

# Broadcasting Aug 3

## How the Christian Science Monitor makes world news your news.



Through Conus. We're delivering the Monitor's new video reports on world issues, the Monitor World View. Its purpose is to help you extend your newsgathering around the world with uniquely thorough, balanced reporting.

Just as important, the Monitor World View series have promotional value to match their journalistic value: Selected series can include live, or live-on-tape interviews between your anchors and Monitor reporters on location around the world.

For information, call Charles H. Dutcher, III, 612/642-4645. Or Deborah Rivel, 212/953-2044. Or write Conus, 3415 University Avenue, Mpls., MN 55414. It could mean the world to your news shows.



See us at RTNDA

©1987 Conus Communications

AL 36112

MAXWELL  
BLDG 1405  
ROOM 122  
AUL-SAS

12364 VIK NOV/87

36112

56th Year 1987

THE FAIRNESS DOCTRINE  
**Decline and Fall?**  
SPECIAL REPORT  
Football '87

# ***Clay Communications Investors***

*has sold the stock of the following properties:*

*WWAY-TV, Wilmington, North Carolina  
WAPT-TV, Jackson, Mississippi  
KJAC-TV, Beaumont-Port Arthur, Texas  
KFDX-TV, Wichita Falls, Texas-Lawton, Oklahoma*

*to*

## ***Price Communications Corporation***

---

*The undersigned acted as financial advisor to  
Clay Communications Investors in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*July 15, 1987*

# ***Clay Communications Investors***

*has sold the following properties:*

*The Daily Mail, Charleston, West Virginia  
The Register/Herald, Beckley, West Virginia  
The Star, Shelby, North Carolina  
The Enquirer-Journal, Monroe, North Carolina*

*to*

## ***Thomson Newspapers Limited***

---

*The undersigned acted as financial advisor to  
Clay Communications Investors in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*June 1, 1987*



# 1.4 to 7.5!

(Spring 86 to Fall 86 12+ Arbitron AQH Share)

Martin Communications, Inc.  
1765 Block Road  
Kaukauna, WI 54130



(414) 731-1050  
731-7583  
731-6354  
766-0616  
766-0617

Tom Page  
Director of Affiliation  
Transtar Radio Network  
6430 Sunset Boulevard/Suite 401  
Los Angeles, CA 90028

Dear Tom,

I would like to take this opportunity to thank you and Transtar for the outstanding format you've delivered to us in the form of "The Oldies Channel."

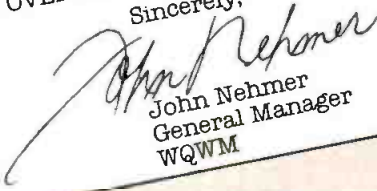
I can tell you we've had a tremendous impact in this market of 300,000 adults 12+ MSA and 600,000 adults 12+ TSA. From day one (we went on the air June 27, 1986) I've felt that this was the best, most intelligently programmed format that I had ever heard. The flow, the continuity, and the professionalism exhibited by your announcers and in your jingles is unsurpassed.

This is without mentioning the most important aspect of your format, the music. It's obvious that you've spent a great deal of time and money on the songs selected and the order in which they're played. It's also obvious that you've decided to stress only the music, music. I honestly believe that this is the best, most intelligent format for adults aged 25-54 in the 67 years of radio.

Furthermore, I have no doubt that this sequence of carefully arranged and chosen "up" songs evokes stronger emotions (and loyalty) for the majority of listeners in the 28-48 demo than any format ever. We've had literally thousands of phone calls from adults in their 20's, 30's, and 40's thanking us profusely for finally addressing their needs and tastes. These calls have come from everyone from factory workers to doctors, attorneys, and CPA's.

Thank you again. THE RESPONSE HAS BEEN OVERWHELMING.

Sincerely,

  
John Nehmer  
General Manager  
WQWM



The Quality Satellite Network.

