal by both parties. The new group, headed by Metromedia Radio President Carl Brazell and Morgan Stanley & Co., the New York-based investment banking firm, has selected the name Metropolitan Broadcasting, the name of the radio-television group before it was re-titled Metromedia. The group is composed of nine radio properties and Texas State Networks, Dallas.

rected NAB to address in its FCC filing concerning the commission's AM improvement report, "Report on the Status of the AM Broadcast Rules" (BROADCASTING, April 7.)

Two other issues that the NAB radio board said warranted prompt FCC attention are the elimination or reduction of man-made interference to AM radio broadcasting and the utilization of synchronous AM transmitter technology to aid technical penetration of an AM station's market. Moreover, the radio board urged that NAB's filing oppose the concept of "ancillary use"

of AM broadcast main channels for non-broadcast purposes. Comments on the commission's AM report were extended from July 1 to Aug. 1 at the request of CBS, Capital Cities/ABC and NBC.

The radio board also asked the NAB staff to implement an AM public awareness campaign aimed at consumers, radio receiver retailers and wholesalers. The campaign would be designed to stimulate production and consumer purchase of "improved" AM radios.

Playback

CBS's news/talk WCAU(AM) Philadelphia has renewed its contract with Villanova University for exclusive broadcast rights to Villanova Wildcats basketball. The new three-year contract begins with the 1986-87 season and covers all home and away contests.

□

The NBC Radio Networks has become the exclusive sales representative for *John Leader's Countdown USA*, a four-hour weekly broadcast produced by Countdown USA, Inc., Mill Valley, Calif. The show will continue to be distributed and cleared by Countdown USA Inc.



Providing public television's tools

Once-struggling KCET works with PBS to develop "tool box" of fund-raising techniques to help stations

Like most public television stations, KCET Los Angeles has had its share of funding problems. Four years ago, budgetary constraints forced the station to cut 72 of its 240 staff members, reduce the salaries of its top executives, cancel its nightly local news program, cut back on production of major series, and put its 5.1-acre Hollywood facility up for sale.

But KCET seems to have overcome those problems. This year, at the end of fiscal 1986 (June 30), the station had an estimated \$300,000 surplus. Its FY 1987 budget calls for an increase of 14%. It is paying off its long-term debt four months early, after a year with a 9% increase in ratings and a 21% increase in individual contributions. The Public Broadcasting Service wants to tap some of that success and has collaborated with KCET to develop a "tool box" of techniques to help other stations mount successful fund-raising campaigns.

KCET was chosen because "they've got the expertise, they've been experimenting [and] they've got contacts on the West Coast," said PBS's vice president of development, Mike Soper. "KCET is one of the stations that had been innovative in their drives," Soper said. On June 26, KCET's director of subscriber development, Bonnie Winings, presented the "tool box"—roughly 25 spots that can be intercut with a station's stand-up re-

quests—to 400 public broadcasters at the PBS Development Conference in Boca Raton, Fla. The spots will be available to PBS stations for use in the three pledge drives they run each year, and will form a basis of a promotional library.

The spots are "simple, straightforward, sincere appeals that contain facts," according to Soper. Created with the help of PBS, and written for the most part by KCET's Doug Bailey, they were based on an approach developed by KCET after its August 1984 pledge drive. At that time, Winings determined that the station "really needed a change" and, along with a development team, analyzed the old formula to come up with a new pledge "look and sound." The new strategy, according to Greg Krizman, associate director of public relations, KCET, has three main objectives: to appeal to the intelligence of the viewer; to make the pitches less pleading, and to view the pledge time as a program in and of itself—with scripting, pace, theme, promotional support and celebrities.

Winings elaborated on the philosophy at the conference, saying the station wanted no more of the "used-car sales pitch approach." The object was to produce fund-raising drives that were pleasant, low-key and high-quality. The station now convinces its viewers to lend support by showing them why public television is beneficial to them, says Winings. Each pledge break is designed with a lead, development of an idea and a conclusion. She described the technique as "pledge smart." Every seven to 11 minutes that the

station spends asking for money is scripted, said Winings. Instead of "people talking at you for three or four or five minutes" and getting a single message across, the KCET segments feature as many as 12 elements, often with different focuses, she said. Each drive has a theme and slogan ("KCET: Your Vacation from Ordinary TV" or "Light Up KCET for the Holidays," for example) that are used to develop a pitching concept. The special fund-raising programing is reinforced with newspaper, radio and television ads. And celebrities—from local radio announcers and television newsmen to the likes of Johnny Carson, Jane Seymour and Martin Sheen—are used in pre-taped spots or live during pledge drives. Even the words of the celebrities are scripted, Winings said.

The station's techniques seem to be successful. In the first year of the new formula, pledges rose from \$699,000 (December 1983) to \$1,120,000 (December 1984). In March 1985, the station took in its largest amount, \$1,820,000. A year later pledges dropped slightly, to \$1,773,000. Winings said it's not uncommon for the amount to level off once people get used to the new look. "On a consistent basis, the last five drives have done very, very well," she said.

KCET's report and the PBS/KCET spots seemed to go over well with the public television executives at the development conference, Winings said: "Station representatives came up and said how pleased they were." And PBS's Stu Cantor confirmed that impression: "They liked it a lot. It's a very smooth, professional presentation. Non-threatening in terms of its presentation to the viewer. It's very well done, not in a slick way." □

Changing Hands

PROPOSED

KFLR(AM)-KAMJ(FM) Phoenix; KFYE(FM) Fresno and KRAK-AM-FM Sacramento, both California; WOKV(AM)-WAIV-FM Jacksonville, Fla., and KMPS-AM-FM Seattle □ Sold by Affiliated Publications to EZ Communications Inc. for \$65.5 million. **Seller** is subsidiary of Affiliated Publications, publicly traded, Boston-based publisher of *Boston Globe*. It is headed by John P. Guigio, president. After this sale it will have no other broadcast interests. **Buyer** is Fairfax, Va.-based group of seven FM's principally owned by Arthur Kellar, chairman. KFLR is on 1230 khz full time with 1 kw. KAMJ is on 90.3 mhz with 3 kw and antenna 475 feet above average terrain. KFYE is on 93.7 mhz with 68 kw and antenna 1,912 feet above average terrain. KRAK is on 1140 khz full time with 50 kw. KRAK-FM is on 105.1 mhz with 50 kw and antenna 500 feet above average terrain. WOKV is on 600 khz with 5 kw day and 5.4 kw night. WAIV-FM is on 96.9 mhz with 100 kw and antenna 900 feet above average terrain. KMPS is on 1300 khz full time with 5 kw. KMPS-FM is on 94.1 mhz with 100 kw and antenna 1,170 feet above average terrain.

KOKE-FM Austin, Tex. □ Sold by KOKE Inc. to Keymarket Communications for \$15 million. **Seller** is owned by Iva Lea Worley Barton and her son David Worley. It is separate-

ly selling colocated KOKE(AM) (see below) and has no other broadcast interests. **Buyer** is North Augusta, S.C.-based group of five AM's and nine FM's, principally owned by Kerby Confer and Paul Rothfuss. KOKE-FM is on 95.5 mhz with 100 kw and antenna 1,000 feet above average terrain. **Broker:** R.C. Crisler & Co.

KDPQ-AM-FM Portland, Ore. □ Sold by Inspirational Broadcasting Corp. to Salem Media of Oregon Inc. for \$6.5 million. **Seller** is controlled by John W. Davis. It also owns KBMC(FM) Eugene, Ore. **Buyer** is Winston-Salem, N.C.-based group of seven AM's and three FM's principally owned by Stuart Epperson and Edward Atsinger. KDPQ is daytimer on 800 khz with 1 kw. KDPQ-FM is on 93.7 mhz with 100 kw and antenna 947 feet above average terrain. **Broker:** Chapman Associates.

KCWY-TV Casper and its satellites, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming □ Sold by Rocky Mountain Communications Inc. to Stauffer Communications for \$3.5 million. **Seller** is principally owned by Daniel M. Burke, M. Joseph Burke, Henry Ort and Franklin Brown. It has no other broadcast interests. **Buyer** is publicly traded, Topeka, Kan.-based group of four AM's, three FM's and six TV's headed by Stanley H. Stauffer. It publishes 21 daily newspapers in eight

states, plus magazines including *Grit*. It also has cable interests in Texas and owns four Kansas specialty networks. KCWY-TV is CBS affiliate on channel 14 with 1,456 kw visual, 146 kw aural and antenna 1,887 feet above average terrain. KOWY is on channel 5 with 100 kw visual, 10 kw aural and antenna 272 feet above average terrain. KWWY is on channel 13 with 10 kw visual, 1 kw aural and antenna 60 feet below average terrain. **Broker:** Hogan-Feldmann Inc.

WMLO(FM) Sarasota, Fla. □ Sold by Robert M. Weeks to Sarasota FM Inc. for \$2.8 million cash, plus \$250,000 if station becomes class C-2 or \$125,000 if stations becomes B-1 in next five years. **Seller** owns co-located WSPB(AM) and WMFJ(AM) Daytona Beach. **Buyer** is East Longmeadow, Mass.-based group of two AM's and three FM's principally owned by Donald L. Wilks and Michael E. Schwartz. WMLO is on 106.3 mhz with 3 kw and antenna 280 feet above average terrain. **Broker:** Blackburn & Co.

WWWZ(FM) Summerville (Charleston) S.C. □ Sold by Millenium Communications of Charleston Inc. to JAG Communications for \$2 million. **Seller** is principally owned by Robert Harrison, who also owns WELP(AM)-WTLT(FM) Easley, S.C. **Buyer** is New York-based group of three AM's and three FM's principally owned by radio personality, John A. Gambling. It recently purchased WLIF(FM) Baltimore ("Changing Hands," June 9) subject to FCC approval. WWWZ is on 93.5 mhz with 14.1 kw and antenna 510 feet above average terrain.

KNAN(FM) Monroe, La. □ Sold by Hope Communications Inc. to Live Oak Broadcasting Co. for \$1,760,000 cash. **Seller** is principally owned by Roger D. Pinton. It has no other broadcast interests. **Buyer** is Biloxi, Miss.-based group of two AM's, two FM's and one TV, principally owned by James S. Love and family. KNAN is on 106.1 mhz with 100 kw and antenna 452 feet above average terrain.

KRYS-AM-FM Corpus Christi, Tex. □ Sold by Tetco Inc. to Corpus Christi Media Partners for \$1.6 million. **Seller** is principally owned by Tom E. Turner. **Buyer** is principally owned by Michael Pietrangelo. Pietrangelo is on board of noncommercial WKNO-FM-TV Memphis, Tenn. KRYS is on 1360 khz full time with 1 kw. KRYS-FM is on 99.1 mhz with 100 kw and antenna 1,049 feet above average terrain.

KOKE(AM) Austin, Tex. □ Sold by KOKE Inc. to Jim Ray for \$1.5 million. **Seller** is also selling co-located KOKE-FM (see above). **Buyer** is general manager of station. KOKE is on 1370 khz with 5 kw day and 500 w night.

WFEA(AM) Manchester, N.H. □ Sold by Ocean Coast Properties to Sunshine Broadcasting, New Hampshire Inc. for \$1,450,000. **Seller** is owned by Phil Corper, Robert Delany, Roy Edwards, Robert Gold and Charles Smith. It also owns WPOR-AM-FM Portland, Me. **Buyer** is owned by George Silverman. It also owns WMGX(FM) Portland, Me.; WZID(FM) Manchester, N.H., and WFXX(FM) Ravelen, S.C. WFEA is on 1370 khz full time with 5 kw.

WMXX(FM) Georgetown, S.C. □ Sold by Win-yah Bay Broadcasting Co. to Ocean Communications Inc. for \$635,634.50. **Seller** is

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owned by David A. Rawley, who has no other broadcast interests. **Buyer** is owned by Howard A. Wilcox, 100% voting stock, 51% nonvoting stock, and George Beasley 49% nonvoting stock. Wilcox is one-time general manager of WDNC-AM-FM Durham, N.C. Beasley owns or has interest in six AM's, 14 FM's and one TV. WMXX is on 97.7 mhz with 1.12 kw and antenna 457 feet above average terrain.

WKXR(AM) Asheville, N.C. □ Sold by Dick Broadcasting Co. to Randolph Broadcasting for \$500,000. **Seller** is owned by James A. Dick and family. It has no other broadcast interests. **Buyer** is owned by Edward F. Swicegood and Donald L. Bennett, general manager and sales manager, respectively, of station. WKXR is on 1260 khz with 5 kw day and 500 w night.

CABLE

System serving Tampa □ Sold by Gateway Cablevision Corp. to James & Associates for approximately \$12 million. **Seller** is Amsterdam, N.Y.-based group of three other systems serving approximately 20,000 subscribers. It is owned Joseph Isabel. **Buyer** is Birmingham, Mich.-based operator serving 10,000 subscribers in Wisconsin. Tampa system passes 18,300 homes with 12,500 subscribers and 262 miles of plant. **Broker:** *Communications Equity Associates.*

Worldnet begins South, Central America service

The U.S. Information Agency's international television operation, Worldnet, last week began regular service to Central and South America. Programing in Spanish and Portuguese began on Tuesday (July 1), as part of the expansion of the Worldnet service, which began in November 1983 and has been providing a daily two-hour program to Europe since April 1985.

USIA said the new service will include weekly conversations between top U.S. policy makers in the U.S. and journalists in Latin America. The interactive feeds will be followed by regular news and feature programs when daily service begins in October.

The inaugural program featured Verne Jervis of the Immigration and Naturalization Service talking to journalists in the Dominican Republic. On Thursday, Attorney General Edwin Meese III was to appear on the Latin American service to discuss U.S.-Mexican border issues and law enforcement. The Spanish programs will air Tuesdays and Thursdays and the Portuguese transmission, to Brazil, on Wednesday. Simultaneous translations will be provided from Worldnet's Washington studios.

USIA Director Charles Z. Wick said the new service "comes at a crucial time in the relationship between the nations of the hemisphere." He noted that 10 countries in Central and South America "have turned toward democracy since 1979," and added, "I hope that Worldnet can be a channel through which the elements of democracy—especially the free flow of information—are examined and discussed."

USIA broadcasts the signal via an Intelsat

satellite over the Atlantic, and Embratel, the postal, telephone and telegraph service of Brazil, manages the network for regional distribution of the Latin American feed. Al Snyder, director of USIA's television and film service, said Embratel is not only well qualified to manage the service but is also "in an excellent position to negotiate for further signal distribution with the other Intelsat signatories throughout the continent."

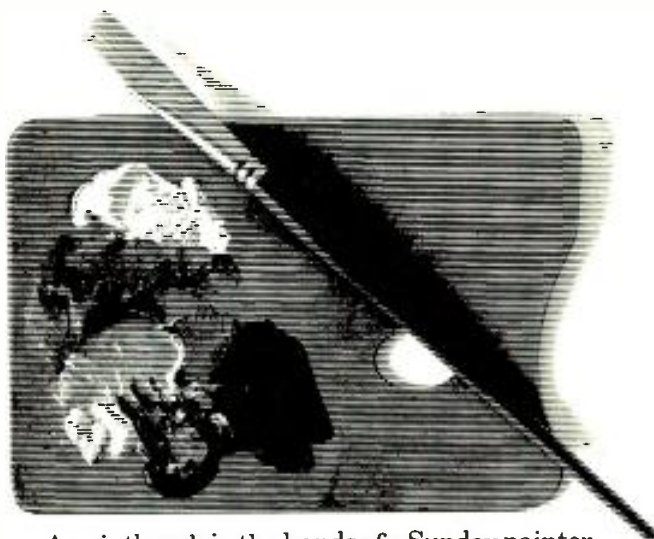
Current participants in the Latin American service are Brasilia, Salvador da Bahia and Sao Paulo, all Brazil; San Salvador, and Santo Domingo, Dominican Republic. Buenos Aires, Caracas, Rio de Janeiro, Mexico, Guatemala, Panama, Costa Rica and Quito and Guayaquil, both Ecuador, will join later this year. □

Eger gives the global view

The emerging global television medium may be hobbled by a trend toward economic and cultural protectionism, according to international media consultant John M. Eger, in a speech scheduled for delivery before a London trade conference last Thursday, July 3.

The meeting on "Television in the European Community: The Next Five Years," sponsored by the Institute of European Trade and Technology along with the European Economic Commission, and to include European government and EEC speakers and representatives of public and private media

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organizations, follows recent movement toward the creation of a Common Market code on transborder and commercial television (BROADCASTING, June 23).

"The worldwide media explosion, particularly communication satellites, cable systems and videocassette recorders, is creating a much larger market for all types of programming," said Eger. "Trade barriers only clog the pipeline, hampering the program seller and program buyer alike . . . and these barriers hamper the public's right to receive."

Eger, who left a post at CBS Worldwide Enterprises last month to form his New York-based consulting firm, urged those with a stake in the communications industry to take a position against such barriers and cautioned against a "fortress Europe" approach.

Much of Eger's speech was in response to a set of proposed directives issued by the EEC in April and based on a 1984 EEC study

called "Television Without Frontier." Although he called the works "precedent setting in their conception," he argued that, largely because of the consideration of program quotas and advertising restrictions, the directives fall short of "providing the incentives global marketing companies and global program suppliers need to embrace this call for a European common market for broadcasting."

"For the EEC to put Europe at a needless disadvantage by creating or allowing more barriers for itself than those that exist in the most robust media countries of the world, seems to me both untimely and unnecessary," he said.

Eger praised the EEC proposals as a "masterpiece" of political compromise, but asked that they be seen "as a floor, not a ceiling, a starting point in the consensus-building process." He also said that the work of the EEC may set the stage for "harmonization" of international broadcast legislation

on an even larger scale, for example, through the 25 nation-member Organization for Economic and Cooperative Development (OECD) or through the General Agreement on Trade and Tariffs (GATT), a world trade treaty.

Among the positive developments spurred by an increasingly global television medium, Eger said, would be internationally co-produced programming, which he said "must grow dramatically" in the next several years both because of European demands for more material to fill expanding satellite capacity and because the U.S. program industry would seek to spread the escalating cost of production through foreign partnerships and international distribution.

Global marketing by international companies, he added, would also provide new revenues for the world's commercial broadcasters, as well as stimulate barter arrangements between broadcasters and program suppliers. □

In Sync

Weakest link

Broadcasters determined to improve industry frequency sharing practices will take their case to the airwaves on July 16 via a closed-circuit satellite teleconference.

The two-and-a-half-hour event will cover

topics such as mediating conflicts between licensees, new aural studio-to-transmitter link (STL) techniques, channel splitting and real time coordination of 2 ghz TV ENG frequencies. The development of a new national frequency coordinating council and computerized database will also be considered.

According to conference organizers, terrestrial links for audio and video are vulnerable to interference, most often caused unnecessarily by other broadcasters. One participant, KFWM(AM) Los Angeles's Richard Rudman, president of the Society of Broadcast Engineers and founding chairman of SBE's national frequency coordinating committee, commented in a release announcing the event that broadcasting frequency coordination "may be as difficult as teaching table manners to sharks." He added, however, that 10 years of industry experience with frequency coordination should enable broadcasters to regain control over "the chaos."

Attending the teleconference, which will originate from KCBS-TV Los Angeles and the Washington studios of Bonneville International Corp., will be spokesmen from national and regional frequency coordinating groups, as well as from the FCC.

The event will be broadcast, after a 12-12:30 p.m. (NYT) test period, at 1-3:30 on GTE's Spacenet I, transponder 4H; RCA's K-2, transponder 10V (lower), and AT&T's Telstar 301, transponder 2H and Telstar 302, transponder 10V. Transponder time is being donated by ABC, Bonneville, CBS, RCA, Fox Television, SIN and 9 Network of Australia.

BAF gets Pulitzer

Pulitzer Broadcasting's WXII-TV Winston-Salem, N.C., has purchased an approximately \$350,000 Ku-band satellite newsgathering van from BAF Communications of Salem, Mass.

The station, an NBC affiliate, plans to use the truck both as part of the Conus network and NBC's Skycom satellite newsgathering operation, and expects NBC to reimburse the station up to \$150,000 for the vehicle after it passes proof of performance upon delivery later this month. WXII-TV's co-owned WYFF-TV Greenville, S.C., will share the vehicle.

The 25-foot Iveco unit was specially de-

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signed with its twin 300-watt high-power amplifiers mounted outside the truck on the antenna hub. The truck will also incorporate two separate communications packages, one for Conus and one for NBC, and will include a three-quarter-inch videotape edit package.

BAF has sold other Ku-band vans to Gannett-owned stations in Washington, Phoenix and Denver, as well as to Taft's Phoenix station and mobile satellite uplink operators in Boston and Miami. Westinghouse Broadcasting also leases a truck for shared use by its Baltimore, Philadelphia and Pittsburgh TV stations.

Gearing up

Howe Audio has developed a new version of its Phase Chaser audio timebase-phase corrector for use in radio and audio-for-video post-production applications. The Series 2300 unit can detect and correct time skew up to plus-and-minus 150 microseconds between left and right channels of a stereo signal, 180-degree channel inversions and missing channel conditions. The \$2,895 unit will be available later this month from the Boulder, Colo.-based company.

Enhancements have been introduced by **Paltex** for its Esprit and Edit-Star edit systems. The Esprit Plus can roll up to six machines in one edit, allows any number of machines to be selected as main record or slave record VTR's and also features new switcher memory storage and a look-ahead cueing function. The new Director Edit-Star

version has a speedscan feature for rehearsal, as well as freeze-frame, while the company's Producer Edit-Star has a number of new off-line functions such as nonlinear video editing and a software program for historical information on previously used edit decision lists. Paltex, located in Tustin, Calif., has also introduced a new three-machine video editing system, Excel, and a new interface for JVC's KM-2000U video switcher.