660 Southpointe Court, Suite 300, Colorado Springs, CO 80906. 1-800-654-3904



**Broadcasting Aug 3****FCC expected to bite the bullet on fairness doctrine . . . page 27.****TV network revenue figures up 2.5% in second quarter . . . page 5.****Scrambling gets another Hill airing . . . page 29.****NBC signs up for Nielsen's people meter . . . page 34.****Football broadcast rights payments flat for 1987 . . . pages 38-58.****FAIRNESS FAREWELL** □ FCC expected to vote on Tuesday to scrap fairness doctrine, which will likely heat up some collars on Hill. **PAGE 27.****BACK AGAIN** □ Senate committee takes another look at scrambling marketplace. **PAGE 29.****LOOKING UP** □ Strong upfront market is causing analysts to increase per-share earnings estimates for the networks. **PAGE 30.****PEOPLE WHO NEED PEOPLE METERS** □ NBC becomes first network to sign for Nielsen's new people meter service. **PAGE 34.****MAKING THE ROUNDS** □ NBC's Tartikoff blasts ABC, CBS for ratings-poor summer programming; Grossman answers questions on missed GE sales story by NBC, documentary on Israel; Wright discusses NABET negotiations. **PAGE 31.****PIGSKIN PARADE** □ Rights paid by broadcasters for college and pro football remain flat from last year's \$570 million. While network rights payments dropped, those paid by local stations increased. **PAGES 39-58.****WEIGHING IN** □ League of Women Voters announces debate sites for 1988 presidential campaign debates. **PAGE 64.****CHILDREN'S LOG** □ California professor says his study contradicts FCC belief that marketplace adequately regulates nonprogram material aired in children's programming. **PAGE 66.****GO-AHEAD** □ NAB reverses stand, would accede to auctioning of nonbroadcast spectrum. **PAGE 70.****REVISIONISM REACTION** □ FCC Chairman Dennis Patrick warns industry against reregulators. **PAGE 70.****BUCCANEER BROADCASTERS** □ FCC, government officials shut down pirate radio station operating off the coast of New York. **PAGE 71.****AD ADDITION** □ Judge rules Showtime can continue controversial ad campaign mentioning HBO if it includes proper disclaimer. **PAGE 74.****ALL-NIGHTERS** □ NAB asks FCC to allow AM daytimers to extend hours on interim basis while commission reviews AM interference standards. **PAGE 76.****DYNAMIC DUO** □ Robert MacNeil and Jim Lehrer, co-anchors of PBS's *MacNeil/Lehrer Report*, have made a mark on journalism with their one-hour, in-depth alternative to the network evening news. **PAGE 94.****INDEX TO DEPARTMENTS**

Business Briefly . . . . . 68	Editorials . . . . . 98	In Sync . . . . . 76	Programming . . . . . 66
Cablecastings . . . . . 62	Fates & Fortunes . . . . . 90	Journalism . . . . . 64	Riding Gain . . . . . 60
Changing Hands . . . . . 69	Fifth Estater . . . . . 94	Law & Regulation . . . . . 70	Stock Index . . . . . 65
Closed Circuit . . . . . 5	For the Record . . . . . 77	Monday Memo . . . . . 24	Technology . . . . . 76
Datebook . . . . . 16	In Brief . . . . . 96	Open Mike . . . . . 22	Where Things Stand . . . . . 6

**INDEX TO ADVERTISERS:** ABC Sports 41 □ American Railroads, Assn. of Third Cover □ Blackburn & Co., Inc. 68 □ Caden Radio Centro 60 □ CBN Radio 61 □ Chapman Associates 77 □ Classified Ads 82-89 □ Columbia/Embassy Television 13, 15, 17, 19, 21, 23, 25 □ Conus Front Cover, 26 □ R.C. Crisler & Co., Inc. 72 □ General Electric 6 □ GTE Spacenet Fourth Cover □ Hanna-Barbera Productions 47 □ Heller Financial 69 □ Kalil & Co., Inc. 71 □ Lionheart Television 11 □ Morgan Stanley & Co., Inc. Second Cover □ Mutual PM 43 □ NBC 54-55 □ Panasonic Broadcast Systems Co. 44-45 □ Paramount Pictures Corp. 35, 36-37 □ Professional Cards 81 □ Robert W. Rounsaville & Associates 70 □ Services Directory 80 □ Shearson Lehman Brothers, Inc. 73 □ D.L. Taffner/Ltd. 7 □ TeleRep, Inc. 49, 57, 59 □ TeleVentures 50-51 □ Transtar 3 □ USTV 26 □ Video Protection Co. 10 □ Warner Bros. Television Distribution 8-9

## Roller-coaster

Second-quarter figures for three major TV networks are in, and somewhat upbeat. Total revenues reported to Arthur Young accounting firm—with breakdowns to be released in BROADCASTING next week—show \$1,745,873,000, versus last year's \$1,702,827,000, for gain of 2.53%. Network officials are not so sanguine about third quarter, but believe fourth will be strong.