New satellite receivers, including two for single-channel-per-carrier (SCPC) transmissions, have been introduced by **Modulation**

Associates of Mountain View, Calif., Avcom of Richmond, Va., and **R.L. Drake** of Miamisburg, Ohio. The Modulation Associates T-Sat is a \$1,995 SCPC unit permitting access to any C-band transponder or selection of any intermediate frequencies. Avcom's SCPC-2000 is another SCPC C-band receiver, selling for \$1,875, while the company has also introduced the \$1,245 SCPC-500 intermediate frequency processor for block conversion. The \$899 Drake ESR2240 receiver for CATV, SMATV, broadcast and other applications, features a high level of IF signal processing to improve video signal quality, according to the company.



Continued from page 33.

using language that Action for Children's Television President Peggy Charren said endorsed ACT's position that broadcasters are responsible for providing programming to assure needs of children are met (BROADCASTING, March 25, 1985).

Legislation was offered in House and Senate that would require commercial television stations to carry at least seven hours per week of educational programming for children. It also would direct FCC to conduct inquiry into production of so-called "program-length commercials" for children. But there has been no action on legislation, nor is any expected.

Communications Act. Other than introduction in 1985 of broadcasting deregulation legislation there has been no action on issue. There has, however, been increased concern expressed within industry over rapid turnover of station ownership. Turnover is largely result of FCC's repeal of station "trafficking" rule that required licensees to keep radio or television station for three years before selling. Bill was introduced in House in June that would reinstate rule. Representative Al Swift (D-Wash.) is author of legislation that is not expected to move this year, but could be focus of congressional attention in next session of Congress (BROADCASTING, June 23).

Deregulation measure offered by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) would eliminate comparative renewal process, among other things (BROADCASTING, April 1, 1985). Bill is identical to bill (H.R. 2182) offered in previous Congress. Broadcasting industry's drive to achieve regulatory relief came to standstill in 1984 after hearing before House Telecommunications Subcommittee laid issue to rest (BROADCASTING, Sept. 24, 1984). Broadcasting industry made it clear that proposed legislation offered by Representatives Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman; John Dingell (D-Mich.), chairman of parent Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.) was unacceptable.

Crossownership. FCC Chairman Mark Fowler has hinted he might be willing to eliminate—or at least grant waivers of—crossownership rules prohibiting ownership of daily newspaper and broadcast station in same market (BROADCASTING, Sept. 30, 1985).

FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems drew strong support—and not just from networks (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is not expected to address rulemaking soon.

Co-located broadcast and telephone cross-ownerships of cable systems have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper crossownership of cable, however.

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dium is much in doubt these days as DBS fore-runners have faltered badly. After planning for five and a half years and spending \$140 million, Comsat's Satellite Television Corp. announced in late November 1984 it would abandon its plans for six-channel national service. And United States Communications Inc., which began offering five-channel service in Northeastern U.S. in November 1983, signed up around 10,000 subscribers before going out of business April 1, 1985. Fatal blow for both ventures came in November 1984 when Comsat and Prudential, USCI's principal backer, could not come to terms on proposed merger.

Nonetheless, Hubbard Broadcasting's United States Satellite Broadcasting and Dominion Video Satellite, among first group to receive high-power DBS permits in 1982, are still trying to build and launch DBS systems. Dominion has tentative agreement to purchase Comsat's two direct broadcast satellites. Dominion and Hubbard have same problem: financing.

In March and September 1985, FCC granted permits to additional would-be DBS operators: Satellite Syndicated Systems, National Christian Network, Advanced Communications Corp., Hughes Communications Galaxy Inc., RCA Americom, Antares Satellite Corp. and Graphic Scanning. With exception of Hughes, however, none appears to have wherewithal to build satellites and enter business.

While high-power DBS founders, low-power variety combining cable programming on C-band satellite and more than 1.5 million home earth stations may soon flourish. Low-power satellite broadcasting was born Jan. 15 when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to them to dish owners. Other programmers are following HBO's lead. Today, four other services are scrambled and available—for a price—to dish owners: Showtime, The Movie Channel, CNN and CNN Headline News. Superstation WOR-TV New York is also scrambled, but its distributor, Eastern Microwave, must wait for revision of copyright laws before it can offer home satellite subscriptions.

DBS's first casualty was neither STC nor USCI, but Skyband Inc., start-up company backed by Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programming and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed Ku-band (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983). There is talk of using RCA Americom's Ku-band satellites, Satcom K-1 and Satcom K-3, for satellite broadcasting. Satcom K-1 was launched in January 1986; Satcom K-3 is to be launched near end of decade.

If and when high-power DBS services get under way, choice of transmission standard will have to be resolved. Trade group Direct Broadcast Satellite Association (DBSA) in February suggested range of technical standards, including Scientific-Atlanta's B-MAC (multiplexed ana-

log component) video-audio transmission/scrambling format. Findings were submitted to FCC, which, while not expected to mandate any industry choice in matter, did open docket on technical standards in February 1985.

□

Equal employment opportunity. FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985). It decided to use processing guidelines to monitor cable EEO compliance. As result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with labor force overall and 25% parity in top four job categories; those same types of entities with 11 or more full-time employees must have 50% parity overall and in top four job categories.

Commission also has proposed to ease EEO reporting burdens of broadcasters by exempting licensees with no more than five employees (current ceiling is no more than four) (BROADCASTING, Nov. 18, 1985). It also proposed to change its EEO model program reporting forms to emphasize that FCC's primary concern is EEO efforts, not numbers, and to make them less burdensome for broadcasters. Full-time and part-time employees could be lumped into same table in annual employment reports, instead of separate tables, as required now. Proposed revisions of EEO model program reporting form are, according to FCC officials, aimed at meeting objections of Office of Management and Budget. Four years ago, OMB refused to approve form, objecting to requirement that it be filed routinely at renewal time. OMB had permitted FCC to continue using form through end of November 1985. And without further FCC action (FCC could have rejected OMB recommendation with majority vote), use of form wouldn't have been authorized past then. But FCC said it had rejected OMB's recommendation in adopting rulemaking.

Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

□

Fairness doctrine. FCC wrapped up proceeding on fairness doctrine by concluding doctrine is not in public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public importance (BROADCASTING, Aug. 12, 1985). FCC said it will continue to enforce doctrine, even though it asserted such enforcement infringes on "fundamental constitutional principles," furnishes government with "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and FCC.

Commission has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983), but that proposal has reportedly been placed on back burner.

While commission has backed off from action on fairness doctrine, two court cases have been filed challenging its constitutionality. One was brought by Radio-Television News Directors Association and number of media groups, appealing commission's fairness report. They contend commission erred in simply referring matter to

Congress; they say commission should have repealed doctrine as violation of First Amendment. CBS is providing principal legal and financial support. But opponents say commission action was not final action and, therefore, was not appealable. Other was filed by Meredith Corp., which is appealing commission decision that one of its stations, WTVH(TV) Syracuse, N.Y., violated doctrine. Arguments in both cases are to be heard in U.S. Court of Appeals in Washington in September.

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Federal Trade Commission. For first time in three years, FTC authorization legislation passed both House and Senate, although measure must still be approved by conference committee. Latter met in March, but did not reach agreement on legislative veto provision, definition of unfairness and advertising rulemaking provision. Conferees have yet to reconvene.

House Appropriations Committee approved fiscal 1987 appropriations for commission. Under measure, FTC would receive \$67.5 million (agency asked for \$69 million). In September 1985 House passed H.R. 2385 that set FTC reauthorization at \$63.9 million, \$64.2 million and \$64.3 million, for fiscal years 1986, '87 and '88, respectively. House bill, unlike Senate version (S. 1078), lifts prohibition on FTC's authority to adopt industrywide rulemakings under unfairness standard, permitting FTC to use unfairness standard for both advertising trade regulation rulemaking and on case-by-case basis. Under Senate bill (which would reauthorize FTC for FY's '86, '87 and '88, and set funding levels at \$65.8 million, \$66.8 million and \$67.8 million, respectively), FTC retains authority to regulate commercial advertising on case-by-case basis for unfair or deceptive advertising. Senate also appropriated additional \$3.8 million for one-time consolidation of headquarters offices of FTC in Washington. Both Senate and House measures allow Congress to veto proposed FTC regulations.

Nomination of Daniel Oliver, general counsel at Department of Agriculture, to be FTC chairman was approved by Senate in April. FTC Commissioner Terry Calvani was acting chairman in interim. On March 17, Andrew J. Strenio Jr., Democrat, was sworn in as new FTC commissioner to fill unexpired term of former commissioner George W. Douglas, ending Sept. 25, 1989.

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International telecommunications satellite systems. President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, on behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. And FCC, following inquiry/rulemaking, conditionally authorized six applications for separate systems. One applicant—RCA American Communications—dropped out, but other two applicants have emerged—Columbia Communications Corp., in March, and McCaw Space Technologies Inc., in June. Pan American Satellite Corp., one of original six applicants, has secured Peru as foreign correspondent, but U.S. and Peru have run into trouble in getting coordination process started. Intelsat board of

governors turned down U.S. proposal that extraordinary meeting of Assembly of Parties be called for October to act on coordination request (BROADCASTING, June 30).

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Low-power television. FCC gave birth to new broadcast service four years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 370 licensed LPTV stations. Commission has granted construction permits for another 1,382. According to same list, there are now 4,656 translators licensed; commission has issued construction permits for another 613.

New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has 13,200 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

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Multichannel MDS. FCC is now holding lotteries for multipoint distribution service licenses. Its first took place on Sept. 27, 1985 (BROADCASTING, Sept. 30, 1985). Lotteries were necessitated by overwhelming number of applications: 16,499.

There are two four-channel MMDS licenses available in most markets. For service, FCC reallocated eight channels from instructional television fixed service to MMDS (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated.

In rules, FCC also said ITFS licensees may lease, for profit, "excess" capacity on their channels. Commission has established eligibility and comparative criteria for ITFS service (BROADCASTING, June 3, 1985).

Several pay television operators are planning to take advantage of provision to lease ITFS capacity and jump into wireless cable business before FCC begins making large number of MMDS grants. In fact, American Family Theaters has already made pact with George Mason University and is offering four-channel service in Washington (BROADCASTING, Dec. 17, 1984). And, in Cleveland, Metropolitan Cablevision has introduced eight-channel service with backing from TA Associates.

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Multiple ownership. FCC Chairman Mark Fowler and James McKinney, Mass Media Bureau chief, have indicated support for permitting struggling AM stations with overlapping signals to escape strictures of FCC's duopoly rules and join forces (BROADCASTING, Sept. 30, 1985).

Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect

April 2, 1985, entities may own 12 AM's and 12 FM's, and will be permitted to own 12 TV's as long as they don't reach more than 25% of nation's television homes. UHF's are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

Responding to mounting criticism of its original rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

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Music licenses. All-Industry TV Station Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging that ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York overturned district court's decision (BROADCASTING, Sept. 24, 1984).

In February 1985, U.S. Supreme Court let stand September 1984 appeals court decision holding that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1985).

In memorandum decision of May 13, 1985, U.S. district court judge, Lee P. Gagliardi, ordered local television stations to "promptly" pay BMI retroactive fees for 22-month period during which Buffalo Broadcasting case was on appeal (BROADCASTING, May 20, 1985). BMI estimated more than \$30 million is owed by 800 television stations for period between February 1983 and November 1984.

BMI mailed new blanket license agreements, effective July 1, 1985, that committee claimed represented 60% increase over old rates and 125% increase over frozen 1980 rates which stations have been paying on month-by-month basis since Supreme Court refused to hear Buffalo Broadcasting appeal (BROADCASTING, June 24, 1985).

At same time in separate proceeding, federal magistrate Michael H. Dolinger ordered that television stations pay ASCAP interim license fee increase for four-and-a-half-month period beginning when district court judge's decision to terminate rolled-back 1980 fee levels went into effect and ending 30 days after appeals court issued its mandate (Nov. 16, 1984-March 31, 1985). ASCAP estimated that fees for interim period total about \$10 million. Still to be decided in rate court are fees broadcasters owe ASCAP for 22-month period while Buffalo Broadcasting case was on appeal, and period after April 1, 1985. For those two periods, broadcasters should continue paying at 1980 levels while matter is pending in rate court.

On June 21, 1985, Weinfeld rejected request made by committee that BMI be forced to recall new blanket license agreements BMI sent out.

All-Industry TV Station Music License Committee, representing broadcasters, conceded

decision was "a setback" but said it would continue to press for fair price for music for TV stations.

When parties cannot agree, there is separate mechanism to negotiate blanket license fees. For ASCAP, under terms of consent decree with Justice Department, federal rate court has been established to set license fee payments. For BMI, licensing group met with broadcasters to set payments on monthly basis.

On Capitol Hill, meanwhile, licensing committee has enlisted support of Representatives Frederick (Rick) Boucher (D-Va.) and Henry Hyde (R-Ill.), who introduced H.R. 3521, which would require producers and syndicators to deliver syndicated programming to stations with music performance rights included (BROADCASTING, Oct. 14, 1985). In Senate, Judiciary Committee Chairman Strom Thurmond (R-S.C.) introduced companion bill, S. 1980 (BROADCASTING, Dec. 23, 1985). Both House and Senate Copyright Subcommittees have held hearings on legislation. In Senate, measure was discharged from subcommittee to parent Judiciary Committee, which has scheduled hearing for July 18. House Copyright Subcommittee is also prepared to hold another hearing on measure.

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On radio side, All-Industry Radio Music License Committee and ASCAP are said to be close to finalizing new pact ("Closed Circuit," June 16.) Both sides, however, have remained silent on recent round of talks. Parties decided to go back to bargaining table in April even though rate court proceedings commenced earlier in year to settle dispute over fees for new contract (BROADCASTING, Feb. 24). Industry has been operating with interim ASCAP licenses since Dec. 31, 1982.

Two-year agreement between radio industry and BMI ended on Dec. 31, 1985, and committee has asked stations to sign one-year contract extension pending outcome of negotiations. Committee, with BMI's cooperation, is trying to set up federal rate court with Justice Department—similar to one in place for ASCAP proceedings—for determining fees when both parties fail to reach accord.

□

Must carry. What to do about must carry is pending before FCC, and it's unclear how commission will handle issue. Must-carry compromise among major broadcast and cable trade associations, which would generally require cable systems with more than 20 activated channels to carry some local TV signals (BROADCASTING, March 10), got mixed response in comments at FCC (BROADCASTING, April 28). But FCC Chairman Mark Fowler has told Congress that commission will act on proceeding by Aug. 7. And key members of Senate and House, responsible for setting communications policy, let chairman know they want issue resolved at FCC (BROADCASTING, June 30). In letters to Fowler, Senate Commerce Committee Chairman John Danforth (D-Mo.), House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and at least 25 other House members, wrote Fowler saying that agency should complete proceeding "no later" than Aug. 7 and industry's must-carry compromise is "good point of departure for the commission's decision." Furthermore, Congress emphasized that FCC should make sure interests of public broadcasting and "new entrants" are recognized in final rule.

Court of Appeals in Washington, in *Quincy*

decision, vacated must-carry rules, finding them unconstitutional (BROADCASTING, July 22, 1985). FCC declined to seek review by Supreme Court, so National Association of Broadcasters and other broadcast groups did—but Supreme Court denied review.

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Network standings. NBC won 1985-86 season, which ended last April, with a 17.5 rating/27 share, compared to CBS's 16.7/26 and ABC's 14.9/23. It was NBC's first prime time season win in 31 years. The evening news race is tightest in five years. NBC has beaten CBS twice in recent weeks, and ABC is a competitive third. Quarter to date, CBS was ahead, with an 11.4/23, NBC was second with a 10.9/22 and ABC was third with 10.3/24. Year ago, it was CBS with 11.5/24; NBC with 9.9/21 and ABC with 9.6/20. In daytime, ABC has taken lead away from CBS over past year, although two networks were very close one week from end of second quarter. ABC averaged 6.1/22, compared to a 6/22 for CBS, while NBC was full point behind with a 5.1/19. Year ago, CBS was first with 6.1/23, followed by ABC with 5.8/22 and NBC with 4.8/18.

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Public broadcasting. Federal funding for fiscal 1989 for public broadcasting has not been settled. Neither parent House nor Senate Appropriations Committees have acted on annual funding measure for Corporation for Public Broadcasting. (CPB has asked for \$238 million for FY 1989, but observers expect that Congress will likely appropriate around \$214 million. Administration recommended \$130 million.) In House, Appropriations Committee in June approved appropriations for National Telecommunications and Information Administration's public telecommunications facilities program of \$23 million.

In April, President Reagan signed budget reconciliation bill that included authorizing legislation for Corporation for Public Broadcasting that authorizes funding levels for CPB for fiscal 1987 through 1990: 1987—\$200 million, 1988—\$214 million, 1989—\$238 million and 1990—\$254 million. Bill would also establish funds for NTIA's public telecommunications facilities program (PTFP): 1986—\$24 million, 1987—\$28 million and 1988—\$32 million.

CPB board has operated with five of 10 seats vacant and no chairman following expiration of terms of Sonia Landau, Ken Towery, Harry O'Connor, Lillie Herndon and Howard White in March, and has postponed selection of general counsel; timetable for Senate approval of re-nomination of Landau and Towery and presidential re-nomination of O'Connor is uncertain. Limited board approved fiscal 1987 operating budget at May meeting, including allocation of \$1 million for new advertising initiative and \$3 million for new Public Television Programming Challenge Fund (\$4 million and \$5 million, tentatively, for FY 88 and 89) in cooperation with public television stations; contribution of \$12 million over three years was approved by Public Broadcasting Service at meeting of its executive committee ("In Brief," May 19, June 23).

Discussion of CPB's proposed "content analysis" of public television documentaries was put off until September so that CPB staff can "develop a work scope and solicit proposals for conducting such a study" (BROADCASTING, June 30). Congressman John Dingell's (D-Mich.) Oversight and Investigations Committee, which had questioned propriety of CPB conducting such research, will also be conducting study (BROAD-

CASTING, May 26, June 23).

PBS, at its executive committee meeting, authorized \$500,000 and January 1987 launch of National Narrowcast Service, which had concluded test period ("Telecastings," June 30). It also discussed setting up agreement among producers and stations to eliminate station program editing during membership drives (BROADCASTING, April 21, June 23).

Planning of joint ABC/PBS campaign to promote literacy during 1986-87 season, Project Literacy U.S. (PLUS), continued with appearances by representatives of both groups (BROADCASTING, May 26, June 16).

PBS concern over must-carry issue continued following unsuccessful meeting between PBS President Bruce Christensen and National Cable Television Association President James Mooney (BROADCASTING, May 19 and 26). Underwriting and program support were issues discussed at NAB convention, PBS/NAPTS convention and PBS program development conference and were subject of FCC warning (BROADCASTING, April 21, May 5). Announcement was made by major program producer WNET(TV) New York that it will no longer produce series that have not received total funding commitments from underwriters (BROADCASTING, June 16). Meanwhile, major funder Exxon is phasing out its support of PBS's *Great Performances* due to troubles in oil industry.

On radio front, National Public Radio launched three-year, \$8-million fund-raising campaign, "Fanfare," to help support arts and performance programming on public radio ("In Brief," June 16, and "Riding Gain," June 30). CPB concluded purchase of transponder on Westar IV satellite for public radio on June 17. It eliminated support for NPR-administered Satellite Program Development Fund following NPR decision to let CPB fund stations directly. CBS Radio signed agreement with American Public Radio to produce 30-minute financial broadcast for airing during drive time on APR affiliates. And there was concern at APR annual convention over dramatic increase in affiliation fees and program carriage costs.

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Scrambling. If press announcements are to be believed, most major cable programmers will have scrambled their satellite feeds by early 1987. Indeed, Home Box Office (HBO and Cinemax), Eastern Microwave (WOR-TV New York), Showtime/The Movie Channel and Turner Broadcasting System (CNN and CNN Headline News) have already scrambled feeds.

Most of pressure to scramble has come from cable operators, who have watched number of homes installing C-band earth stations to receive cable and other satellite-delivered programming for free multiply rapidly over past five years. Estimates of homes with dishes start at 1.5 million.

Scrambling also creates new business opportunity for cable programmers and others: low-power satellite broadcasting or C-band direct. Once major cable services are scrambled, programmers or some third party like cable operator can sell subscriptions to dish owners either in package or a la carte.

Home satellite industry—manufacturers, distributors and dealers of home earth stations—is pressing for legislation in Washington that would impose two-year moratorium on scrambling or would guarantee dish owners right to subscribe to scrambled programming at "fair and reasonable" prices. Congress is not inclined to pass

such legislation, but Justice Department is investigating allegations that cable operators have conspired with programmers to monopolize C-band direct business, preventing it from becoming competitive medium.

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Space WARC. U.S. feels it did "well" at first session of two-session conference that is to develop plan for use of space services. Developed and developing countries had difficulty reaching basic agreement throughout five-and-a-half-week session in Geneva in 1985. And there is no chance International Telecommunication Union will be able to fund all of considerable work that remains to be done before second session, to be held in 1988, and to implement principles established in one that ended Sept. 15, 1985.

Conference decided to focus on fixed satellite services. But principal issue was conflict between developing countries, which favored a *priori* approach to planning as means of guaranteeing all countries "equitable" access to geostationary orbit and associated frequencies, and developed countries, which argued such planning was wasteful and inefficient. Result was dual approach, with expansion bands associated with 6/4 ghz and 14/11-12 ghz bands—where no satellites now operate—to be set aside for arc allotment planning and multilateral planning method being devised for use in coordinating requirements in conventional portion of those frequencies. Ambassador Dean Burch, who headed U.S. delegation, said that since expansion bands are not operational in U.S., "there was nothing we had to give up." However, while U.S. accepted planning of expansion bands associated with 6/4 ghz, it reserved its position regarding planning of expansion bands associated with 14/11-12 ghz, on ground that planning those frequencies was unnecessary and wasteful (BROADCASTING, Sept. 26, 1985).

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Takeovers, mergers and sales. *TV station sale by Kohlberg Kravis Roberts & Co.*—Definitive agreement was signed last week for \$1.85-billion purchase by Lorimar-Telepictures and institutional investors of seven television stations formerly belonging to companies controlled by Kohlberg Kravis Roberts & Co. (BROADCASTING, May 26). Seven stations will be set up in separate company with own publicly-traded stock, but, in slight change from initial announcement, new company will be consolidated with existing L-T operations for tax purposes.

Six stations (four CBS affiliates, one NBC affiliate and one independent) formerly belonging to Storer Communications are being sold for \$1.445 billion. They are: WSBK-TV Boston; WJBK-TV Detroit; WJKW-TV Cleveland; WAGA-TV Atlanta; KCST-TV San Diego, and WITI-TV Milwaukee. Also sold to L-T is Wometco Broadcasting's CBS affiliate, WTV(TV) Miami (a small portion of \$405-million purchase price is for some downtown Miami real estate). Transaction is expected to close late this year.

KKR will still own WLOS(TV) Asheville, N.C.; WWHT(TV) Newark, N.J. (New York), and its translator WSNL-TV Smithtown, N.Y., and WTV(TV) Toledo, Ohio, although broadcasting division officials indicated these stations are either already on market or will soon be. FCC crossownership rules require sale of either WWHT or of Storer-owned cable systems near New York. Sale of WTVJ had been required for same reason.

L-T will have full 12-station portfolio with

9.08% coverage of U.S. TV homes. Other stations it already owns are KMID-TV Midland-Odesa, Tex.; KSPR-TV Springfield, Mo.; KCPM-TV Chico-Redding, Calif., and WLIJ-TV San Juan and WSUR-TV Ponce, both Puerto Rico.

■ **Omnicom Group merger**—Shareholders of three advertising agencies will vote in August whether to exchange stock in merger. Boards of Doyle Dane Bernbach, BBDO International Inc. and Needham Harper Worldwide, have already approved plan which was announced April 28 (BROADCASTING, May 5). New agency holding company would be named Omnicom Group, in which chairman and chief executive officer would be Allen Rosenshine, who currently has same title at BBDO. New company would have combined billings of about \$5 billion.

■ **Saatchi & Saatchi purchase of Ted Bates**—Proposed \$400-million consideration (BROADCASTING, May 19) also includes \$50 million "carrot," to be split among 200 "key-employees" (Bates has 5,600 total) who are still with company in 1988. Merged agency would be largest in world with combined billings of more than \$6 billion, although Bates would continue to operate independently, including buying time separately. Both sides are planning to complete merger in late July or August.

■ **GenCorp station sales**—Proposed sale of GenCorp's KHJ-TV to Group W has been blocked, at least temporarily, by FCC Administrative Law Judge Edward Kuhlmann, who is currently presiding over hearings into GenCorp subsidiary RKO General Inc.'s qualifications to be licensee and has refused to check off on proposed agreement clearing way for station to change hands (BROADCASTING, May 5). Under proposed settlement, RKO would dismiss its application for KHJ-TV's license renewal; Fidelity Television would be granted a construction permit for the station's channel 9; Fidelity's stock would be transferred to Group W, and Group W would acquire KHJ-TV's assets from RKO. RKO would come out of deal with \$212 million and Fidelity with about \$95 million. In addition, Group W would pick up about \$3 million in Fidelity liabilities. Fidelity and RKO have asked FCC commissioners to intervene in their behalf and approve deal (BROADCASTING, June 9). Less of problem exists for GenCorp's sale, subject to FCC approval, of WOR-TV Secaucus, N.J. (New York), for \$387 million to MCA (BROADCASTING, Feb. 24). RKO got renewal for that station under law introduced by Senator Bill Bradley (D-N.J.) that required FCC to automatically renew license of any VHF operator agreeing to move to state with no V. Both parties recently signed definitive contract which was submitted to FCC. Lawrence Fraiberg, former president of Group W television station group, was recently hired by MCA to head incipient broadcast group.

■ **Spanish International Communications Corp.**—Bids are being submitted today, June 24, for 11 television stations (six full power, five low power) owned by Spanish International Communications Corp. (SICC) and Bahia de San Francisco Television Co. Sale is required by court settlement (BROADCASTING, May 19). FCC administrative law judge, in initial decision, ruled that companies were illegally under control of Mexican media interests. Settlement with FCC Mass Media Bureau would permit SICC and Bahia de San Francisco to sell their way out of broadcasting. But settlement must be approved by FCC Review Board or commissioners themselves (BROADCASTING, June 30). Among conditions of sale are that winning bidder continue to broadcast in Spanish for at least two

years. Initial decision also denied renewals of Seven Hills Television Co., licensee of full-power KTVW-TV Phoenix, and low-power TV station in Tucson, both Arizona, but those stations were not included in proposed settlement. SICC TV stations are WXTV(TV) Paterson, N.J. (New York); KMEX-TV Los Angeles; WLTW(TV) Miami; KWEX-TV San Antonio, Tex., and KFTV(TV) Fresno, Calif. Bahia station is KDTV(TV) San Francisco.

■ **Metromedia Radio**—Definitive agreement was signed last week for leveraged buyout of nine Metromedia radio stations for \$285 million (BROADCASTING, March 31). Application will be filed soon for new company, to be called Metromedia Broadcasting Co., whose ownership will include current radio president Carl Brazell, Jr., other management and Morgan Stanley Leveraged Equity Fund. Metromedia's remaining radio station, WCBM(AM) Baltimore is being sold separately to Resort Broadcasters, for approximately \$2.5 million.

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Teletext. It's been more than three years since FCC authorized television stations to broadcast teletext in vertical blanking interval, yet much ballyhooed service has failed to catch on. Among problems: lack of low-cost teletext decoders and lack of standard.

Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select standard. In teletext order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, non-commercial broadcasters may offer teletext for profit.

In 1983, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12, 1983). Proposed change would permit VBI to be used for paging, utility load management or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests.

WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. What's more, it has said it will begin offering same service over other 11 Taft stations. Under agreement with Taft, Zenith is selling \$300 decoders compatible with its late-model sets in Cincinnati. On its own, Zenith introduced in May new \$1,000, top-of-line digital television set with built-in WST decoder.

Tempo Enterprises, formerly Southern Satellite Systems, Tulsa, Okla.-based satellite common carrier, is now distributing Electra service nationwide on vertical blanking interval of superstation WRSS(TV) Atlanta. Broadcasters are invited to downlink superstation, strip off Electra and broadcast it locally over their own VBIs, but, so far, none has accepted invitation.

NABTS proponents are led by CBS, which

has been offering national service, Extravision, since spring 1983. In cost-cutting move, CBS is closing Extravision office in Los Angeles, laying off most of staff and turning over production to AP/TMS Information Services. Samsung showed first low-cost NABTS adapter—set-top unit compatible with any television set—at Consumer Electronics Show in June. It's expected to sell for less than \$300 when introduced in fall.

One of three affiliates supplementing national feed, WBTV(TV) Charlotte, N.C., is exploring ancillary teletext business, data broadcasting. Station believes such service, permitting widespread one-way data communications, could meet some telecommunications needs of businesses.

NBC, which had been CBS's chief NABTS ally, decided to drop its teletext ambitions and shut down its national teletext service at end of January. NBC cited high cost of NABTS gear as reason for its abrupt departure from business. It's uncertain how long CBS will continue to support service.

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TV allocations. FCC is considering proposed reallocation of 28 UHF-TV channels in eight top-10 markets to land-mobile radio services, as well as dropping co-channel protection ratios at UHF TV station's predicted grade B service contour from 50 dB to 40 dB. In notice last year (BROADCASTING, June 3, 1985), FCC also established industry advisory committee to investigate technical issues of spectrum sharing. Group, which first met in September, filed 121-page report with commission in May which reflected deep divisions between broadcasters, who believe sharing could cause interference to UHF stations at twice level considered acceptable for day-to-day viewing, and land mobile radio interests, who believe potential for increased interference is small (BROADCASTING, May 12). Commission recently extended period for comments on proposal to July 11, with replies due July 28.

Frequency sharing on 2 ghz and 7 ghz microwave bands, now widely used by television broadcasters for electronic newsgathering and fixed studio-transmitter links, was proposed by FCC last November (BROADCASTING, Dec. 9, 1985). Proposal would allow cable system operators and cable networks to use bands for mobile remote applications. Commission is also considering elimination of mixed allocations in frequencies, setting aside 7 ghz band for fixed links only and 2 ghz band for mobile links. Minimum path lengths for fixed links and restrictions to limit terrestrial microwave interference to satellite services are also being reviewed. Comments filed in March on proposals indicated widespread opposition by broadcast interests, with cable industry supportive of prospective ENG frequency sharing.

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TV stereo. Number of stereo television stations on air has increased to more than 250, one-fifth of all TV's, and another 75 are believed to be completing conversions to multichannel sound. In two years since first broadcaster began service, more than two-thirds of top 100 ADI's have gained at least one stereo station, many have two or more.

At networks, NBC has moved most quickly of networks to embrace stereo sound. More than 20 prime time and late-night shows are carried in stereo each week by five network owned-and-operated stations and 76 affiliates reaching 68% of U.S. TV households. Total of 114 NBC stations

are expected to be in stereo by year's end, and next fall season is scheduled to open with 24½ hours of stereo programming, half in prime time. ABC, with 27 stereo affiliates, has experimented with service, airing weekly series which have since been canceled and specials including 1985 World Series. CBS, meanwhile, has quickened pace on stereo, speeding up planned 1988 service to introduce "pass-through" stereo beginning last February with Grammy Awards. Current count has stereo at 27 CBS affiliates and its owned station in Philadelphia. At least one weekly series next fall and several specials and sports programs, including next Super Bowl, are being scheduled in stereo by network. PBS, with 30 member stations in stereo, is also supplying 30 hours of stereo material a month. Remainder of stereo stations are independents.

TV receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as set-top adapters to upgrade existing sets for stereo reception. First figures on 1985 stereo set sales, announced at January Winter Consumer Electronics Show in Las Vegas, showed sales of stereo-ready sets reached 1.7 million between fall 1984 and end of 1985. Original projections for 1986 sales, 2.8 million, were recently increased to 3 million. Stereo signals now have potential audience of well over 60 million homes.

FCC authorized TV stereo broadcasting in March 1984. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. One of original transmission system competitors, Telesonics, headed by Larry Ocker, vice president, engineering of noncommercial WTTW(TV) Chicago, is now involved in lawsuit with Zenith regarding patent infringement on stereo technology. WTTW became first television station in nation to regularly broadcast programming with stereo sound on Aug. 7, 1984 using Zenith/dbx system. NBC's *Tonight* was first regularly broadcast stereo program, starting in July 1985.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Number of stations are offering second audio program (SAP) services, including reading-for-the-blind, Spanish-language soundtracks for syndicated and news programming and audio program guides.

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UHF-VHF swaps. FCC has approved concept of permitting noncommercial and commercial TV operators in same band to swap channels, without having to expose themselves to competing applications (BROADCASTING, March 17). Order will permit trades of noncommercial U's for commercial U's and noncommercial V's for commercial V's. FCC officials said they had no plans any time soon to address related proposal to permit noncommercial broadcasters swap their V's for commercial U's. But FCC has declined to close out docket because it wants to keep option of approving V-U swaps open in case federal budgetary cutbacks should make them more attractive to public broadcasters ("Closed Circuit," March 17). V-U proposal received shelving in comments at FCC (BROADCASTING, June 24, 1985).

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VHF drop-ins. Two years ago, FCC Chairman Mark Fowler directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit,"

June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Since then, staff, at Fowler's direction, was looking toward establishing criteria that would protect as much established service as possible. FCC official had once said further notice should be ready by end of 1985. But work on item was dropped early this year at direction of Fowler's office. Now, Mass Media Bureau, responding to another directive from Fowler, is said to be work-

ing on item again, but no target date has been set for work to be completed.

Staff had finished work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

For the Record

As compiled by BROADCASTING, June 26 through July 1, and based on filings, authorizations and other FCC actions.

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

power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ **KNWZ(AM)** Palm Desert, Calif. (1270 khz; 1 kw-D)—Seeks assignment of license from Media Women Inc. to brothers Keith and Kenneth Bass for \$700,000. Seller is principally owned by Mary Neiswender, who has no other broadcast interests. Buyers own KBKB, a computer consulting firm also involved in real estate development. It has no other broadcast interests. Filed June 20.

■ **KSKE(FM)** Kremmling, Colo. (106.3 mhz; 152 w;

GERALD J. ROBINSON

has completed his acquisition of
Television Station

WSMH, CHANNEL 61, FLINT, MICHIGAN

from

FLINT BROADCASTING LTD. PARTNERSHIP

Confidential representation provided by

Gammon & Ninowski Media Investments, Inc. Ron Ninowski
assisted the buyer and seller throughout the negotiations.



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Media Investments, Inc.

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(714) 837-9800

Denver, CO.
(303) 534-3513
(303) 239-6670

Philadelphia, PA.
(215) 525-8767

Kansas City, MO.
(913) 681-2901

HAAT: 1,096 ft.)—Seeks assignment of license from Middle Park Communications Corp. to Western Commercial Developments Inc. for \$120,000. Seller is owned by David L. Shepard, who has no other broadcast interests. Buyer is owned by Kenneth C. Shuttleworth, announcer at station. Filed June 26.

■ WMJK(AM) Kissimmee, Fla. (1220 khz; 1 kw-D)—Seeks assignment of license from Central Florida Spanish Broadcasting Inc. to Cawley Broadcasting Corp. for \$200,000. Seller is principally owned by Bebo Kramer, debtor-in-possession with no other broadcast interests. Buyer is owned by Augustine M. Cawley. Filed June 13.

■ WMLO(FM) Sarasota, Fla. (106.3 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Robert M. Weeks to Sarasota FM Inc. for \$2.4 million cash, plus \$250,000 if station becomes class C-2 or \$125,000 if station becomes B-1 (20 kw; HAAT: 500 ft.) in next five years. Seller owns WMFJ(AM) Daytona Beach. Buyer is East Longmeadow, Mass.-based group of two AM's and three FM's principally owned by Donald L. Wilks and Michael E. Schwartz. Filed June 23.

■ WMPA(AM) Wildwood, Fla. (CP)—Seeks assignment of license from GDR Inc. to James Patrick for \$40,000. Seller is headed by Helen R. Blackmon. It has no other broadcast interests. Buyer owns WHOF(AM) Leesburg. Filed June 25.

■ WLDS(AM)-WYMG(FM) Jacksonville, Ill., and WLRW(FM) Champaign, Ill. (WLDS: 1180 khz; 1 kw-D; WYMG: 100.5 mhz; 50 kw; HAAT: 492 ft.; WLRW: 94.5 mhz; 27.4 kw; HAAT: 400 ft.)—Seeks assignment of license from Joyner Broadcasting of Illinois Inc. to Saga Communications of Illinois Inc. for \$5,300,000. Seller is owned by Thomas Joyner who owns WZFX-FM Fayetteville, N.C., and recently purchased KGTV-AM-FM Georgetown, Tex. ("Changing Hands," June 16), subject to FCC approval. Buyer is newly formed group of two AM's and three FM's consisting of former Josephson Communications stations and headed by former Josephson president, Ed Christian. It recently sold WZKC(FM) Rochester, N.Y. ("Changing Hands," June 9). Filed June 24.

■ WBCE(AM) Wickliffe, Ky. (1200 khz; 250 w-D)—Seeks transfer of control of WBCE Inc. from Charles R. Geveden to Bibletime ministries for approximately \$132,000 assumption of liabilities. Seller has no other broadcast interests. Buyer is principally owned by Jimmie Ray Baggett, general manager of the station. Filed June 23.

■ KNAN(AM) Monroe, La. (106.1 mhz; 100 kw; HAAT: 452 ft.)—Seeks assignment of license from Hope Communications Inc. to Live Oak Broadcasting Co. for \$1,760,000 cash. Seller is principally owned by Roger D. Pinton. It has no other broadcast interests. Buyer is Biloxi, Miss.-based group of two AM's, two FM's and one TV, principally owned by James S. Love and family. Filed June 25.

■ WMFT(FM) Camden, Me. (CP)—Seeks assignment of license from Argonaut Broadcasting Corp. to Megunticook Radio and Gramophone Inc. for no more than \$50,000. Seller is principally owned by Robert H. Ruark and family. Buyer is owned by Jon S. Oxman, Ronald R. Frizzell, Arnold S. Lerner and Daniel M. Lerner. Oxman is director of noncommercial WCBB(TV) Augusta, Me. Frizzell and Lerner have interest in WLAM(AM)-WKXS(FM) Auburn, Me.; WORC(AM) Worcester, Mass.; WYLF(FM) South Bristol, N.Y., and WASY(AM) Gorham, Me. Lerner with Daniel Lerner also have interest in WLLH(AM)-WSSH(FM) Lowell, Mass., and WKSZ(FM) Media, Pa. Filed June 19.

■ WLKN-AM-FM Lincoln, Me. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 99.3 mhz; 1.75 kw; HAAT: 380 ft.)—Seeks assignment of license from Tully-Warwick Inc. to Atlantic Northern Broadcasting Co. for \$225,000. Seller is owned by C. Edward Rowe, who also owns WSRO(AM) Marlboro, Mass. Buyer is owned by Michael J. Colello and William Hagara. Colello is general manager of KOFM(FM) Oklahoma City, Okla. Filed June 18.

■ WFCO(AM) Thurmont, Md. (1450 khz; 500 w-D)—Seeks assignment of license from Frederick Radio Inc. to Dean and Patricia Aubol for assumption of liabilities. Seller is principally owned by James Swartz, who also owns WHRF(AM) Bel Air and WMTG(AM) Gaithersburg, both Maryland. Buyers are previous owners of station and also own WATN(AM)-WTOJ(FM) Carthage, N.Y., and are applicants for new FM in Frankfort, N.Y. Filed June 26.

■ WIOG(FM) Saginaw, Mich. (106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Booth American Co. to F-B Communications for \$2,225,000. Seller is Detroit-based group of four AM's and six FM's principally owned by John L. Booth and family. Buyer is Jack FitzGerald, Kim Bene, Guyon Turner and David Schaller. FitzGer-

ald is operations manager at WTVN(AM) Columbus, Ohio. Bene is promotions and news director at WXFL-TV Tampa. Turner is chief executive officer at WOLF-TV Scranton, Pa., and, with Schaller, has interest in WJCK-TV Watertown, N.Y. Filed June 16.

■ WFEA(AM) Manchester, N.H. (1370 khz; 5 kw-U)—Seeks assignment of license from Ocean Coast Properties to Sunshine Broadcasting, New Hampshire Inc. for \$1,450,000. Seller is owned by Phil Corper, Robert Delany, Roy Edwards, Robert Gold and Charles Smith. It also owns WPOR-AM-FM Portland, Me. Buyer is owned by George Silverman. It also owns WMGX(FM) Portland, Me.; WZID(FM) Manchester, N.H., and WFXR(FM) Ravenel, S.C. Filed June 18.

■ WMGC-TV Binghamton, N.Y. (ch. 34; ERP vis. 676 kw, 67.6 kw aur; HAAT: 1,227 ft.)—Seeks assignment of license from Pinnacle Communications Inc. to Citadel Communications Co. Ltd. for \$5 million. Seller is owned by Phillip D. Marella, who has no other broadcast interests. Buyer is New York-based group of three TV's principally owned by Phillip J. Lombardo. Filed June 20.

■ WKSE(FM) Niagara Falls, N.Y. (98.5 mhz; 46 kw; HAAT: 420 ft.)—Seeks assignment of license from Porter Broadcasting Corp. to Empire State Broadcasting Corp. for \$2,350,000 cash. Seller is owned by Winslow T. Porter Jr., who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WMER(AM)-WWGT(FM) Portland, Me. Buyer is subsidiary of Price Communications, publicly traded, New York-based group of four newspapers, outdoor advertising firm and station group of eight AM's, seven FM's and three TV's headed by Robert Price, president. Filed June 24.

■ WKDR(AM) Plattsburgh, N.Y. (1070 khz; 5 kw-D)—Seeks assignment of license from Metro Group Broadcasting Inc. to Walter John (Roger) Jakubowski for \$194,000. Seller is principally owned by Peter B. Guibord, who has no other broadcast interests. Buyer has no other broadcast interests. Filed June 20.

■ WKXR(AM) Asheboro, N.C. (1260 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Dick Broadcasting Co. to Randolph Broadcasting for \$500,000. Seller is owned by James A. Dick and family. Buyer is owned by Edward J. Swicegood and Donald L. Bennett, respectively, general manager and sales manager of station. Filed June 18.

■ WOIX(AM) Blowing Rock, N.C. (1510 khz; 1 kw-D)—Seeks assignment of license from Mountaineer Broadcasting Service Inc. to Swamp Fox Communications Inc. for \$180,000. Seller is principally owned by Robert E. Chandler, who has no other broadcast interests. Buyer is principally owned by Edwin L. Oxner and 14 others. It has interest in KGIC(AM)-KZZB(FM) Beaumont, Tex.; WFSC(AM)-WRFR(FM) Franklin, N.C., and WBBB(AM)-WPCM(FM) Burlington, N.C. Filed June 18.