## Land mobile on ice

FCC will probably grant wish of National Association of Broadcasters and Association of Maximum Service Telecasters and defer any decision in its proceeding to reallocate spectrum from UHF television to land-mobile radio until completing its inquiry into advanced television systems. FCC sees deferral as logical given fact that ATV inquiry may conclude UHF spectrum is needed by broadcasters to implement some kind of ATV system. FCC will not necessarily make announcement on decision to postpone land-mobile action, will simply set proceeding aside and concentrate on ATV inquiry, which it has put on fast track.

## Half-billion take

Informed sources say Viacom may clear \$500 million in cash sales of syndicated rights to *The Cosby Show*. Viacom's total revenue from series will be supplemented by sales of two barter spots. (Viacom has still not named barter sales organization.) Prediction of cash total came last week as Viacom closed its 110th market to achieve coverage of roughly 80% of country. Of stations signed so far, seven are independents and 103 affiliates. Cash total so far is roughly \$400 million. Viacom has only two more top-10 markets to clear, Washington (which will close late this week) and Cleveland (which is unscheduled).

## Eye eyed

CBS-TV has undertaken comprehensive efficiency study of its Broadcast Center in New York, base of operations for CBS News and O&O WCBS-TV and origination point for most CBS Television Network programming. Key element in study is future of two Proctor & Gamble-owned serials now produced at center—*As the World Turns* and *Guiding Light*—which P&G has reportedly considered canceling or

moving to another production site. Either of those two scenarios would leave Broadcast Center with significant overhead being used at less than full capacity, source said.

## No tango yet

Discussions between Representatives Al Swift (D-Wash.) and Tom Tauke (R-Iowa) on legislation to reform comparative renewal process continue. "We're still discussing different ways to skin a cat," Swift told BROADCASTING. If they can't reach compromise, Swift says he'll have to determine if he'll introduce bill that would reflect his discussions with National Association of Broadcasters and public interest groups or one "I would think is ideal." Latter could be package broadcasters would consider even less acceptable than what has surfaced thus far.

## Teaming for barter

Access Entertainment Group, through its Access Syndication arm, and Syndicast Services Inc. were completing agreement Friday (July 31) for nonexclusive selling arrangement involving seven barter programs belonging to two companies. Access will handle station clearances while Syndicast handles advertising sales. Spokesman for Access emphasized pact does not represent merger but is intended to "combine the strengths of both companies." Each will continue to sell programs not included in agreement on its own, he said.

## Shorter sojourn

Shortened format for National Association of Broadcasters joint board of directors summer meeting last June was popular enough that NAB's executive committee has approved abbreviated January 1988 meeting. Winter session usually runs over week and includes legislative forum over weekend, with meeting beginning Tuesday and wrapping up on Friday. But this time board will kick off forum on Friday and close entire meeting by following Thursday.

## Second round

Good news for *Captain Kangaroo's* Bob Keeshan, presently recovering from heart bypass surgery, is that program is back for second year on public television and has been scheduled for first time by PTV's biggest station, WNET(TV) New

York. Sixty-five half-hour versions of original hour-long CBS series, *Captain Kangaroo*, will be distributed by Interegional Program Service, Boston, to at least 170 public television stations.

In its first year on public television, *Captain Kangaroo* ranked as second-most-watched noncommercial children's television program in markets where it is carried, behind *Sesame Street* and "a hair" ahead of *Mister Rogers' Neighborhood*. (Ranking is among children ages 2-11, although it's estimated that 20% of audience is adults.)

## Bright spots

Although national spot radio billings through June are off (see "Riding Gain," page 60), some advertising categories may hold promise for 1987. According to Radio Advertising Bureau, which bases its analysis on data collected by Radio Expenditure Reports, optical and photography businesses have increased spot radio expenditures by nearly 168% for first quarter 1987 over same period last year to \$2.8 million. Among other advertisers upping investment in national radio are gasoline and oil marketers, up 99% to \$5.9 million.