■ WCPQ(AM)-WMSQ(FM) Havelock, N.C. (AM: 1330 khz; 1 kw-D; FM: 104.9 mhz; 2.9 kw; HAAT: 310 ft.)—Seeks transfer of control of Musicradio Inc. from Darryl E. Nixon (56% before; none after) to Richard V. Goines (44% before; 100% after) for \$30,598. Seller and buyer have no other broadcast interests. Filed June 20.

■ WERE(AM)-WGCL(FM) Cleveland (AM: 1300 khz; 5 kw-U. FM: 98.5 mhz; 40 kw; HAAT: 600 ft.)—Seeks assignment of license from GCC Communications to Metropolitan Broadcasting Co. for \$10.7 million. Seller is owned by George Oliva. It has no other broadcast interests. Buyer is owned by Lorraine Golden, Harvey Deutch and Jim Harper. It also owns WDTX-FM Detroit. Filed June 18.

■ KRDR(AM) Gresham, Ore. (1230 khz; 1 kw-D)—Seeks assignment of license from Community Gresham Broadcasting Corp. to Columbia River Broadcasting Inc. for \$475,000, comprising \$125,000 cash and remainder note. Seller is owned by Community Pacific Broadcasting Corp., Salinas, Calif.-based group of five AM's and four FM's, principally owned by David J. Benjamin, Charles W. Banta and Bert Lyon & Co. Buyer is principally owned by F. Robert Anderson, director of finance for KHIT-FM Bremerton, Wash., who will become manager. Filed June 24.

■ KBCH(AM) Lincoln City, Ore. (1400 khz; 1 kw-U)—Seeks assignment of license from Brown Broadcasting Enterprises Inc. to Matrix Media Inc. for \$325,000. Seller is owned by estate of William G. Brown, who has no other broadcast interests. Buyer is principally owned by Albert S. Harvey and S. Michael Symons and his wife, Meridith. It has no other broadcast interests. Symons is Saginaw, Mich.-based investment counselor. Harvey is retired businessman. Filed June 17.

■ WMBA(AM) Ambridge, Pa. (1460 khz; 500 w-U)—Seeks assignment of license from Bride Broadcasting to Donn R. Wuycik for \$270,000 cash. Seller is owned by John W. Bride and family. It also owns WPXT(TV) Portland, Me., and has interest in WKSQ(FM) Ellsworth, Me. Buyer has no other broadcast interests. Filed June 19.

■ KSXY(FM) Reno, Nev. (CP)—Seeks assignment of li-

cense from Reno Broadcasters Inc. to Modern Broadcasting Corp. for \$250,766. Seller is owned by Ronald Ostlund, who has no other broadcast interests. Buyer is principally owned by Susan and Josie Stern. It also owns KOH(AM) Reno, where seller is general manager. Filed June 25.

■ WMXX(FM) Georgetown, S.C. (97.7 mhz; 1.12 kw; HAAT: 457 ft.)—Seeks assignment of license from Winyah Bay Broadcasting Co. to Ocean Communications Inc. for \$635,634.50. Seller is owned by David A. Rawley, who has no other broadcast interests. Buyer is owned by Howard A. Wilcox, 100% voting stock, 51% nonvoting stock, and George Beasley 49% nonvoting stock. Wilcox has no other broadcast interests. Beasley owns or has interest in six AM's, 14 FM's and one TV. Filed June 24.

■ WWWZ(FM) Summerville (Charleston) S.C. (93.5 mhz; 14.1 kw; HAAT: 510 ft.)—Seeks assignment of license from Millennium Communications of Charleston Inc. to JAG Communications for \$2 million. Seller is principally owned by Robert Harrison, who also owns WELP(AM)-WTLT(FM) Easley, S.C. Buyer is New York-based group of three AM's and three FM's principally owned by radio personality, John A. Gambling. It recently purchased WLIF(FM) Baltimore ("Changing Hands," June 9) subject to FCC approval. Filed June 18.

■ WCTA(AM) Alamo, Tenn. (810 khz; 250 w-D)—Seeks assignment of license from Crockett Broadcasting Corp. to Charles C. Allen for \$200,000. Seller is owned by Roy Davis, who has no other broadcast interests. Buyer has no other broadcast interests. Filed June 25.

■ WRVX(AM) Mount Carmel, Tenn. (1200 khz; 10 kw-D; 250 w-N)—Seeks transfer of control of Carmel Communications Corp. from Mark M. Nickels and his wife, Paula, to Appaleahian Educational Communications Corp. for no consideration. Seller has no other broadcast interests. Buyer is nonprofit nonstock corporation headed by Kenneth C. Hill. It also owns WHCB(FM) Bristol, Tenn., where Hill is general manager. Filed June 19.

■ KQAI(FM) Childress, Tex. (95.6 mhz; 3 kw; HAAT: 297 ft.)—Seeks assignment of license from Dream Communications Inc. to White Communications for \$250,000. Seller is owned by Werner W. Best, who has no other broadcast interests. Buyer is owned by Stephen R. White and his wife, Mary, who have no other broadcast interests. Filed June 19.

■ KRYS-AM-FM Corpus Christi, Tex. (1360 khz; 1 kw-U; FM: 99.1 mhz; 100 kw; HAAT: 1,049 ft.)—Seeks assignment of license from Tetco Inc. to Corpus Christi Media Partners for \$1.6 million. Seller is principally owned by Tom E. Turner. Buyer is principally owned by R. Lee Jenkins and Michael Pietrangelo. Pietrangelo is on board of noncommercial WKNO-FM-TV Memphis. Filed June 20.

■ KEGG(AM) Daingerfield, Tex. (1560 khz; 1 kw-D)—Seeks assignment of license from Breckenridge Broadcasting Co. to Roberts Broadcasting for \$200,000. Seller is Breckenridge, Tex.-based group of four AM's and two FM's, principally owned by J. David Bullion and Owen D. Woodward. Buyer is owned by Stacy Mark Roberts, who has no other broadcast interests. Filed June 23.

■ KFIM-FM El Paso (92.3 mhz; 100 kw; HAAT: 1860 ft.)—Seeks assignment of license from 92 KFIM Inc. to ELP Broadcasting Associates for \$1 million. Seller is owned by Ronald S. Marks, John A. Parry, John L. Thompson and Lewis Overstreet. It has no other broadcast interests. Buyer is owned principally by Les Roberson, former general manager of WSTF(FM) Cocoa Beach, Fla. Filed June 19.

■ KDWT(AM) Stamford, Tex. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from MAB/MAC Inc. to Rolling Plains Broadcasting Corp. for assumption of liabilities. Seller is principally owned by Dean Smith, who also owns KRUN(AM) Ballinger, Tex. Buyer is owned by Kenneth B. Lane and his wife, Nelda. It also owns KVRP-FM Haskell, Tex. Filed June 20.

■ KLBP(AM) Long Beach, Wash. (CP)—Seeks assignment of license from Margaret A. Cole and her husband, Robert to Kay Broadcasting Inc. for \$11,132.75. Sellers have no other broadcast interests. Buyer is owned by Robert F. Loucks and Lawrence L. Heinrich, who also own KKEE-FM Alamogordo, N.M. Filed May 23.

New Stations

AM's

■ Cypress, Tex.—Matthew Provenzano seeks 1520 khz; 500 w-D. Address: 740 Voss Road, Houston 77024. Principal has no other broadcast interests. Filed June 23.

■ Myrtle Creek-Tri City, Ore.—Gee Day Broadcasting seeks 1290 khz; 500 w-D. Address: 916 Douglas St., P.O. Box 1555, Myrtle Creek, Ore. 97457. Principal is owned by Robert W. Larson and Gary L. Hill, who have no other

FM's

- Oswego, N.Y.—William Kirkpatrick seeks 96.7 mhz; 3 kw; HAAT: 295.2 ft. Address: 1523 East Boulevard, Peekskill, N.Y. 10566. Principal is engineer at WXTV-TV Paterson, N.J. Filed June 21.
- *Phoenix—Maricopa County Community College seeks 89.5 mhz; 156 w; HAAT: 1,461.9 ft. Address: 3910 E. Washington St., 85034. Principal is educational institution headed by Dr. Donald Campbell. Filed June 24.
- Custer, S.D.—Robert J. Willson and Patricia Phipps seek 105.1 mhz; 9.47 kw; HAAT: 1073 ft. Address: 107 South 11th St., 57730. Principals have no other broadcast interests. Filed June 23.
- Custer, S.D.—Custer Broadcasting Corp. seeks 105.1 mhz; 5.13 kw; HAAT: 1,452.1 ft. Address: 45 North Third St., 57730. Principal is owned by Eileen M. Cofell and Luann H. Quick, who have no other broadcast interests. Filed June 23.

TV's

- Bayamon, P.R.—Tele Bayamon Broadcasting seeks channel 36; ERP vis. 113 kw; aur. 20 kw; HAAT: 1,095; ant. height above ground: 115 ft. Address: Calle 46 So. #1411 Riviera, Rio Piedras, P.R. 00921. Principal is owned by Paul Salib and Rosidalia Villafane, who have no other broadcast interests. Filed June 24.
- Alpine, Tex.—Dawn Worden seeks channel 12; ERP vis. 10 kw; aur. 1 kw; HAAT: 444 ft.; ant. height above ground: 50 ft. Address: 103 Parkview Ave., Syracuse, N.Y. Principal has no other broadcast interests. Filed June 11.

Facilities Changes

Applications

AM's

Tendered

- WPOM (1600 khz) Riviera Beach, Fla.—Seeks CP to increase day power to 5 kw; increase night power to 4.8 kw; install DA-2, and change TL. App. June 24.
- WJNO (1230 khz) West Palm Beach, Fla.—Seeks CP to operate experimental synchronous AM station at Deerfield Beach, Fla., operate simultaneously with WJNO West Palm Beach on same freq., 1230 khz, with 375 w. App. June 24.

**Summary of broadcasting
as of Feb. 25, 1986**

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WGHC (1570 khz) Clayton, Ga.—Seeks CP to increase power to 2.5 kw and change freq. to 1370 khz. App. June 24.
- WMRO (1280 khz) Aurora, Ill.—Seeks mod. of CP to increase night power to 750 w and make changes in ant. sys. App. June 24.
- KDFT (540 khz) Ferris, Tex.—Seeks mod. of CP to increase power to 1 kw. App. June 26.
- KCIF (1500 khz) Tumwater, Wash.—Seeks mod. of CP to increase power to 1 kw. App. June 24.

Accepted

- KXAR (1490 khz) Hope, Ark.—Seeks CP to reduce power to .69 kw and make changes in ant. sys. App. June 26.
- KSXO (600 khz) Redding, Calif.—Seeks MP to make changes in ant. sys. App. June 25.
- WYFX (1040 khz) Boynton Beach, Fla.—Seeks mod. of lic. to operate transmitter by remote control. App. June 26.
- WRBN (1600 khz) Warner Robbins, Ga.—Seeks CP to make changes in ant. sys. App. June 26.
- WTVL (1490 khz) Waterville, Me.—Seeks CP to make changes in ant. sys. App. June 26.
- WCTN (950 khz) Potomac, Md.—Seeks mod. of lic. to change SL to 1201 Seven Locks Road, suite 107, Potomac. App. June 25.
- KUOM (770 khz) Minneapolis—Seeks MP to change TL and make changes in ant. sys. App. June 26.
- WGVM (1260 khz) Greenville, Miss.—Seeks CP to make changes in ant. sys. App. June 24.
- KGHL (790 khz) Billings, Mont.—Seeks mod. of lic. to operate by remote control. App. June 24.
- WLAS (910 khz) Jacksonville, N.C.—Seeks mod. of lic. to operate transmitter by remote control. App. June 27.
- KFLS (1450 khz) Klamath Falls, Ore.—Seeks MP to make changes in ant. sys. App. June 27.
- WJAY (1280 khz) Mullins, S.C.—Seeks CP to make changes in ant. sys. App. June 26.
- KKYX (680 khz) San Antonio, Tex.—Seeks MP to augment standard radiation pattern. App. June 24.

FM's

Tendered

- *WSHS (91.7 mhz) Sheboygan, Wis.—Seeks CP to change ERP to .0085 kw. App. June 30.

Accepted

- WMFC-FM (99.3 mhz) Monroeville, Ala.—Seeks CP to change TL and change HAAT to 328 ft. App. June 26.
- KYNO-FM (95.7 mhz) Fresno, Calif.—Seeks CP to change TL; change ERP to 21 kw, and change HAAT to 770.8 ft. App. June 25.
- KEDZ (101.3 mhz) Los Osos, Calif.—Seeks mod. of CP to change TL and change HAAT to 1,502 ft. App. June 26.
- KYA-FM (93.3 mhz) San Francisco—Seeks CP to install aux. sys. App. June 24.
- WIOF (104.1 mhz) Waterbury, Conn.—Seeks CP to change ERP to 2.754 kw. App. June 24.
- WKRL (97.9 mhz) Clearwater, Fla.—Seeks mod. of CP to move SL to 2 Corporate Dr., Clearwater. App. June 24.
- WZLI (106.1 mhz) Toccoa, Ga.—Seeks mod. of CP to change HAAT to 1,202.12 ft. App. June 26.

- WCTT-FM (107.1 mhz) Corbin, Ky.—Seeks CP to change freq. to 107.3 mhz; change ERP to 50 kw, and change HAAT to 492 ft. App. June 25.
- WVBF (105.7 mhz) Framingham, Mass.—Seeks CP to change ERP to 13.8 kw. App. June 25.
- KHAT-FM (106.3 mhz) Lincoln, Neb.—Seeks CP to change TL; change ERP to 1.48 kw, and change HAAT to 470.09 ft. App. June 26.
- WYPC (101.5 mhz) Gallipolis, Ohio—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. June 26.
- WEZX (107.1 mhz) Scranton, Pa.—Seeks CP to change ERP to .19 kw. App. June 25.
- WCNA (98.3 mhz) Clearwater, S.C.—Seeks mod. of CP to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. App. June 24.
- WKMZ (97.5 mhz) Martinsburg, W.Va.—Seeks CP to change ERP to 12.5 kw and change HAAT to 1,008 ft. App. June 25.

TV's

Accepted

- *KAKM (ch. 7) Anchorage—Seeks MP to change ERP to vis. 163 kw and change HAAT to 781 ft. App. June 27.
- KTVE (ch. 10) El Dorado, Ark.—Seeks CP to replace ant. and change HAAT to 2,000 ft. App. June 26.
- WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,273 kw, aur. 327.3 kw; change HAAT to 986 ft.; replace ant., and change TL. App. June 27.
- WHOI (ch. 19) Peoria, Ill.—Seeks CP to change ERP to vis. 2,240 kw, aur. 224 kw. App. June 25.
- WGGN-TV (ch. 52) Sandusky, Ohio—Seeks MP to change ERP to vis. 1,482 kw, aur. 148.2 kw and change HAAT to 774.43 ft. App. June 27.
- WJWN-TV (ch. 38) San Sebastian, P.R.—Seeks MP to change ERP to vis. 85.9 mhz, aur. 8.6 kw and change HAAT to 1,088 ft. App. June 25.

Actions

AM's

- WAYD (1190 khz) Ozark, Ala.—Granted app. to change freq. to 1200 khz and increase power to 10 kw. Action June 16.
- KKIN (930 khz) Aitkin, Minn.—Granted app. to increase power to 1.5 kw. Action June 16.
- KREL (1280 khz) Henderson, Nev.—Returned app. to change city of lic. to Paradise, Nev.; add night service with 360 w; install DA-2; change freq. to 1290 khz; change TL, and make changes in ant. sys. Action June 17.
- WACK (1420 khz) Newark, N.Y.—Returned app. to increase night power to 5 kw and make changes in ant. sys. Action June 17.
- WWWC (1240 khz) Wilkesboro, N.C.—Granted app. to increase day power to 1 kw. Action June 16.
- KNXX (1050 khz) Los Ranchos De Albuquerque, N.M.—Granted app. to increase power to 1 kw; install DA-D, and change TL. Action June 16.
- WXXI (1370 khz) Rochester, N.Y.—Granted app. to operate transmitter by remote control. Action June 19.
- WKYK (940 khz) Burnsville, N.C.—Granted app. to

EDWIN TORNERG

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Negotiators


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•

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change TL. Action June 20.

■ KXOJ (1550 khz) Sapula, Okla.—Returned app. to increase power to 2.5 kw. Action June 12.

■ WLKW (990 khz) Providence, R.I.—Dismissed app. to move SL to Wampanaug Trail Office Park, East Providence. Action June 20.

FM's

■ KLQZ (107.1 mhz) Paragould, Ark.—Granted app. to change ERP to 1.924 kw. Action June 16.

■ KAVS (97.7 mhz) Mojave, Calif.—Granted app. to change TL. Action June 13.

■ *KOTO (91.7 mhz) Telluride, Colo.—Dismissed app. to change freq. to 89.9 mhz; change ERP to 19.2 kw; change HAAT to minus 258.79 ft., and install new ant. sys. Action June 12.

■ WLJA-FM (93.5 mhz) Ellijay, Ga.—Granted app. to change overall tower height to 303 ft. and change HAAT to 278 ft. Action June 16.

■ WIXN-FM (101.7 mhz) Dixon, Ill.—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Jan. 31.

■ WITT (93.5 mhz) Tuscola, Ill.—Granted app. to change TL and change HAAT to 148 ft. Action June 19.

■ *WDHS (90.9 mhz) Gaston, Ill.—Dismissed app. to change freq. to 90.9 mhz; change ERP to 273 w, and change HAAT to 83 ft. Action May 29.

■ *WSCD-FM (92.9 mhz) Duluth, Minn.—Granted app. to change ERP to 100 kw. Action June 18.

■ WAYV (95.1 mhz) Atlantic City—Granted app. to change

ERP to 50 kw; change HAAT to 331 ft., and make changes in ant. sys. Action June 13.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Granted app. to change TL and change HAAT to 239.44 ft. Action June 18.

■ WYNY (97.1 mhz) New York—Granted app. to install aux. sys. Action Jan. 14.

■ WZBO-FM (102.3 mhz) Edenton, N.C.—Granted app. to change HAAT to 286.02 ft. Action June 18.

■ WPGO (106.3 mhz) Shallotte, N.C.—Granted app. to make changes in ant. sys. Action June 16.

■ *WCDR-FM (90.1 mhz) Cedarville, Ore.—Granted app. to change ERP to 3 kw and change HAAT to 357.52 ft. Action June 19.

■ KKRB (106.9 mhz) Klamath Falls, Ore.—Granted app. to change TL; change ERP to 51 kw; change HAAT to 675 ft., and make changes in ant. sys. Action June 12.

■ WHTX (96.1 mhz) Pittsburgh—Granted app. to install aux. sys. Action June 16.

■ WYAV (104.1 mhz) Conway, S.C.—Granted app. to install aux. sys. and change ERP to 12.2 kw. Action June 16.

■ KSEA (98.1 mhz) Seattle—Dismissed app. to change TL; change HAAT to 1,144 ft., and make changes in ant. sys. Action June 23.

■ WMGN (98.1 mhz) Madison, Wis.—Granted app. to change aux. ERP to 28.5 kw and change aux. HAAT to 74.13 ft. Action June 16.

TV's

■ KTBY (ch. 4) Anchorage—Granted app. to change ERP to vis. 39.1 kw, aur. 7.8 kw; change HAAT to 180 ft.; replace ant., and change TL. Action June 10.

■ KTXL (ch. 40) Sacramento, Calif.—Dismissed app. to change HAAT to 2,010 ft. Action June 24.

■ WPXT (ch. 51) Portland, Me.—Granted app. to change ERP to vis. 3,011 kw, aur. 301.1 kw; change HAAT to 916.6 ft., and make changes in ant. sys. Action June 13.

■ KRPV (ch. 27) Roswell, N.M.—Granted app. to change ERP to vis. 871 kw; change HAAT to 377 ft., and replace ant. Action June 13.

■ *KITU (ch. 34) Beaumont, Tex.—Granted app. to move SL outside community of lic. Action June 17.

■ KXLN-TV (ch. 45) Rosenberg, Tex.—Granted app. to change ERP to vis. 2,500 kw, aur. 250 kw; change HAAT to 1,440 ft.; replace ant., and change TL. Action June 17.

■ WKRW-TV (ch. 55) Kenosha, Wis.—Dismissed app. to change ERP to vis. 212 kw, aur. 21.2 kw. Action June 3.

In Contest

ALJ Joseph Chackin made following decisions:

■ Eureka, Calif. (James and Sharon Deon Sepulveda, et al) TV proceeding. Dismissed app. of Centennial Broadcasting for failure to prosecute. By order, June 23.

■ Longview, Tex. (Ashley Broadcasting, et al) TV proceeding. Granted Ashley's motion for summary decision and resolved short-spacing and air hazard issues in its favor. By order, June 19.

ALJ Thomas B. Fitzpatrick made following decision:

■ Dimmit, Tex. (Collins Communications Co. and Ken Braddick) FM proceeding. Granted joint request by applicants and approved settlement agreement; dismissed Braddick's app. with prejudice; granted Collins' app. for new FM at Dimmit, and terminated proceeding. By MO&O, June 17.

ALJ John M. Frysiaik made following decision:

■ Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. Granted Classic Broadcasting Co.'s motion and dismissed its app. with prejudice. By order, June 19.

ALJ Joseph P. Gonzalez made following decisions:

■ Dover Township and Lakewood, N.J. (Performing Arts Network of New Jersey and American Institute for Jewish Education) FM proceeding. Granted joint petition and approved settlement agreement; dismissed American Institute's app. with prejudice; granted app. of Performing Arts for new FM at Dover Township, and terminated proceeding. By MO&O, June 19.

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision by Native American Broadcasting Co. and resolve air hazard issue in its favor. By MO&O, June 23.

■ La Coste and Somerset, Tex. (A.G.A. Inc. and Fundamental Christian Broadcasting) AM proceeding. Granted joint request and approved settlement agreement; dismissed A.G.A.'s app. with prejudice; granted Fundamental's app. for new AM at Somerset, and terminated proceeding. By MO&O, June 13.

ALJ Richard L. Sippel made following decisions:

■ Sandusky and Frankenmuth, Mich. (Sanilac Broadcasting Co. and Siefker Broadcasting Co.) AM proceeding. Granted joint request for approval of settlement agreement; dismissed Siefker's app. with prejudice; granted Sanilac's app. for modification of WMIC(AM) to operate on 660 khz daytime only at Sandusky, and terminated proceeding. By MO&O, June 18.

■ Amarillo, Tex. (New North Broadcasters, et al) FM proceeding. Dismissed app. of Delbert Francis Ault with prejudice for failure to prosecute. By order, June 23.

ALJ Joseph Stirmer made following decisions:

■ Novato, Calif. (Magdalene Gunden, et al) TV proceeding. Granted petitions by North Bay Television Inc. and Marin TV Services and enlarged issues against Novato Television to determine whether it was financially qualified when original app. was filed, and if not, whether its certification was misrepresentation. By MO&O, June 19.

■ Bonita Springs, Fla. (Southeast Broadcasting, et al) FM proceeding. Granted joint request by applicants and approved settlement agreement; dismissed apps. of Southeast Broadcasting, Bonita Springs Radio, Bonita Springs Broadcasting, Carr Broadcasting, Bonita Broadcasting Corp., D. Tolbert Palmer & Associates, M-B Joint Venture, and Radio Bonita Inc. with prejudice; granted app. of Gold Coast Broadcasting Corp. for new FM at Bonita Springs, and terminated proceeding. By MO&O, June 19.

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RADIO

HELP WANTED MANAGEMENT

Ground floor opportunity for person ready to move up...needed general manager/ sales manager...now!! 205—233-3000.

GM wanted now for small market eastern Nebraska AM/ FM in growing county seat college town. Equity available. Salary plus incentives. 402—721-9723.

General sales manager: Urban AM/ FM, Southeast top 50, aggressive, leader, motivator, proven winner. Send resume, salary history. Box G-7.

General manager for public radio station. Perform all management functions for a National Public Radio station. Staff supervision, participation in public broadcasting associations, preparation and administration of budget, preparation and submission of grant requests to the state of Ohio and the Corporation for Public Broadcasting, dealing with the local community advisory board, assist with station promotion, dealing with various station constituencies and other duties as assigned by the Chair, Department of Communication, to whom the manager reports. These assignments could include the teaching of one course per term. Such a course could be broadcast management. Requirements include a bachelor's degree from an accredited institution and management experience, at some level, in a radio station. Preference will be given to those with a master's degree and management experience, at some level, in a National Public Radio station. Applications will be reviewed beginning July 18 and will continue until position is filled. Send resume to and ask three references to write directly to: Dr. Gerald H. Sanders, Chair, Dept. of Communications, Miami University, Oxford, OH 45056. Miami University is an AA/EOE.

General manager to continue the growth of successful Long Island, NY station. Strong sales, promotion and financial background. Resume to Box G-12.

General sales manager. Internal promotion opens the way for you. It took the present GSM less than 2 years to be promoted to GM within the group. We're growing so you can do it too. We will pay for performance so if you can train, motivate and manage, send your resume immediately to Box G-4.

HELP WANTED SALES

Join a professional sales team with a client oriented approach. Make money right away with established list and territory. Send me your resume and let's talk. Frank Zezza, WCFR, Box 800, Springfield, VT 05156. M/F, EOE.

Florida someday? Do it now! Need experienced radio street salesperson, who will, if a pro, make more than up North on the same billing. My figures will prove it! Ft. Myers, Gulf Coast. 300,000 metro and booming...If you have what it takes to sell, sell, sell...send short resume to P.O. Box 216, Ft. Myers, FL 33902. Replies in strict confidence. EOE.

West-central country FM needs aggressive, hard-working sales manager. Carry list, direct efforts of five sales people. Compensation based on results. Call Ron Kight, 305—464-1330. EOE/ MF.

General sales manager for aggressive, highly promotional CHR in Southwest top hundred market. Solid history of strong ratings. Excellent advertiser relations. If you can train, motivate, and manage salespeople to success, you can earn \$55-\$60,000 in the next twelve months. Send resume, billing record, and sales philosophy to Box E-137. EOE, MF.

New 50,000 watt FM radio station will air in August between Albany and Utica NY. Interviews now being scheduled for experienced broadcast salespeople and announcers. Please send letter of introduction, resume & work references to: Bob Penrod, VP/ GM, WITU-FM, P.O. Box 370, Cobleskill, NY 12043.

Coastal areas North and South Carolina. Jobs available for experienced sales people in Wilmington and Charleston. Resume to Atlantic Broadcasting Company, Box FM-106-X, Florence, SC 29501.

Excellent list: excellent growth. Looking for experienced salesperson. Must be professional. Sell dominant AM/ FM combination in medium midwest market. Send letter with qualifications to WJZQ, Box 659, Kenosha, WI 53141.

Growing company in large and medium markets needs salespeople. Excellent lists with superior income potential. If you're ready to make a positive career move, write us. Box E-146. EOE.

Southern California: AM/ FM leader in growing small market seeks first rate salespeople who are closers. Advancement opportunity. KSZL/ KDUC, P.O. Box 250, Barstow, CA 92311. 619—256-2121.

Sales manager. Suburban Detroit AM looking for ambitious pro to direct young sales staff, plus sell local and agency accounts. Resumes to Box 288, Mt. Clemens, MI 48046.

I will hire the best small market AE of SM in California's history!! If its you and you want to help me build our own "radio empire", I will reward lavishly, but you must contact me NOW! Experience is secondary to drive. Mr. Marcus. 707—822-7223.

Market's #1 station is looking for sales professional to take over major list late 1986. Established list with commissions of \$30,000+. No beginners considered; CRMC preferred. Send resume and letter telling why you should have this opportunity in Virginia to Box E-49.

HELP WANTED ANNOUNCERS

Wanted: Older stable, mature announcer for our station in northern California. Small town, high power. P.O. Box 8125, Klamath Falls, OR 97602.

Suburban North Central, NJ Country format AM looking for versatile staff announcer, full or part time. Send tape and resume to Alice Dunne, WKMB, 1390 Valley Rd., Stirling, NJ 07980. No phone calls. EOE.

Morning drive, AM/ FM combo seeks creative, adult personality. Good production skills required. Two years minimum experience. Tape, resume and salary requirements to: Terry White, GM, WCSJ, P.O. Box 270, Morris, IL 60450.

HELP WANTED TECHNICAL

Metroplex Communications seeks engineers with EE degree or minimum 5 years related experience for East Coast markets. Contact Doug Holland, Uplink Engineering, 1635 South 21st Ave., Hollywood, FL 33020. 305—920-6438.

Chief engineer, Florida! East coast Class C FM. If striving for the competitive edge excites you, we've got the right climate. A chance to join a sound, aggressive broadcast group. Resume & salary to: Paul Clancy, 600 Atlantic Ave., Ft. Pierce, FL 33450. 305—461-0099.

Chief engineer wanted. Class C FM moving to 1500 foot tower. Class D AM. Seeking well organized, thoroughly qualified person wanting good future—excellent lifestyle in beautiful East Texas. Contact Dudley Waller, KOOL/KEBE Radio. 214—586-2527. EOE.

HELP WANTED NEWS

Newsman for number one AC news and information station. Experienced. Tape and resume to Ed Huot, WTRC, Elkhart, IN 46515. EOE.

Summer interns: programing, news, and news-sports combo! Work hard, learn and earn in beautiful Vermont! Sens tape and detail your experiences and interests to Bob Flint, WCFR, Box 800, Springfield, VT 05156. M/F, EOE.

Immediate opening for news person in New England small market. Commercial experience or Journalism degree required. Resume to Box E-142. M/F, EOE.

Award winning southeast Ohio AM/ FM needs journalist with untiring dedication, strong voice, and leadership abilities to oversee three person local/ regional news operation. If you're the kind cursed with story ideas that accumulate so fast that Clark Kent couldn't do them all...the kind who craves the enthusiasm, discernment and encouragement of a great staff...the kind who would even go to west Texas for the right job, but would rather live in beautiful southeast Ohio, then send your resume and tape to WATH. WXTQ, Athens, OH 45701-1271.

Southern California, hard working, smooth sounding, intelligent, news director wanted. Sports and PBP desirable. Tape and resume to Jim Schooler, KSES, P.O. Box 1420, Yucca Valley, CA 92284.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production/ announcing. WJCT-FM, a community-licensed public station serving north Florida/ south Georgia, has immediate opening for producer/ talent with strong classical music programming skills. Must have pleasing voice and personality, proficiency in classical music pronunciation, knowledge of composers and artists. Salary negotiable. Demo tape should include several minutes demonstrating pronunciation skills, and two minutes ad lib on any subject. Send tape/ resume to Norman Vincent, Director/ Radio Operations, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. EOE-M/F.

On-air program director Urban FM Top 50 market. Must be proven winner that can motivate, supervise. Reply Box G-8.

Radio producer-announcer for news features and announcements. Must be experienced on-air (radio and television) communicator with mature, confident style. Responsibilities include liaison with radio and television stations. Applicants must submit audition videotape presenting at least one minute of own copy. Excellent benefits. Applications deadline: July 21. Apply to Human Resources and Personnel, 29 Beechurst Ave., West Virginia University, Morgantown, WV 26506. West Virginia University is an EOE/AA.

SITUATIONS WANTED MANAGEMENT

Major Group GM with three successful turnaround experiences ready for another. Currently employed. Will relocate. Can invest. Box E-115.

Experienced manager, employed, radio, cable, TV, seeks sales or management opportunity. Background includes major groups and markets. Great track record, references. 415—731-0395.

General manager: High achiever, 17 years experience. Excellent knowledge of building station image, sales and staff pride. Seeking long term association with medium market station or progressive group. Former owner, Chet. 415—490-5345.

Sales leadership: Let me solve your sales problems, top name, will direct small market chain, or good combo, P.O. Box 851743, Richardson, TX 75085.

Black radio management pro. Over 20 years experience, 10 years major market management, programing, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. Box B-156.

SITUATIONS WANTED SALES

Professional, experienced salesman, announcer! Seeks air shift plus sales and production at country, MOR or oldies station in Southeast, Midwest, or Southwest. Box E-132.

Sales manager. Street seller, sales motivator, sales teacher. 15 years experience. Available now. Box 1004, Oswego, IL 60543.

SITUATIONS WANTED ANNOUNCERS

Seven year pro, ready to go! Loyal, dedicated, with mucho talent and potential. Rick, 305—672-4890.

Highly motivated announcer with 2 years experience, looking for a full-time position. Hard working and enthusiastic. Call Don Brinkley, 414-375-4055.

Fifteen years experience, speech trained, college graduate. Creative writing skills, non-smoker, good habits. Bill 804-253-5889.

Was graveyarder in medium market in Texas, got traded for a jock with a drawl. 3 years total experience, available yesterday, can write and do production, will relocate anywhere, including small markets. Mark 414-334-3563.

SITUATIONS WANTED TECHNICAL

Marty Walker, former chief engineer of LA based satellite network—12 years experience San Francisco, Los Angeles. Programming operations background. Recording studio design, construction. Seeking quality station(s) as chief, and/or ops mgr.—eventually GM. Prefer coastal areas. 213-659-0874.

CE, production pro, air personality with 8 years hands on engineering experience; 10 years morning drive. Seeking combo position only. 704-563-8676.

SITUATIONS WANTED NEWS

I do sports PBP because a.) I used to coach, b.) I own the station, c.) I own the team, d.) I'm just damn good! For sportscasting excellence choose d.) and choose me! Ivy grad, pressure performer, impeccable credentials Barry, 802-885-9428, or call my boss, Frank, 802-885-4555.

Voice of the 1985 Division III college baseball champions looking for sports or news position in small market. Call Grif, 206-284-7799.

Seeking a news position. Experienced with #1 market station in news production, writing and sports writing. Delivery skills tape available. Box E-143.

Sportscaster available. Make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner. Bob, 201-546-5546.

Young, experienced dedicated sportscaster seeks new ballgame. Does PBP, also sports and news reporting. Excellent writing skills. Prefer western Pennsylvania, Ohio. Will consider elsewhere. John Cunningham, 19 Beechwood Dr., Cumberland, MD 21502. 301-724-5469.

News/public affairs. Former news announcer, news & public affairs director, seeks a return to radio after eight years in advertising account management. In news I've done it all including a hitch with the traveling White House Press Corps for Mutual News. In public affairs, I hosted a weekly talk show and would consider such exclusive responsibilities should the offer be substantive. Serious, long term offers only. "Dan", 585 W. Duarte Rd., # 17, Arcadia, CA 91006.

Skillful, knowledgeable young sportscaster with WBT, WCHL experience seeks opportunity anywhere. PBP, sportstalk, reporting; can combine with news. Available today. John, 704-545-3433.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Creative, experienced professional seeking programming, announcing, production, copywriting and other duties in North Carolina area: 214-539-0877.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager's position immediately available with aggressive, highly regarded top 50 independent station. candidate should have at least 3 years hands-on experience in on-air, print and radio. Responsible for graphics, station image, animation and community activities EOE/M-F. Send resumes to: GM, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

Commercial manager with proven ability for South Texas VHF, EEO. Write Box E-141.

Station manager: English language Caribbean Island TV station seeks aggressive seasoned take charge individual. Send resume to Box E-154

WBNG-TV affiliated VHF in Binghamton, NY has opening for newly created national sales manager position. Applicant needs to have strong broadcast experience and proven marketing skills. Send resume to VP Sales, Monty Pinker, WBNG-TV, Box 1200, Binghamton, NY 13902-1200. EOE.

NY bureau chief, for leading international TV news agency. Position entails hands-on daily coverage responsibility, satellite distribution, personnel management, and client development. International news experience necessary, foreign languages helpful. High profile job reporting to London-based senior management. Salary negotiable. Resumes to Robert E. Burke, Vice President, News, Worldwide Television News, 1995 Broadway, NY 10023.

HELP WANTED SALES

Regional account person needed to handle exceptional list for group owned affiliate. Management and growth oriented, tough, street-smart, upwardly mobile persons with television experience are the only ones who needed apply. All others, don't waste your time. EOE. Brad Worthen, WVNY-TV, Box 22, Burlington, VT 05402.

Local/regional sales manager for sunbelt group owned affiliate, top 100. This requires leadership, training, and organizational skills. Minimum 3 years TV sales management experience required. All replies will be confidential, send resume and track record to Box E-144. EOE.

Independent television station in top twenty market is looking for a local/regional sales manager. Candidate should have 3-5 years' television sales experience. Please send resume to Box G-2. Equal opportunity employer.

Local account executive. Immediate opening at one of America's leading independents. Seeking aggressive local Acct. Exec. with strong selling skills. Agency and direct account experience a must, coop and vendor experience a plus. Contact Stephanie Peterson, Loc. Sis. Mgr., KMSP-TV 612-926-9999. 6975 York Ave., So., Minneapolis, MN 55435. EOE.

HELP WANTED TECHNICAL

Maintenance engineer San Jose UHF TV needs engineer familiar with 2, 1 and 3/4 inch tape machines and other studio equipment. UHF transmitter helpful. Reply to: Chief Engineer, 2349 Bering Dr., San Jose, CA 95131.

Maintenance engineer, KDAF-TV/ Dallas has opening for a maintenance engineer. 3-5 years' experience in all phases of broadcast television maintenance. FCC General Class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment and peripheral broadcast television equipment. Send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

Assistant chief engineer, KDAF-TV/ Dallas has an opening for an assistant chief engineer. Candidate must be able to trouble-shoot, on a component level, both analog and digital equipment. Maintenance experience on television studio and transmitter equipment is necessary. Present employment as maintenance supervisor or chief engineer at a commercial television station with EE degree or equivalent work experience required. Please send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

Broadcast television engineer. Experienced broadcast television engineer for the Space Shuttle Program. Individual must have a minimum of five years of experience at the system and circuit design level. A BSEE in mandatory. Send resume and salary history to: Taft Broadcasting Corporation, 1022 Hercules Ave., Houston, TX 77058. EOE.

Studio maintenance engineer wanted by WPOE-TV, Florence/Myrtle Beach, SC a well-equipped network affiliate. AAS degree in electronics or equivalent and FCC General Class license required. Minimum of two years studio maintenance experience preferred. Send resume to Jimmy Gamble, WPOE-TV, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

Maintenance engineer needed. Must have minimum of 5 years' commercial or public TV experience at the component level. Should be self-starter and motivator. FCC General license or SBE certified desired. Resume and salary requirements to Latham Hamner, CE, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

HELP WANTED NEWS

Producer. Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need B.A. degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M-F.

Executive producer. We're the number one station in the market, and intend to stay there. If you are creative, energetic and a top-notch producer, then we should talk. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M-F.

Anchor-reporter. Western medium market, great lifestyle. Strong anchor skills to work with female co-anchor. Good reporter. Send salary and resume to Box E-121. EOE. No beginners.

Producers for top 50 net affiliate, major group owner, SNG, multiple live, multiple feeds. Ratings are up, need strong producers with two years experience to achieve next stage. EOE. Box E-135.

Assignment editor, number three position in large department in top 60 with satellite truck and live. Award winning reporting and photo staff. Strong news commitment. Eighteen months experience. EOE. Box E-136.

News director. Experienced, research and production oriented. Medium size market in Midwest. Need management and leadership qualities. A people person who wants to lead a team. An EOE. Box E-74.

Reporter. Public television station in 43rd market, serving Pennsylvania's state capital, seeking general assignment reporter with at least two years experience and strong writing skills. Send resume to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EOE.

Weathercaster. Be #1 at a #1 NBC midwest affiliate. AMS seal. 2+ years on-line, and strong delivery required. Send resume to Box E-158.

Meteorologist wanted by aggressive affiliate in smaller market. Must make professional presentation, but will consider those with little TV experience. 2 shows daily. Box E-156.

Producer/co-anchor. America's 2nd largest MSO, American Television and Communications, is searching for an experienced news producer/co-anchor for a local cable newscast. Strong writing, production, organizational skills; warm, credible on-camera personality. Superb news judgement, commitment to local news. Produce fast-paced, visually exciting show; strong on substance. Generate stories, motivate and supervise staff (including interns). If you have what we want, send resume, cover letter stating news philosophy, salary requirement, references and tape to: Donna Fowler, News Director, Cable Newscenter 7, 517 W. State St., Ithaca, NY 14850. EOE/MFHV.

Weathercaster: west coast network affiliate with strong news commitment seeking weather candidates. If you have a strong, personable on air delivery and a minimum of one year broadcast experience, send tape and resume to News Director, P.O. Box 5455, Fresno, CA 93755.

Sports anchor. Group owned Great Lakes television station seeking weekend sports anchor/announcer. Excellent position with dominant news station. Knowledge of and familiarity with all areas of sports required. Send your confidential reply to Box E-150. Equal opportunity employer.

Co-anchor. NBC affiliate seeking warm, authoritative and experienced newscaster for major shows. Anchors dolive and features; proven broadcast journalism skills a must. Send 3/4" tape, resume and salary range to News Director, WSTM-TV, 1030 James St., Syracuse, NY 13203. No calls, please. An equal opportunity employer.

Sports anchor: who specializes in local sports. ENG experience helpful. Resume, tape and salary requirements to: Bob Palmer, News Director, WTOV-TV, P.O. Box 9999, Steubenville, OH 43952. No calls. EOE.

Meteorologist. Station with major weather commitment needs qualified broadcast meteorologist. Must have previous experience, be able to forecast AMS seal preferred. We have all the tools for the right person with the talent. Box G-6

Anchor producer: Exciting opportunity for reporter with at least two years' experience to join our news team. Position will complement our male co-anchor at 6 PM. Will also be responsible for producing and anchoring 11 PM newscast. This is a unique opportunity to improve your skills while learning from professionals in dynamic Florence/ Myrtle Beach market. Please call or send resume, tape and salary requirements to Bob Howick, News Director, WPDE-TV, Florence, SC 29501. 803-665-1515. EOE, M/F.

Weather anchor for 6 and 11 newscasts in medium market Southeast network affiliate. Resumes to Box G-1.

Sports director. Medium market with excellent quality of life and sports. Strong, experienced communicator. Strong reporting and live shoot ability. Shooting/ editing helpful. Resume with salary required to Box E-120. EOE.

Producer-WTOL-TV, Toledo's number one news station, needs a producer for a major newscast. Successful applicant must have one year's experience at a commercial television station. Please send resume, references, tape, and salary requirements to Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Art director, KDAF-TV/ Dallas has opening for an art director. 3-5 years' experience in television broadcast. Responsibilities include design and execution of print advertising, sales promotion materials, supervision of computer graphics production and provide needed graphic materials for the production of client television commercials. Ability to work under pressure and meet deadlines. Send resume to: Craig Miller, Promotion Director, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

Production manager. West Coast production facility and UHF independent. Progressive and expanding organization with four studios and daily live programming. Must have strong leadership and organizational skills. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to Box E-79.