## At last

It's few months behind schedule, but National Telecommunications and Information Administration expects to report next week on feasibility of multisystem AM stereo radios capable of receiving signals of both stereo broadcasting systems in use today. After study of several months, NTIA tentatively concluded last February that proliferation of multisystem radios was solution to standards battle between Motorola's C-Quam system and Kahn Communications' single-sideband system. But before passing final judgment, it wanted its labs in Boulder, Colo., to evaluate multisystem technology to make sure it works. Labs submitted findings to NTIA last week. NTIA is keeping tight lid on report until it's ready for release, but one NTIA official said it would encompass economic as well as technical feasibility of multisystem radios and that FCC would get copy for review before it's released to public. Report is vital to Kahn system, which is wedded to multisystem receivers because manufacturers have been unwilling to build radios that receive Kahn signal only. Millions of C-Quam-only radios are now being produced each year, mostly by major automobile manufacturers.



# Where Things Stand

A weekly status report on major issues in the Fifth Estate

Copyright 1987 Broadcasting Publications Inc. May be quoted with credit.

**AM-FM allocations.** National Association of Broadcasters filed comments last week supporting FCC's proposal to allow most daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. Reply comments are due Aug. 10. FCC hopes to have final order by fall.

Commission has extended comment and reply comment deadlines to Aug. 31 and Sept. 15, respectively, on its notice of inquiry on proposed rules change to authorize FM directional antenna systems, which would allow for reducing distance separations between FM's. In commission's announcement of that extension, however, it tried to narrow focus of proceeding, saying that it would be "premature to consider extension of the use of directional antennas to the channel allotment process," and defining "immediate" scope of inquiry as providing existing licensees with "greater flexibility in the selection of transmitter sites, some of which may be

short-spaced."

FCC has processed 29 of about 80 windows for new FM allocations created by docket 80-90 proceeding. Commission's goal is to have processed 40 windows by year's end. Commission has also received about 800 petitions for new allotments and facility upgrades.

**AM stereo.** Following five-month inquiry, National Telecommunications and Information Administration concluded last February that AM stereo marketplace has "stagnated" and that multisystem radios are only way to get marketplace moving and insure AM stereo's future. Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. To confirm its faith in technology, NTIA's laboratories in Boulder, Colo., tested multisystem radios and integrated circuits. NTIA final report is due this week or next.

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tena-

cious. Since no one is making radio to receive Kahn signal only, Kahn is counting on proliferation of multisystem radios.

**Antitrafficking.** Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Although Hill action on any broadcast legislation has been put on hold until fate of fairness doctrine is settled (see "Fairness doctrine," below), signs indicate antitrafficking could move on its own (BROADCASTING, June 29). There has been some speculation that trafficking provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

**Cable regulation.** FCC's implementation of Cable Communications Policy Act of 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card from panel of the U.S. Court of Appeals in Washington several weeks ago. Panel upheld FCC standard for "effective competition"—where three off-air broadcast signals were available in cable community—calling it "for the most part neither arbitrary, capricious nor otherwise contrary to law." Court also agreed to FCC's determination of when it would intervene in disputes under Cable Act's franchise fee provision, which was when those disputes "directly impinge" on national policy involving cable and implicate the agency's expertise. Among the commission rules overturned: FCC's redefinition of basic cable service; automatic pass-through of certain identifiable costs of providing basic service, and FCC's signal availability standard.

On Capitol Hill, the House Telecommunications Subcommittee plans to convene oversight hearings in fall on status of cable industry three years after deregulation.

**Children's television.** U.S. Court of Appeals in Washington has remanded FCC action eliminating commercial guidelines for children's programming on grounds commission had failed to justify its deregulatory action. Commission had maintained marketplace regulation would be



John McLaughlin fuels the fire while respected journalists Jack Germond, Morton Kondracke, and Robert Novak provide informative and often explosive opinions.

Join them all on the McLaughlin Group. It just might be the freshest, boldest, most incisive political show on the air.

Don't miss it. The people who run this country never do.

**The McLaughlin Group**

Made possible by a grant from GE.



Check local listings for station and time.

A REGISTERED TRADEMARK OF GENERAL ELECTRIC COMPANY.

# THE HOT STRIP GETS HOTTER!

It's a sizzler!

Too Close for Comfort<sup>®</sup> HH Shares are up again...  
all across America! Grab these 129 proven half hours...  
and heat up the ratings on your station.