Commercial director/editor. 3 years experience required, experience with 1" and 2" helpful. Send resume and tape to KOLO-TV, Production, P.O. Box 10,000 Reno, NV 89510. EOE.

Broadcast traffic specialist - PBS. PBS has an excellent opportunity in broadcast operations for an individual experienced in traffic at a television, radio or broadcast network. Qualified candidate must have a minimum of 2 years' traffic experience and possess excellent organizational skills with the ability to produce accurate, detailed work under deadlines. Must be familiar with computer-generated scheduling documents. Public television background a plus. Salary to \$20,000, commensurate with experience. Submit resume, letter of interest and salary requirements to: PBS, ATTN: Sheila E. Humphrey, 1320 Braddock Place, Alexandria, VA 22314. EEO/AA.

Production manager: Major market independent is looking for manager to supervise and schedule all studio operations including live news broadcasts. Applicants will supervise commercial production that requires extensive client contact. Applicant will coordinate facilities for special events. Must be able to direct live news and commercial sessions. Send resume with salary history. Box G-3. EOE.

EFP. To shoot, edit and produce commercials and promos. Experience necessary. Creativity and personal communication skills are vital. \$12,000/ yr. minimum and benefits. EEO. Send tape and resume. KTXS-TV, Darryl Corley, Box 2997, Abilene, TX 79604.

Chief videographer: Alabama PTV network seeks experienced videographer to head ENG/ EPF operations. Must shoot and edit. Starting salary \$15,366 with health, dental insurance. Requires high school degree and three year minimum of broadcast field production. For application form, write Alabama Public Television, 631 South Hull St., Montgomery, AL 36104, or call 205-261-4000. Deadline July 23, 1986. Resume tape will be requested later. EOE, M/F.

Production manager needed by major group operator in Midwest market. Leadership, organizational and production skills are top priorities. We need a self-directed person with strong news background and at least two years' experience as a production manager. Send resume to Box G-11. EOE.

SITUATIONS WANTED TECHNICAL

Chief engineer. I clean up systems and procedures to make a smooth operation, not just point blame. Experience, knowledge and ability to make your station run better. Box E-138.

SITUATIONS WANTED NEWS

News director presently employed seeks move to top 30 or above. Strong start-up experience if need. Multi news award winner. All replies answered. Write Box E-76.

Weather. award winning, certified, experienced, currently employed #1 V-Net, medium market. Computer graphics wiz. Ram, Radar, Satellite. Looking for community involved quality station with long term commitment, medium or large market. Box E-153.

Looking for change of place. White female reporter in 20th market seeks reporting position in top 30 market. Strong writer. Anchor experience. 916-422-8393.

Streetwise, good people skills. #1 background as ND. AE, reporter, and EP. Wants new management challenge. Rich Vandiver 214-825-6208.

TV news reporter: Freelancer for LA stations, including live work, wants fulltime position. I also have daily newspaper experience and recently have been producing, writing and reporting mini-documentaries. 213-305-7595.

Youthful sportscaster with energetic style and 3 years' award winning experience. Proven success in both radio and television. Available immediately. Marty, 713-522-6048.

Entry level position in a television newsroom. Have had two television newsroom internships. Good writing skills. Willing to relocate. Want to work hard. Contact: James at 301-323-7845 or 301-323-3571.

MISCELLANEOUS

California, Washington, Oregon TV newsletter, monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

Reporters/ anchors/ producers: Join job bank, receive evaluation by NYC producers. Anderson Productions, 51 W 81 Street, NYC 10024. Send tape, \$49.00.

Primo People looking for accurate, personable weathercasters with solid credentials. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ohio University seeks a broadcast news teacher. Rank and salary competitive, negotiable depending upon qualifications. Women and minorities encouraged.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Editors needed for rapidly expanding post-production facility. Experience in multi-format computerized editing and digital effects essential. Competitive salary with excellent benefits. If you are a quality-oriented professional with management growth potential, contact Larry R. Hart, GM, Florida Production Center, 4010 N. Nebraska Ave., Tampa, FL 33603. 813-237-1200 or 1-800-237-4490 outside Florida.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Live nighttime talk radio is on the air, Barry Farber and Sonny Bloch. 2 shows, 6 hours. Barter basis (no cash). To clear your market exclusive, call now 1-800-422-5552.

For sale-MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Anytime slot available for video and/ or data programs. For info call Judi at 512-223-6383.

Country music library After 25 years as country, we've changed formats, library for sale. Tholers, 2301 Unity Ave. North, Dept BR, Minneapolis, MN 55422.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

16mm Eastman telecine projectors wanted: Models 25, 25B, 250, 275 & 285. Price based on condition. Essex Systems, 2 Ridge Rd., Essex, NY 12936. 518-963-7080.

Wanted: IVC 800 VTR color processing board. Call Jack Gardner, 615-929-4404.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/ MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/ Transcom 215-884-0888.

FM transmitters: 25kw-Sparta 625-20kw-Collins 831G1, CCA 20,000E-5kw-Bauer 605B, RCA BTF 5E1, AEL 5KE, Gates 5B-3.5kw-McMartin 3.5k-1kw-Syntronics 1.5kw, Gates FM1C, Transcom Corp. 215-884-0888.

AM transmitters: 5kw-ITA 5000A-1kw-Harris SX1, Sparta SS1000, Collins 820D1, RCA 1N, Transcom Corp. 215-884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 404-324-1271.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price: \$185,000. Bill Kitchen, Quality Media, 404-324-1271.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 404-324-1271.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

FM transmitters: 25, 20, 15, 10, 5, 1, and .25Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 10, 5, 2.5, 1, .5, and .25Kw. Continental Communications, Box 78219, St. Louis, MO 63178.314-664-4497.

40Kw FM. RCA 40-E complete with 2-20-Es, into combiner. 2 SS exciters. Total redundancy. Available in 30 days. On-air full time now. Mint condition. Besco, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

LA-Cart automatic cassette playback system. Like new condition. Less than one year old. 3/4 inch decks with Forte Component processing. \$85,000, John McNally, KWTW, 405-843-6641.

Schafer 7000 automation. 3-Audiofiles, 4-Otari reel-to-reel, 2-carousels. 18 months old. Assume \$650/ mo payment. Call WDNY, 716-335-2273.

Over 100 AM & FM transmitters. AM—50kw, 10kw, 5kw, 2.5kw, 1kw. FM: 40kw, 25kw, 20kw, 10kw, 5kw, 3kw, 1kw. All our own inventory. Besco Internacional, 5946 Club Oaks Dr., Dalls TX 75248. 214—630-3600.

Collins 820-D-2 AM transmitter, 1000 watts. Had power increase, dial location change. Compatible tower also for sale. Excellent condition, available immediately. Make an offer! Box 1290, Leesburg, VA 22075. Call 703—777-1200.

Sony BVU-800 editing suite with 3-800s plus BVT-2000 TBCs. RCA TK-46 studio cameras. RCA TCR-100 cart system only \$5500.00. Maze Broadcast. 205—956-2227.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25yrs experience (Turnkey Operations), T.M.C.I.. 402—467-3629.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301—845-8888, or call toll free, 800—238-4300.

Needed! Sony BVU-800s, 5800 systems, HL-79s with Triax. For sale slo-mo controllers for Sony 1", RCA TR-70B Quad VTR. Film island equipment. New IKE 730 cameras with CCUs, new Hitachi FP-10 cameras, call for a complete list of equipment. Media Concepts, 919—977-3600.

Copper! for all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317—962-8596, ask for Copper Sales.

CETEC 7000/ GLS, priced to sell! Includes Audiofile, 2 Cartel/Carousels, 1 Instacart, 3 Otari Playbacks, CRT Logging Package, Live Assist Package. We also sell new and used equipment. Call for your broadcasting needs. Dale Hendrix, Holt Technical Services, 215—866-2131. A division of the Holt Corporation.

Multi camera video truck: 32' Ford F-6000 one year old, 22' control room, 2 entrance doors, Grass Valley switcher, Ikegami cameras, Chyron CG, Sony tape machines, audio booth with 16 channel Yamaha audio board, RTS intercom system. \$325,000.00 Call 512—458-4343 Or 512—453-5122.

RCA TK-28 color film island including two TP-66 projectors, TP-15 Multiplexer, TP-7 slide. Just removed. Maze Broadcast 205—956-2227.

Schafer Electronics stereo automation system, includes 3 cart carousels, 5 Ampex reel-to-reels, works great! 919—753-4122.

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Help Wanted Programing, Production, Others

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Suburban CHR FM needs innovative on-air PD to compete with Metro Monsters. \$22,000/yr. Scenic area of the West. Send resume, aircheck of your show, and your recent promos and commercial production. EOE.

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TELEVISION Help Wanted Management



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GENERAL SALES MANAGER

WSOC-TV in Charlotte, North Carolina is looking for a sales management leader with a successful track record in local and national sales, retail services and vendor support. A research oriented background and sales creativity are also essential for this position.

If you have the management experience for this important challenge, please contact:

Greg Stone
VP & GM
WSOC-TV

P.O. Box 34665
Charlotte, NC 28234
(704) 335-4785

WSOC-TV is a Cox Enterprises Station
EEO/MF

TELEVISION

GENERAL SALES MANAGER

Top 20 market seeks experienced individual to supervise sales operation. Must have prior sales management experience, good people and negotiation skills. Need to have growth potential as member of major group. Respond to:

Jon Petrovich
Vice President & General Manager

KTVI

TIMES MIRROR BROADCASTING

5915 Berthold Avenue, St. Louis, Missouri 63110
(314) 647-2222

GENERAL MANAGER

Independent UHF start-up in Virginia Beach.

Hands-on person with experience in TV start-ups preferred. Start immediately Send resume, references and salary history in confidence to: Dan Goldman, President, Virginia Beach Television, Inc., P.O. Box 61734, Virginia Beach, VA 23462.

Help Wanted Technical

Television Chief

Unrecognized? Unappreciated? Unrewarded?

If you're a top-notch chief with UHF design and construction experience, don't settle for less than you deserve. Major market start up offers recognition and rewards commensurate with your skills and abilities. EEO. Reply in confidence to Box 6095, Boston, MA 02114.

Help Wanted News

Late News Producer

WCVB-TV, Boston, seeks experienced, first-rate 11:00 pm News Producer. Must have superb organizational skills, outstanding people skills, excellent news judgement, and a proven track record of accurate, high quality news writing. This person must professionally and personally complement the philosophy of a news organization nationally recognized as one of the finest in the country. Minimum 3 years' experience required in major market.

Send resume and cover letter with references, no tapes or telephone calls please, to the Personnel Department CN786, WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192.

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WCVB 5 TV

Help Wanted Programing, Production, Others

PROMOTION WRITER/PRODUCER

WTTG's award-winning Creative Services department seeks a top-notch WRITER/PRODUCER. Excellent writing and production skills with at least 2 years experience producing news and entertainment promotion. We offer a great working environment, state-of-the-art equipment and a chance to spread your wings.

Send your best spots and resume to: Anne Connolly/Personnel Director/WTTG-TV 5151 Wisc. Ave., N.W./Washington D.C. 20016

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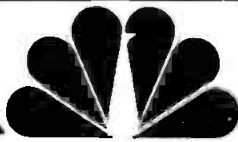
DIRECTOR/ PRODUCER

The National Broadcasting Company, a leader in broadcast journalism for 60 years, is seeking a highly motivated creative person who can direct and produce television news programs, program segments and multi-camera remotes.

If you're proud of directing the tightest, best looking show in town, but think you are an equally creative and talented producer, you're the person we want to talk to.

Successful candidates will have 5 + years experience in a network or major market station. Some domestic and foreign travel required.

Interested candidates should send their resumes to: Manager, Personnel, Suite 1678.



NBC

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NBC is an equal opportunity employer m/f

ASSOCIATE PRODUCER NATIONAL TALK SHOW

Seeking top notch associate producer with extensive studio and field producing experience. Only creative individuals need apply. EOE.

Send resumes to:
Box G-13

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Harcourt Brace Jovanovich, Inc., a major international publisher, is currently seeking an experienced electronic maintenance engineer for its Orlando Video Production Center.

This individual will assist the Chief Engineer with the installation of new production equipment, and maintenance and/or repair of all electronic broadcast type equipment in the center.

The qualified applicant will have experience in component level troubleshooting, along with experience in the repair of broadcast and electronic graphics digital equipment. A minimum of 2 years experience with broadcast equipment.

We offer an excellent starting salary with a comprehensive benefits plan. Only those resumes stating salary requirements will be considered.

Please forward your resume with salary requirements to:

Harcourt Brace Jovanovich, Inc.
Orlando, FL 32887



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HAL GORE, Vice-pres.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
Rky. Mtn	Med	AM/FM	\$1500K	\$250K	David LaFrance	(303) 234-0405
NC	Sm	AM/FM	\$1200K	\$500K	Mitt Younts	(202) 822-8913
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
KA	Sm	FM	\$600K	Terms	Bill Lytle	(816) 941-3733
ID	Sm	AM/FM	\$480K	\$130K	Greg Merrill	(801) 753-8090
AZ	Med	FM	\$450K	\$135K	Jim Mergen	(818) 362-2554
NB	Sm	FM	\$450K	\$95K	Bill Lytle	(816) 941-3733
WY	Sm	AM	\$425K	\$75K	Greg Merrill	(801) 753-8090
ID	Med	FM	\$300K	\$100K	Greg Merrill	(801) 753-8090
NC	Sm	AM	\$300K	\$30K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338, 404-998-1100.



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(301) 652-4660



Ralph E. Meador

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AM-FM-TV-Appraisals
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Lexington, MO 64067
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Incredible opportunity! Partners bickering, must sell! One of highest per-capita income counties in this sunbelt state! Only station in the county seat! AM daytime. \$125,000 or best reasonable cash offer qualified by Labor Day! No brokers. Box G-10.

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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, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

ressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.


Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.


Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

July 14  **Satellite special.** Charting the dynamic world of satellites, featuring a look at the U.S./European DBS scene, satellite newsgathering and private video satellite networks.

July 28  **Radio: State of the Art.** From rock to revival, a thorough study of the current state of the aural medium. Networks and syndicators. Formats and personalities. Dollars and cents.

Aug. 4  **Football.** BROADCASTING tallies up the score on professional football rights' contracts for the NFL's 28 teams.

Sept. 1  **Local TV and cable journalism.** Our annual review of coverage of the top stories of the year, across the country.

Sept. 8  **The Radio Convention.** On the eve of radio's largest gathering, a preview of the programming and management issues confronting the industry.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Fates & Fortunes

Media



Hogue

Phillip J. Hogue, executive VP, investment banking, Daniels & Associates, Denver, named president.

Harvey R. Mars, VP and station manager, WXIA-TV Atlanta, named general manager.

Norman Slemenda, general manager, WYDD(FM) Pittsburgh,

resigns to assume ownership of WRIE(AM) Erie, Pa.

Barry K. Brown, senior account executive, WNOK-AM-FM Columbia, S.C., joins WBBE(AM)-WRMA(FM) Lexington, Ky., as general manager.

Jack Forehand, operations manager, WTLV(TV) Jacksonville, Fla., named station manager.

Stephen T. McMahon, VP, legislative and regulatory affairs in Florida division of American Television & Communications Corp. (ATC), Englewood, Colo.-based multiple systems operator, named president of Jackson, Miss.-Monroe, La., division. **John N. Rigsby**, VP, ATC consumer satellite services, named president, Northeast division, THE ENERCOM, joint venture of ATC and Houston Industries Inc.

Bruce J. Cannon, general manager, WHAP (AM) Hopewell, Va., named VP and director of station licensee, First Christopher Corp. there.

Les Morrell, sales manager, WNLO(AM)-WTYD(FM) New London, Conn., joins WLIS (AM) Old Saybrook, Conn., as general manager.

Robert J. Owen, VP and consumer banking manager, First Union National Bank, Raleigh, N.C., joins Cencom Cable Associates Inc., Chesterfield, Mo.-based multiple systems operator, as group VP of operations.

Nancy R. Yanofsky, general manager, UTA Cable, Tamarac, Fla., joins Telesat Cablevision Inc., Fort Lauderdale, Fla., as district manager, southern Florida.

Named assistant VP's, American Cablesystems Corp., Beverly, Mass.: **David M. Thaler**, director of marketing; **Kenneth J. Krushel**, director, new services; **Terry Soley**, director of development, West Coast operations; **Kevin O'Boyle**, controller, American Cablesystems of Calif., and **Roy E. Heffernan**, general manager, Midwest operations.

Richard Roberts, senior VP, administration and development, SFN Companies, Glenview, Ill., retires July 1. He will continue with company as consultant, chiefly investigating potential acquisitions.

Alvin Schulman, president, Josephson International Inc., New York, resigns to return to private law practice. Josephson is group owner of six radio stations which have been sold subject to FCC approval.

Robert J. Bodet, VP, Bodet Brothers Inc., Metairie, La., elected chairman of board of noncommercial WYES-TV New Orleans.

Francis D. Bugg, director, special projects and engineering, Georgia Public Telecommunications Commission, Atlanta, named deputy director of commission itself.

Ronni Amster, instructional TV associate at noncommercial WLIW(TV) Garden City, N.Y., named membership manager.

Marketing

T.M. Fitzgerald and **Richard W. Bodge**, VP's and management supervisors, Young & Rubicam, New York, named senior VP's.

Nicole Cranberg-Crosby, VP and copy supervisor, and **Mark Hughes**, VP and associate creative director, Doyle Dane Berbach, New York, named senior VP's.



Hughes



Cranberg-Crosby

Christopher P. Nunes, **Michael P. Donovan** and **James M. Meyer**, account supervisors, DFS Dorland, New York, named VP's.

Rosemarie O'Connell, VP, Foote, Cone & Belding, Chicago, named VP and associate national broadcast director.

Lisa Morrison, Midwest sales manager, Sheridan Broadcasting Network, Pittsburgh, joins CBS Radio as account executive, Chicago.

James F. Borchardt, senior art director, D'Arcy Masius Benton & Bowles, St. Louis, named VP and associate creative director.

Eric Keshin and **Linda Luca**, account supervisors, McCann Erickson, New York, named VP's.

Catherine Shaffer, general sales manager, WLNS-TV Lansing, Mich., joins Harrington, Righter & Parsons, New York, as manager of Boston office. **Alan Albert**, account executive, KPLR-TV St. Louis, joins HRP there as account executive.

Michael F. Glavin, account supervisor, Corey, Kay & Partners, New York, named VP.

Molly Dabney, account coordinator, Wright

Marketing Communications, Houston, joins Taylor Brown & Barnhill there as account coordinator.

Richard A. Dreaves, media director, Powell Advertising Inc., Nashville, named VP, client services.

W. Henry Pittman, management supervisor, DBG&H, Austin, Tex., joins Lee Tilford Agency, Austin-based advertising agency as VP, business development.

Appointments at WXNE-TV Boston: **Jillian Bronstein**, national sales coordinator, **Deborah Dyer**, account executive, WROR(FM) Boston, and **Gregg Kelley**, sales representative, Cast of North America, Boston-based international transportation company, to account executives; **Sue Grundy**, secretary to controller, XTRA Corp., Boston, to administrative assistant; **Pat Hussey**, traffic assistant, WSBK-TV Boston, joins WXNE-TV with same title.

R. Scott Ford, sales representative, CBS Television Stations National Sales, and **Michelle Liebowitz**, sales representative, MMT Sales, New York, to WNYW-TV New York, as account executives.

Ann Minotillo, sales assistant, CBS Radio Representatives, New York, named account executive.

Cindy Sacks, account executive, Blair Radio, New York, named manager, Houston office. **Carol Williams**, independent researcher, and **Robert C. Neville**, salesman in Los Angeles office, join Blair's San Francisco office as account executives.

Jon Cherney, director of advertising, Maryland Media Inc., College Park, Md., and **Susan Rapoport**, salesperson, *Baltimore News-American*, join Home Team Sports, Washington-based regional sports network, as advertising sales managers.

Skip Bednarczyk, general sales manager, WIOD(AM)-WAIA(FM) Miami, joins KOPA(AM)-KSLX(FM) Phoenix as general sales manager.

Skip Broussard, general sales manager, WYAT (AM)-WLTS-FM New Orleans, joins WRKT(AM)-WSSP(FM) Cocoa Beach, Fla., as general sales manager.

Gary W. Kruger, sales manager, WOCA(AM) Ocala, Fla., named VP, sales of station licensee, Greater Ocala Broadcasting Corp.

Mark Wilson, local sales manager, WCZE(AM) Chicago, named sales manager.

Michael Ring, account executive, CBS Television Stations National Sales, Chicago, joins co-owned WBBM-TV Chicago as account executive.

Steve Carlston, national sales manager, WTAE-TV Pittsburgh, named local and regional sales manager. **Bill Daddio**, local sales manager, replaces Carlston.

Robert D. Grissom, national sales manager, KWCH-TV Huntington, Kan., joins KMOV-TV St. Louis as national sales manager.

Bob Guckenberger Jr., from WPLP(AM) Pinel-

las Park, Fla., joins WYNF(FM) St. Petersburg, Fla., as account executive.

Sally Curtis, from WXVT(TV) Greenville, Miss., joins WEVV(TV) Evansville, Ind., as account executive.

James Shields, VP and general manager, KMNS(AM)-KSEZ(FM) Sioux City, Iowa, joins KETV(TV) Omaha as account executive.

John Kane, account executive, WOLF-TV Scranton, Pa., joins WBRE-TV Wilkes-Barre, Pa., as account executive.

Dave Sonefeld, from WKKD-AM-FM Aurora, Ill., joins WGN(AM) Chicago as account executive.

Dan Grisko, from WIDB(AM) Carbondale, Ill., and **Cindy Dobkis**, recent graduate, Kent State University, Kent, Ohio, join WOMP-AM-FM Wheeling, W. Va., as account executives.

Therese Mulvey, research associate, WNEV-TV Boston, named research analyst.

Programing



Shaklan

Allen Shaklan, VP and assistant to president, CBS television stations division, named VP, programing, news administration and station services, television stations division.

Rob Barnett, manager, Western perennial sales, Telepictures Corp., Sherman Oaks, Calif., named VP, Eastern

sales, Lorimar-Telepictures, Culver City, Calif. **Keith Samples**, executive VP, Lorimar Sports Network, Dallas, named VP, Western sales, perennial division.

Jim Feeney, senior unit manager, ABC Sports, named director of Olympic operations, coordinating logistics and budgets for ABC coverage of 1988 winter Olympics. **Herta Kapp**, assistant to VP, Olympic operations, named manager of Olympic operations. **Liz Overmeyer**, production manager, Ohlmeyer Communications, named senior production manager, Olympic projects unit.

Edward Gradinger, senior executive VP and CEO, 20th Century Fox Television, Los Angeles, joins New World Television Group, Los Angeles-based production company, as president and CEO.

Lucy Chudson, VP, family programing, HBO, New York, named to board of directors, KIDSNET, HBO's computerized mailing of children's radio and TV programing.

Bruce Paisner, president, King Features Entertainment, New York, elected executive VP, King Features Syndicate.

Meryl Cohen, VP, creative director, Jacobs & Gerber Inc., Los Angeles, joins Paramount Pictures Corp. there as VP, advertising and promotion, domestic television and video programing.

Stuart Stringfellow, VP, central division, King World, Chicago, named VP, central region. **Gary Grandolph**, account executive, named manager, central division.

John A. Janas, president and chief operating officer, The Weather Channel, Atlanta, joins Rainbow National Services, Woodbury, N. Y., as president and chief operating officer.

Alfred Markim, president and CEO, VCA/Technicolor Inc., New York, joins Four Star International Inc., Burbank Calif., as chairman of board and CEO.

Valerie Cavanaugh, senior VP, television business affairs and administration, MGM/UA Television, New York, joins Reeves Entertainment Group, Burbank, Calif., as senior VP.

Kathy Fenus, secretary, creative services department, MCA TV, New York, named assistant director of operations.

Sandra Stern, attorney with law firm of Pollock, Bloom & Deckom, Los Angeles, joins New World Television, Los Angeles as associate director business affairs.

Georgia Jeffries, executive story editor, Orion Television/CBS-TV's *Cagney & Lacey*, named producer. **Joe Viola**, freelance TV scriptwriter, named executive story editor of *Cagney & Lacey*.

Georgia Scott, account executive, Parish/Segal Communications, Los Angeles, joins Buena Vista Television, Burbank, Calif.-based subsidiary of Walt Disney Productions, as station relations manager.

Ellen Ferrera, associate director, syndication services, The Entertainment Network, Los Angeles, named director, syndication services. **Mark Rafalowski**, account executive, named director of sales.

Jay Rubin, VP, production, Imero Fiorentino Associates Inc., New York, joins Michael Krauss Productions Inc., White Plains, N. Y., as director of production.

Rob Jennings, associate producer, on-air promotion, noncommercial KCET(TV) Los Angeles, joins Lorimar-Telepictures, Culver City, Calif., as senior research analyst. **Adam Gold**, manager of research, Lorimar-Telepictures, named director, network television and motion picture research, domestic distribution group.

Bill Tanner, program director and morning man, WHQT(FM) Coral Gables, Fla., joins WPOW(FM) Miramar, Fla., as program director.

Chuck Gillespie, operations manager, KFMR(FM) Stockton, Calif., joins wVUD-FM Kettering, Ohio as program director.

Crystal Keefer, traffic manager, WOAC-TV Canton, Ohio, named program manager. **Kathy Merryweather**, film coordinator, WOAC-TV, named film director.

Elizabeth Rumfelt-Bowman, production assistant, WJKA(TV) Wilmington, N. C., named production manager.

Liz Alexander, freelance producer for KTVI(TV) St. Louis, joins WALA-TV Mobile, Ala., as promotion producer.

Margaret Clarkson, from wis-TV Columbia, S. C., joins WJXT(TV) Jacksonville, Fla., as senior writer-producer, client services.

Jean Carpenter, public access coordinator, Copley/Colony Cablevision of Lomita (Calif.) Inc., named program production super-

visor, Copley/Colony Harbor Cablevision Inc., Wilmington, Calif.

Darcy Corcoran, producer, WETA-TV Washington, named senior producer. **Terry Bryant**, director of on-air fundraising, named director of scheduling and on-air promotion.

Jayne Adair, executive producer, KDKA-TV Pittsburgh, named program manager. **Jan Getz**, special projects producer, named executive producer.

Susan Aliber, production coordinator, WLVI-TV Boston, named associate director.

Larry Daniels, from Transtar Adult Contemporary Radio Network, Colorado Springs, joins WKQS(FM) Miami as air personality.

Appointments at WGRX(FM) Westminster (Baltimore), Md.: **Leigh Jacobs**, program director, WOMC(FM) Detroit, to same position; **Harry Kozlowski** (on-air name, Bob Payne), to assistant program director, and **Michael Butscher**, nighttime air personality, to music director.

Terri Majors, air personality, KLBQ(FM) El Dorado, Ark., joins KIXK(FM) there as midday air personality.

News and Public Affairs



Behan

Appointments, AP Network News, Associated Press Broadcast Services, Washington: **Brad Behan**, news director and morning drive anchor, KQKT(FM) Seattle, to anchor; **Mary Belton**, business correspondent, to correspondent, House of Representatives, and **Cynthia Hecht**, midday anchor, to business-consumer correspondent.

Kevin Kelly, executive news producer, WCIV(TV) Charleston, S. C., joins WPTF-TV Durham, N. C., as news director.

Ulysses Samuel (Ukee) Washington, sports director, WBBH-TV Fort Myers, Fla., joins KYW-TV Philadelphia as weekend sports anchor.

Quin Mathews, weekend reporter, WFAA-TV Dallas, named weekend co-anchor and producer. **Robyne Robinson**, military affairs reporter, WVEC-TV Hampton, Va., joins WFAA-TV as city hall reporter and host of *Saturday*, weekly public affairs show.

Mark Berman, freelance sports reporter, joins KRIV-TV Houston as sports reporter and weekend anchor.

Jim Condelles, anchor and reporter, WAKA (TV) Selma, Ala., joins WHNT-TV Huntsville, Ala., with same titles.

Flora Posteraro, anchor and reporter, WDTV(TV) Weston, W. Va., and **Susan Cort**, recent graduate of Ithaca College, Ithaca, N. Y., join WJAC-TV Johnstown, Pa., as co-anchors and reporters.

Appointments at KTUL-TV Tulsa, Okla.: **Brian Vander-Weide**, weekend reporter, to night beat assignment editor; **Pete Knutson**, from KJRH(TV) Tulsa, to weekend assignment edi-

tor; **Kelly Eaton**, from WJKS-TV Jacksonville, Fla., and **Elisa Streeter**, from KOMU-TV Columbia, Mo., to reporters, and **Liz Musser**, KOMU-TV, to photographer.

Celeste Bishop, recent graduate of Spellman College, Atlanta, and **Frank Graff**, reporter and weekend anchor, WBOY-TV Clarksburg, W.Va., join WSET-TV Lynchburg, Va., as reporters. WSET-TV reporter **Lisa Godley** named morning anchor.

Technology



Koehn

James Koehn, general manager, Tektronix Inc., Beaverton, Ore., joins Harris Corp., Melbourne, Fla., as VP-general manager of broadcast division. He succeeds **Gene T. Wickler**, who retires and will serve as consultant to Harris. **Nick E. Helderth**, director, joint venture company affairs, International Fuel Cell Corp., Hartford, Conn., joins Harris as VP, human resources.

Jerome J. Meyer resigns as president and chief operating officer, Varian Associates Inc., Palo Alto, Calif.-based electronics firm. **Thomas D. Sege**, chairman and chief executive officer will assume Meyer's responsibilities.

E.W. Haddock Jr., sales rep, AUGAT Inc., Attleboro, Mass., named district manager, northern California and northern Nevada.

Ralph McDaniel, VP, engineering, Trans-American Video Inc., Hollywood, joins The Video Tape Co., North Hollywood, Calif., as VP, operations.

Kenneth R. Hootnick, president, Butler Computer Graphics Inc., Denver, joins DICOMED Corp., Minneapolis-based computer graphics company, as executive VP and chief operating officer.

Craig Roberts, director of engineering, Stortz Broadcasting, Minneapolis, joins Century Broadcasting, Chicago-based group owner of three AM stations and two FM's, as senior corporate engineer.

John Belcher, chief technician, Copley/Colony Cablevision of Costa Mesa (Calif.) Inc., named chief technician, Copley/Colony Harbor Cablevision Inc., Los Angeles.

Will Nickerson, microwave engineering consultant, TIW Systems Inc., Sunnyvale, Fla., named manager, microwave engineering.

Louis J. Pace, area vice president, General Datacomm Inc., Middlebury, Conn., joins Atlantic Research Corp., Alexandria, Va., as VP, sales, teleproducts division.

Catherine Higgins, night operations manager, Unitel Video, New York, joins National Video Center/Recording Studios Inc., New York, as scheduling supervisor. **Maria Miccio**, daytime duplication manager, VCA Teletronics, New York, joins National Video as assistant scheduling manager.

Pete Wronski, salesman, systems division, Jerrold Division-General Instruments Corp.,

named account manager.

John Rosso, chief engineer, WKBW(AM) Buffalo, N.Y., joins WCZE(AM) Chicago as chief engineer.

Ken Miller, chief engineer, KTNV-TV Las Vegas, joins WTMI-AM-TV-WKTI-FM Milwaukee as chief engineer.

William Douglas Daniel, engineer, WJLA-TV Washington, joins WSET-TV Lynchburg, Va., as director of engineering.

Promotion and PR

Rob Maynor, supervisor, affiliate publicity, The Disney Channel, Burbank, Calif., joins NBC Press & Publicity, West coast, as press representative.

Joseph Tulloch, account executive, Rogers & Cowan Inc., joins Embassy Telecommunications, Los Angeles, as manager, publicity.

Barry Kuger, director, press relations, MTV Networks Inc., New York, named VP, press and public affairs.

Lora Morton DeVary, freelance writer, joins Dawson, Johns & Black Inc., Chicago as copywriter.

Edward Belkin, executive editor, news director, KYW(AM) Philadelphia, joins Communications Services Corp. there as VP.

Nina Anderson, continuity director and production coordinator, WQAL(FM) Cleveland, named promotion director.

Al Dunning, executive producer and production manager, Video Media Inc., Chicago, joins WINK-TV Fort Myers, Fla., as promotion manager.

Allied Fields

Bernard Hirsch, VP, sales, NBC Television Stations, elected chairman of Television Bureau of Advertising, New York. **Steve Heron**, VP, operations, TeleRep Inc., New York, elected vice chairman. Elected to TvB board of directors: **Peter Goulazian**, president, Katz Communications, New York, to three year term and **Peter Ryan**, executive VP, Harrington, Righter & Parson, New York, to one year term.

Barry D. Friedman, **Amber V. Ford** and **Jennifer J. Frei**, media research coordinators, named client service executives, service development, Nielsen Media Research, New York. **Fred W. Kirschbaum**, supervisor, *Official Airlines Guide*, Oak Brook, Ill., joins Nielsen as financial assistant to marketing manager. **Richard V. Dellacquila**, supervisor, communication and information services, Young & Rubicam, New York, joins Nielsen HomeVideo Index as account manager. **Nancy Trapp**, micro-computer systems developer, DeWitt Media, New York, named account executive, Nielsen HomeVideo.

Robert Clifton Burns and **Mark L. Pelesh**, associates in Cohn and Marks, Washington-based communications law firm, named partners.

Amy Hamill, professor of communications, Lindenwood College, St. Louis, joins Jhan

Hiber & Associates, Carmel, Calif.-based research firm, as director, research operations. **Jeff Johnson**, research director WRQX(FM) Washington, named director, client services at Jhan Hiber.

Phyllis R. Levy, lead examiner, U.S. Copyright Office, joins Motion Picture Association of America, Washington, as cable copyright coordinator.

Richard H. Patterson, lending officer, Mellon Bank Financial Services, Denver, joins Waller Capital Corp., New York, as VP responsible for cable brokerage.

Timothy J. Davis, operations manager, Century III Teleproductions, Boston, joins Webber/Morgan Inc., Boston-based broadcast executive recruiter, as director, media search.

John Simmons, director, station services, Pro Video News Service Inc., Los Angeles-based satellite-delivered entertainment and business news service, named VP of production.

Roslyn Rosen, dean of college for continuing education, Gallaudet college, Washington, elected to board of directors, National Captioning Institute Inc. there.

Dennis Paye, sales and marketing manager, Storer Cable of Washington county, Ore., joins National Basketball Association's Portland (Ore.) Trail Blazers as cable operations manager.

Thomas McElroy, head of public relations, Big East Conference, Providence, R.I.-based collegiate athletic conference, named to newly created position of assistant commissioner and director of broadcasting services, Big East Television Network.

Bernard Flanagan, VP, marketing, *Wall Street Journal*, elected national chairman of board, American Advertising Federation, Washington.

James L. Greenwald, chairman, Katz Communications, New York, elected president, International Radio and Television Society there. **Betty Hudson**, VP, corporate relations and advertising, NBC, named first VP.

Robert L. Schmidt, president, Communications Technology Management Inc., McLean, Va., elected to board of regents, Georgetown University, Washington.

Hal Cranston, retired VP, advertising and promotion, MCA TV, New York, named first inductee in newly established Broadcast Promotion & Marketing Executives Hall of Fame.

Deaths

Sheldon A. (Dino) Summerlin, 46, VP and general manager, WWNC(AM) Asheville, N.C., died June 21 of heart attack at his Asheville home. After graduating from East Carolina University, Greenville, N.C., Summerlin spent 10 years in Jacksonville, Fla. as drive-time air personality, first at WPDQ(AM) and then WAPE(AM). He became general manager, WWPF(AM) Palatka, Fla., moved to Nacogdoches, Tex., in 1973 as VP and part-owner of KEE(AM)-KJCS(FM). In 1977 he became general manager of WWNC. He is survived by his wife, Jeannie, and three daughters.

Marcel Joseph: Comsat's competitive spirit

Marcel Joseph, tall, iron-gray-haired, sharp-featured and lean, looks, at 51, like a well-tailored hit man, the kind of person needed to get rid of redundancies and help transform the Communications Satellite Corp.—which became the U.S.'s chosen instrument in the new international telecommunications satellite field over 20 years ago—into a company tough enough not only to survive but to thrive in a deregulated telecommunications marketplace. After a little more than a year at Comsat—less than a year as president—Joseph has an ambitious, relatively short-term goal: to see Comsat as a “billion-dollar-plus company four years from now.” That, he notes, would merely be “a growth factor of two.”

Joseph is accustomed to thinking big and getting things done in a competitive environment. For 24 years before becoming Comsat's executive vice president in April 1985, he had held a number of engineering and managerial positions with General Electric, which last year reported more than \$28 billion in revenue. In his last two years with GE, Joseph headed the transportation products division, which sold 400 locomotives, at \$1 million each, to the Peoples Republic of China. Clearly, he is representative of the new breed to which Comsat is entrusting its future.

When he joined Comsat, Joseph knew virtually nothing about telecommunications—a situation he is working to remedy through regular biweekly briefings by one of the experts from the Comsat Laboratories—but he feels he had been given a good grounding in marketing and management skills. Says Joseph: “I feel I can help this company, which has been predominantly a rate-regulated monopoly, go through a change in its culture and become more of a customer-oriented, cost-driven company than it has been in the past, and can help make it lean and agile, so it can compete effectively in the competitive world, where every penny is important.”

That's not just talk. In the past year, Comsat has shrunk from a company of 3,000 employees to one of 2,500, with a consequent reduction in overhead of 15%. “We're going to do the same thing in 1987,” Joseph says. But Comsat is not simply getting leaner. It is attempting to break out of the mold in which it was created as a monopoly company in a regulated business. That, Joseph suggests, means a transfusion of personnel accustomed to life outside the kind of cocoon in which Comsat has grown. “We're bringing in experienced marketing people who have worked in the outside world their entire career,” Joseph said—at least 15 “topnotch, senior-level people in the past six months” and as many as 30 overall, at all levels. “Technically, we're the leader,” Joseph said.



MARCEL PAUL JOSEPH—president and chief operating officer, Communications Satellite Corp., Washington; b. March 9, 1935, Fall River, Mass.; BS, mechanical engineering, Southeastern Massachusetts University, North Dartmouth, Mass., 1957; MS, mechanical engineering, Rensselaer Polytechnic Institute, 1962; design engineer, engines division, Fairchild, 1957-58; structure engineer, Republic Aviation, 1958-59; engineering and management positions with General Electric Corp., 1959 through 1985, when he was vice president and general manager of transportation products division; executive vice president, Comsat, April 15, 1985, to Oct. 13, 1985; in present position since Oct. 14, 1985; m. Linda Shettle, Dec. 2, 1980; children (from previous marriage)—Thomas, 28; James, 26; Diane, 22.

“Now we're focusing on marketing and costs.”

The transformation, inevitably, is having an effect on old Comsat hands, most of whom have always worked in a regulated environment. Some management types, Joseph said, “are flexible and can change.” And he noted that the company is providing employees with the management training needed in a competitive world. But while “a goodly bunch” are making the transition, some are not. “Where we have continuing opportunities in the regulated business, they will stay in that business,” Joseph said. “Where we don't, unfortunately, we have to find opportunities for them elsewhere—outside our company.” The change in senior staff, Joseph said, has been total. “Yes,” he agreed, “it's a tough world out there.”

It did not take Joseph to persuade Comsat that times had changed and the company had better change with them. The company had been established in 1963, created by an Act of Congress to represent the U.S. in the international satellite system that Comsat was to take the lead in creating—the International Telecommunications Satellite Organiza-

tion. And Comsat's role as a carrier's carrier, both in connection with Intelsat and the international maritime service that was established in February 1982, remains the source of a substantial portion of the company's revenue. But Comsat over the past few years has been attempting to diversify into nonregulated areas—though not with much success.

The record, in fact, is littered with failures—among them, Satellite Business Systems, on which \$50 million was lost in 10 years, and the direct broadcast satellite venture that went sour. The losses and the \$80-million reserve taken against the cost of completing construction of two direct broadcast satellites caused Comsat to post a net loss of \$42 million in 1985 despite increases in operating revenue (from \$397 million to \$459 million) and operating income (from \$94 million to \$104 million).

But that, Joseph says, in effect, is history. “I don't think we were as aggressive and determined and tough-minded as we should have been, or set tough-enough objectives and goals, with key go-no-go decision points where we face up to reality and say, ‘We can't cut the mustard; let's cut our losses.’ That's what close management and operational control are all about. If a business doesn't make it or can't meet the objectives set for it in a relatively reasonable length of time, that business is going to be rationalized.” That's a word he uses for either shutting down or selling off a business.

Joseph, in talking about a \$1-billion-plus company in four years, makes it clear he does not expect the necessary growth to come only through expansion of current services. Comsat has employed a consulting group to help develop a strategy for the future—to identify areas where the company is strong and in which it can be expected to grow. And Joseph ticked off three new ventures Comsat is undertaking, and called them “exciting.” One is the joint venture with Holiday Inns—Hi-Net—involving the satellite-delivery of entertainment programming to rooms in all Holiday Inns. Another is the manufacture and sale or lease of very small aperture terminals (VSAT), which permit bypassing of AT&T's long-distance service. The third is Comsat International Communications Inc.; it permits the company for the first time to market and deliver end-to-end international communications directly to customers.

There are other services, too—the distribution of NBC's television programming to some 175 affiliates, for instance, and there will be others, no doubt, as Comsat's character continues to change. Comsat prospered—and continues to prosper—in the regulated world. But Comsat knows the world into which it was born is changing rapidly. And the personification of that knowledge is Marcel Joseph, the man from GE.

Representative James T. Broyhill (R-N.C.), ranking minority member on **House Energy and Commerce Committee**, was appointed last week to complete term of late **Senator John P. East** (R-N.C.), who committed suicide two weeks ago. Broyhill is running as Republican candidate for Senate seat that East was to vacate upon retirement this year. His Democratic opponent is former North Carolina governor Terry Sanford.

Failing to come to terms, **producers** and two unions, **Screen Actors Guild and American Federation of Television and Radio Artists**, broke off talks last week. Boards of both unions said they would go to respective memberships this week to seek strike authorization. Major issues in dispute are financial. Producers have proposed cutting back some residual payments and eliminating others (BROADCASTING, June 30). Last week, producers proposed new compensation formula for syndicated programs that unions rejected as constituting roll-back in pay over all. Producers also want to cut payments for most extras (many of whom are under SAG). It is understood unions have proposed close to 20% increase in basic daily union wage scale, now \$361. They also want to establish separate scale for guest stars on television programs. Producers rejected proposed increases for both basic scale and guest stars. Unions expect to have decision on strike authorization by July 23. They also expect to receive authorization, at which point another round of talks would probably take place with producers in effort to work out last-minute agreement. If those talks fail, strike would be inevitable, observers suggest.

More than 3,500 athletes from more than 60 countries, competing for 175 gold medals, were expected in Moscow last week as **1986 Goodwill Games got under way**. Games, co-sponsored by Turner Broadcasting, Soviet State Committee for Physical Culture and Sport and Soviet State Committee for Television and Radio, run

July 5-20. As of June 1, Turner spokeswoman said, games had 82% clearance (about 70 million U.S. TV households), with 65 stations carrying them. As of last week, "between \$20 million and \$30 million" in advertising time had been sold to 34 advertisers, including AT&T, Mars Inc., Pepsi-Cola USA, Eastman Kodak, Chrysler Plymouth, Anheuser Busch and Goodyear. Total cost of games is about \$100 million, with Turner paying about \$35 million, spokeswoman said, adding that Soviets will cover games with 130 cameras and TBS will have 14 "unilateral cameras," with feeds going to non-Soviet-block countries including U.S., Canada, Australia and "most" of Central and South America.

Four TV stations in Seattle-Tacoma market will use Nielsen Station Index metered service when service debuts in May 1987. Stations are NBC affiliate KING-TV, and three independents, KCPQ(TV), KTZZ(TV) and KSTW-TV. Nielsen has signed 14 markets to its NSI metered system so far. Service will provide daily, 24-hour household ratings data overnight. Initial sample will be 300 households, increasing to 400 by 1988. With addition of 14-ranked Seattle-Tacoma market, NSI metered system will cover 31 million television households, or 26% of the country.

Warner Bros. Television reported **record-breaking sales** for first six months of 1986, \$230.2 million, up 15% over comparable figure last year. Company is well on way to beating 1985 record year of \$365 million in worldwide sales. Company said domestic feature film sales were particularly strong.

Remington Steele, cancelled by **NBC** at end of last season, may not be dead yet. On Friday of last week, NBC Entertainment issued statement saying it had "recently discussed" idea of keeping show "alive in some form" with producer MTM Productions. NBC

Summer sales heat up

Radio station trading was in abundance at the close of last week with well over \$100 million in sales. The largest was that of Affiliated Broadcasting leaving the business by selling its nine radio properties to EZ Communications for \$65.5 million ("Changing Hands," page 86). Mike Biondi of First Boston Corp., Affiliated's investment banker, reported projected revenue of \$16.8 million for the stations in 1986, compared with \$13.2 million last year, and operating income of \$4.75 million, compared to \$2.2 million last year. EZ paid almost 16 times cash flow for the stations. Affiliated said it expects a pre-tax profit from the sale of between \$35 million and \$40 million. EZ, formed in 1967 by Art Kellar, is based in Fairfax, Va., and now owns seven beautiful music FM's. The sale will put EZ at the FCC ownership limit of 12 FM stations. EZ said it will also keep Affiliated's AM's.

Other sales at deadline: Grace Broadcasting, Southfield, Mich.-based group which is disposing of its eight radio properties, has made a deal to sell WOOD-AM-FM Grand Rapids, Mich., to Surrey Broadcasting, Denver, for \$19.25 million. It recently sold KLCZ(AM)-KDON(FM) Salinas, Calif., to Henry Broadcasting, San Francisco, for \$5 million ("Changing Hands," June 16). Harvey Grace, chief executive officer, Grace Broadcasting, and Bob King, former senior VP, Capital Cities Communications, are planning to manage a new E.F. Hutton limited partnership fund for media acquisitions ("Closed Circuit," April 6). Surrey Broadcasting is a Denver-based group of three AM's and four FM's principally owned by John Nichols and his son, Kent. Wood is on 1300 khz full time with 5 kw. WOOD-FM is on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. Kalil & Co. brokered the sale as well as that of KBOZ-AM-FM Bozeman, Mont., from Northern Sun Corp. to Citadel Com-

munications Corp. for \$2,150,000. The seller is headed by William Reier. It also holds a construction permit for a new FM in Billings, Mont. Citadel, headed by Lawrence P. Wilson, chairman, and Fritz Beesmeyer, president, owns KAIR(AM)-KJYK(FM) Tucson, Ariz. and KKFM(FM) Colorado Springs. KBOZ is on 1090 khz full time with 5 kw. KBOZ-FM is on 93.7 mhz with 100 kw and antenna 468 feet above average terrain.

Price Communications, publicly traded New York-based station group and publisher headed by Bob Price, is buying KOB-AM-FM Albuquerque, N.M., from Hubbard Broadcasting, St. Paul, for \$16.5 million. Three weeks ago Price bought WKSE(FM) Niagara Falls, N.Y., for almost \$2.5 million ("Changing Hands," June 23). If all sales close, Price will own nine AM's, nine FM's and three TV's. KOB(AM) is on 770 khz full time with 50 kw. KOB-FM is on 93.3 mhz with 21.5 kw and antenna 4,150 feet above average terrain. Wertheim & Co., New York-based investment banking firm, represented both parties.

Also sold last week was WFAS-AM-FM White Plains, N.Y., by Prospect Communications to CRB Corp. for \$7.9 million. Prospect is owned by New York Subways Advertising Co., which is principally owned by Herb Saltzman, and has no other broadcast stations. CRB Corp. is owned by Carter Burden, son-in-law of CBS founder-chairman William Paley. WFAS is on 1230 khz with 1 kw day and 250 w night. WFAS-FM is on 103.9 mhz with 600 w and antenna 670 feet above average terrain.

Finally, WABY(AM)-WWOM(FM) Albany, N.Y., was sold by Pioneer Investors Corp., owned by Jamie Niven, to William Sellwood, station's general manager, for just under \$3 million. WABY is on 1400 khz full time with 1 kw. WWOM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker was Henry Ansbacher Inc.

spokesman could not elaborate on meaning of statement. Spokesman for MTM also could not comment on future of show, citing only high ratings for show in recent weeks in repeats, as reason for NBC interest. Series stars are under contract through mid-July.

Analysis by Ted Bates Advertising/New York of fourth quarter household ratings and shares of prime time series shows that networks have virtually stopped erosion in shares and ratings. Bates estimates that three-network ratings and shares totals in fourth quarter of 1986 will be 48.9, up from 48.6 in 1984 and slightly down from 49.4 in 1985. Bates predicts close prime time race in fourth-quarter 1986 and picks NBC as winner with 17.1/27, edging out CBS-TV, 16.6/26 and ABC-TV, 15.2/24. Bates believes NBC will retain its young adult superiority, while CBS will slip only slightly in young adults and ABC will make modest gains. Bates expresses "delight" that in face of new syndicated entries, expanding VCR penetration and ongoing cable competition, networks "have effectively protected their flanks."

Lorimar-Telepictures signed definitive agreement last week, to purchase seven television stations for **\$1.85 billion** from companies controlled by **Kohlberg Kravis Roberts & Co.** Also announced was revision of plans for stations, which were previously to be held in separately owned company. Initial plan did not allow for tax-consolidation of stations with existing L-T businesses, so last week company said both entities would now be made subsidiaries of L-T: "Neither Lorimar-Telepictures nor the publicly traded subsidiaries will incur any federal tax liability in the near future."

In letter to FCC Review Board last week, **Rene Anselmo**, president of KTVW-TV Phoenix, **asked that Spanish Radio Broadcasters Association be removed as party to proceeding in which initial decision denied renewal to Anselmo for that station** on allegation he was illegally acting as representative of Mexican media interests. Same decision denied renewals of Spanish International Communications Corp. and Bahia de San Francisco Television. While Anselmo intends to pursue appeal of initial decision for KTVW-TV, in which he has majority interest, SICC and Bahia de San Francisco have proposed settlement with FCC Mass Media Bureau under which they may be permitted to sell their way out of broadcasting (BROADCASTING, June 30). In letter to Review Board, Anselmo alleged SRBA had demanded \$2.7 million, and that KTVW-TV drop pending antitrust claims against association, in return for SRBA's not opposing KTVW-TV's appeal or right to sell for full value. "Although [SRBA] couches [its] demands as reimbursement of justifiable legal fees, expenses and for pain and suffering, we all know what this kind of proposal amounts to," Anselmo said. "I bring it to your attention, for it is my understanding that the commission has very strong and unfavorable views of using the commission's processes in this manner."

Comp-U-Card International Inc. and Financial News Network have signed letter of intent to produce **cable TV shopping program to be broadcast on FNN**, beginning next September. Program will provide viewers with 800 telephone number through which they can purchase products and services on show, as well as membership in Comp-U-Card's regular shopping and travel services. Comp-U-Card said last week. Additionally, Comp-U-Card has filed with Securities and Exchange Commission for proposed public offering of 1.5 million shares of its common stock.

People for the American Way, citizen organization founded by producer Norman Lear and "dedicated to protecting constitutional freedoms," is increasing its **efforts to block Senate confirmation of U.S. Court of Appeals nominee Daniel Manion**, who PFTAW claims is unqualified for job. Group had launched \$25,000, seven-city radio campaign in June, following nomination of Manion by U.S. Attorney General Edwin Meese. Two ads created by PFTAW focused on controversy and negative publicity nomination had generated. First ad claimed Manion "does not even have minimal qualifications," saying he "has never argued a federal appeal of any kind and never even had a legal article published"; second ad

quoted editorial opposition by *Los Angeles Times*, *New York Times* and *Philadelphia Inquirer*, among others. Senate voted June 26 on whether to confirm Manion for job, but procedural maneuvering led Senator Robert Byrd (D-W.Va.) to call for reconsideration of vote some time after senators return from recess July 14. PFTAW will announce **stepped-up media campaign** at press conference Thursday (July 10). New radio ads will air exclusively in Washington, July 11-14, and will thank senators who voted against Manion for voting their consciences.

FCC has urged U.S. Court of Appeals in Washington to dismiss Meredith Broadcasting Corp.'s appeal of fairness doctrine complaint that commission issued against it—but without directly addressing First Amendment issues Meredith and other broadcast groups have raised. Commission, in brief filed last week, said Meredith had not been injured; it noted it had ultimately concluded station involved, WTVH(TV) Syracuse, N.Y., had provided programming that met its fairness obligations. WTVH had aired programming providing contrary view on issue involved—construction of nuclear power plant—in summer of 1984, before commission issued its order, in December of that year. But Meredith had not reported programming until January 1985. In its order on reconsideration, commission held that Meredith had demonstrated its "good faith in complying with the fairness doctrine," and concluded no further action was warranted. As for constitutional issues involved, commission noted it had concluded in inquiry into subject that fairness doctrine does not serve public interest and is constitutionally suspect. But commission said appropriate place "to present generalized challenges" to continuing validity of doctrine is in case in which Radio-Television News Directors Association and other groups have taken appeal from that report; they contend commission should have declared it violates First Amendment. However, constitutionality of fairness doctrine will be argued in Meredith case. Media Access Project, public interest law firm representing antinuclear group that had filed fairness complaint, will discuss some First Amendment issues involved.

Reliance Capital Corp. appeared to be winning its bid to purchase remaining assets of John Blair & Co. late last Thursday. Competing tender offer, from Macfadden Holdings failed to obtain necessary 4.6 million shares by 4 p.m., at which point all shares tendered were "deemed withdrawn." Macfadden said it was considering whether to revise its offer.

Action for Fox. *Fox Broadcasting Co. reached agreement last week with Stephen J. Cannell Productions to develop hour-long, action-adventure series for Fox's prime time program block to be launched next March. It is second series commitment announced by Fox. Working title of show is Jump Street Chapel, and storyline focuses on special force of new recruits with Los Angeles Police Department who go undercover in local high schools. Fox source stressed that company did not want show to feature "a drug bust every week" and that program will be developed so scripts deal with issues and problems "that both younger and adult audiences can relate to." Cast, which has not yet been selected, will center on young male lead. Fox has said it intends to program action-adventure show in its prime time block next spring in Sunday 7-8 p.m. time period, although last week, Fox officials said they weren't sure where Cannell show would be placed. Jump Street is co-creation of Stephen J. Cannell and Patrick Hasburgh. Two will share co-executive producer title. Hasburgh has worked with Cannell for five years, most recently as co-creator of Hardcastle & McCormick, which just finished three-season run on ABC. Hasburgh was also a writer for A-Team. Initial agreement commits Fox to 13 one-hour episodes (no pilot) for straight license fee, believed to be in \$850,000-range per episode. Cannell retains back-end rights and it's understood program would be syndicated later by TeleVentures, new company established by Witt-Thomas-Harris, Tri-Star and Cannell to distribute their programs.*

Editorials

Strapped to the Nautilus machine

In the evolution of television networking, 1986 may be burned on the tube as the year of transition from fat and happy to lean and mean. It began at ABC when Capcities, which never carried extra weight, took over. It has arrived at CBS, with special emphasis last week in the company's Broadcast Group. Even NBC, riding high on ratings and ad sales, is looking for unnecessary bulges.

The process is ostensibly intended to eliminate the sinecures that have been imbedded in network tables of organizations, such as Fred Allen's NBC vice president of 40 years ago who found a molehill on his desk each morning and had to make a mountain out of it before going home. If that is indeed the process, CBS must have found 700 people on its broadcasting premises with nothing important to do, a discovery that would raise serious questions about managerial oversight up to now.

If, on the other hand, contributors of useful services are falling with the overpaid drones, it is only natural to wonder about the effect on network programming and operation. Gene Jankowski, the CBS/Broadcast Group president, was assuring one and all last week that the "quality and competitive nature of our on-air product will be in no way diminished by these actions." If so, how will that testimonial read on the curriculae vitae of discharged CBS employees who go looking for jobs.

Whatever the human costs entailed, retrenchments had become inevitable. The CBS announcements of last week emphasized that revenue was falling short of expectations. CBS could have added that the parent company is servicing a billion dollars worth of debt it didn't have before Ted Turner made his run at a takeover. It could also have noted, as reported elsewhere in these pages, that CBS affiliates, reflecting CBS fortunes, had fallen into third place in the May rating sweeps.

At ABC, the experience is roughly comparable. Although its affiliates moved into second place in May, it still trailed in network ratings and, as also reported elsewhere in this issue, is encountering the general softness in the current scatter market and in upfront sales. The debt Capcities assumed to buy out ABC is enough to make Tom Murphy think twice before choosing a tailor.

All three networks have gone through wringers before and have survived. Uncertainty is inherent in a business founded on the fickleness of public choice in television programming and beset lately by megascale distractions from Wall Street. Can it get worse before it gets better?

Round of applause

Congratulations are in order. Seventeen pages of this week's magazine are dedicated to awards won by the industry's best and brightest, as judged by their peers and as recognized by those in other fields. The sheer number of winners is enough to tax the average PC. Add second-, third-, and fourth-place winners, and this publication would be exposed to lawsuits from mail carriers with strained backs. And these are only the national awards. The list would grow ponderous indeed were it to include the host of local awards and citations accrued by the Fifth Estate each year.

Does the abundance demean their luster? Perhaps, but who is to say that CBS-TV's *Do You Remember Love?*, a memorable depiction of the debilitating Alzheimer's disease, starring Joanne Woodward, should have rejected the recognitions of American Women in Radio and Television, the Christophers, the Academy of Television Arts and Sciences (Emmy), Unda-USA (Gabriel), the Human Family Institute (Humanitas), the University of Geor-

gia (George Foster Peabody), the Retirement Research Foundation and the Writer's Guild of America.

Awards can self-destruct when they have served their purpose. The Champion-Tuck Awards for business reporting, begun nine years ago to "stimulate more and better reporting of business and economic issues," will disappear after this year because, according to the award administrators, that goal has been achieved. A fitting ending to a worthy project. Let the others go on, seeking and perhaps encouraging excellence in the massive outpouring of the Fifth Estate.

Time to regroup

This page sides with the four dissenters to the Supreme Court's opinion of last week that states may prohibit advertising of a lawful product or service if they think the ban is in the best interests of their citizens. Too bad this vote doesn't count. The majority's decision, in the words of Justice Brennan, a dissenter, gives government "unprecedented authority to eviscerate constitutionally protected speech."

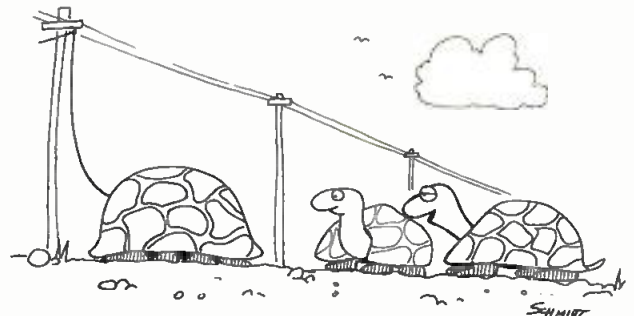
But it is the other five votes on the court that have prevailed, and the movement to take beer and wine advertising off the air will no doubt come to life. Proprietors of print media that enthusiastically endorsed the removal of cigarette advertising from the Fifth Estate in 1971 and have profited handsomely since then from their smoking windfall will now learn how broadcasters felt 15 years ago.

As was noted by Tim Dyk, who represented broadcasters as friend-of-the-court losers in this case, the First Amendment battle on this front has gone to the other side, and the issue now becomes political. Next one's on the House, or perhaps the Senate.

Plus and minus

The Burger court has followed its decision in *Anderson vs. Liberty Lobby*, which strengthened media defenses against nuisance libel suits, with a 7-2 decision that strikes a blow for press access to criminal cases. That's the good news. The bad news is that one of the two dissenting voices was that of Burger's chosen successor, William Rehnquist.

The decision opens preliminary court proceedings to the press and public, even over the defendant's objections, unless the defendant can show "a substantial probability" that open proceedings would violate the right to a fair trial. Some observers read the court's ruling as an opener for cameras in the courtroom. Good luck. The high court receives high marks for affirming the rights of the press to do its job. Now if it would just stop asking electronic journalists to check their tools at the door.



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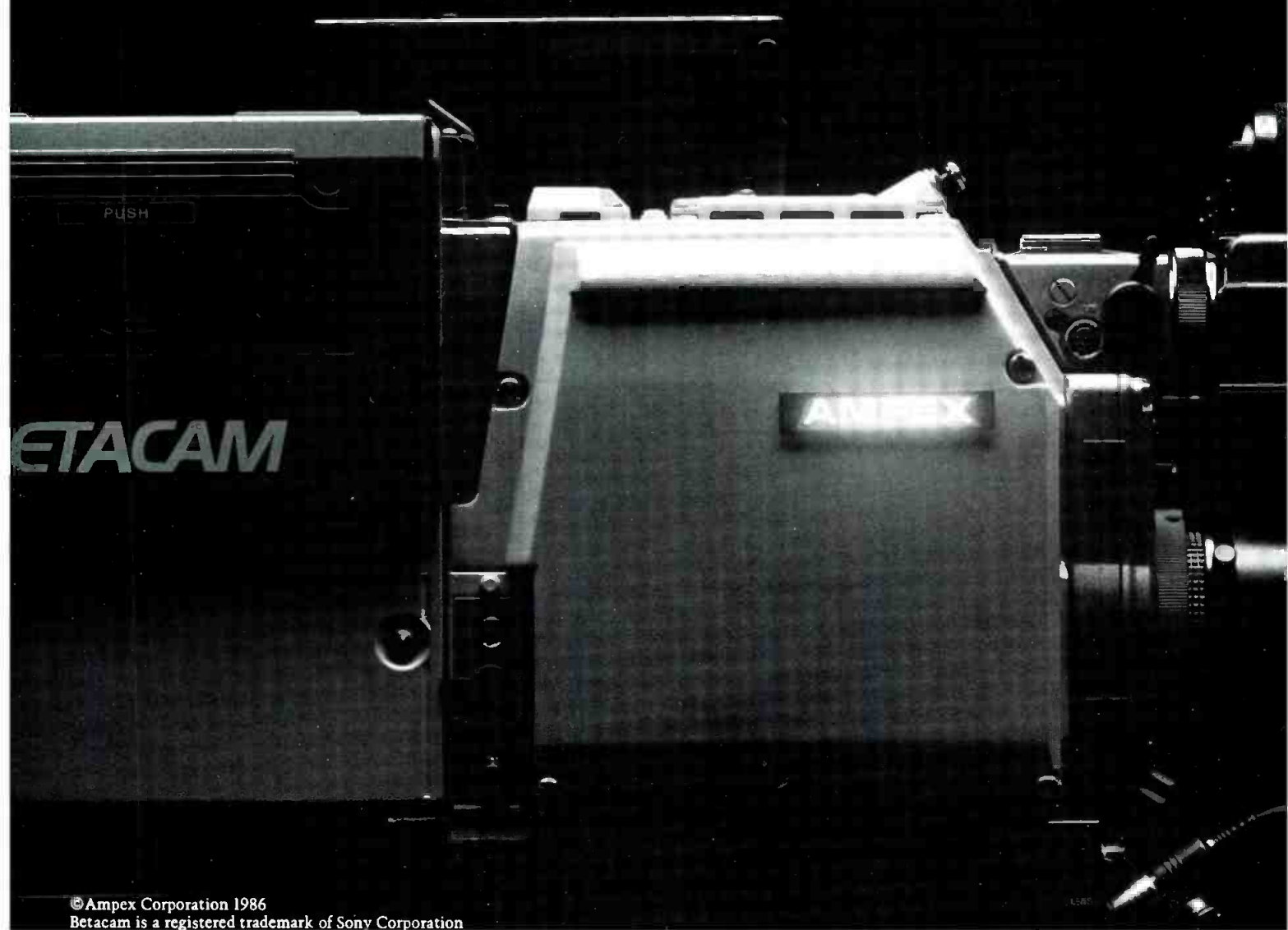
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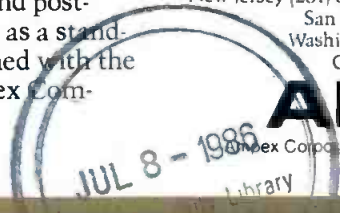
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