## TED KNIGHT'S TOO CLOSE FOR COMFORT THE PROVEN PERFORMER

**D.L. TAFFNER/LTD.**

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

**UP 100%**  
SAN ANTONIO  
KRRT M-F 5:30 PM

**UP 83%**  
ATLANTA  
WGNX M-Th 7:30 PM

**UP 54%**  
ANCHORAGE  
KIMO M-F 5:30 PM

**UP 50%**  
BIRMINGHAM  
WTTO M-F 6 PM

**UP 40%**  
JACKSONVILLE  
WAWS M-F 6:30 PM

**UP 33%**  
ST. LOUIS  
KPLR M-F 6:30 PM

**UP 33%**  
TERRE HAUTE  
WBAK M-F 10 PM

**UP 29%**  
NEW ORLEANS  
WGNO M-F 6:30 PM

**UP 29%**  
DENVER  
KDVR M-F 6:30 PM

**UP 20%**  
PHILADELPHIA  
WTAF M-F 6:30 PM

**UP 20%**  
SALT LAKE CITY  
KSTU M-F 6:30 PM

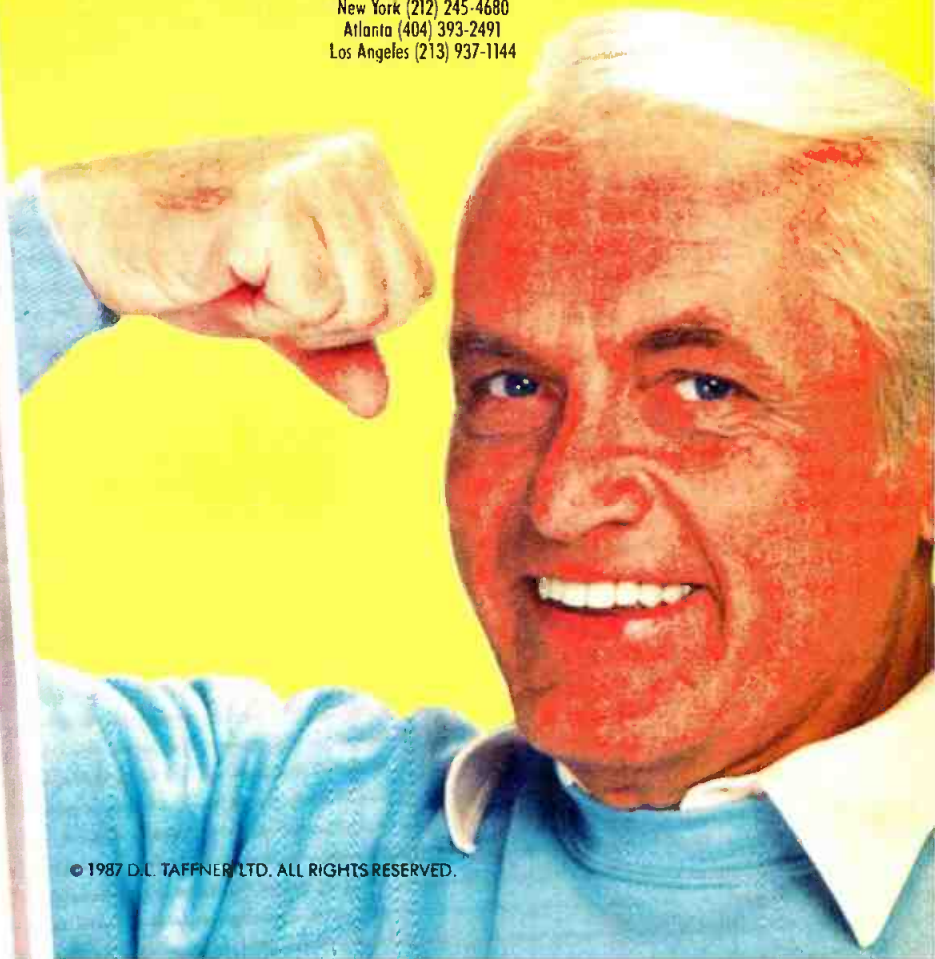
**UP 17%**  
BUFFALO  
WUTV M-F 7 PM

**UP 14%**  
NEW YORK  
WNYW M-F 6:30 PM

**UP 11%**  
DES MOINES  
KDSM M-F 5:30 PM

**UP 10%**  
HOUSTON  
KRIV M-F 6 PM

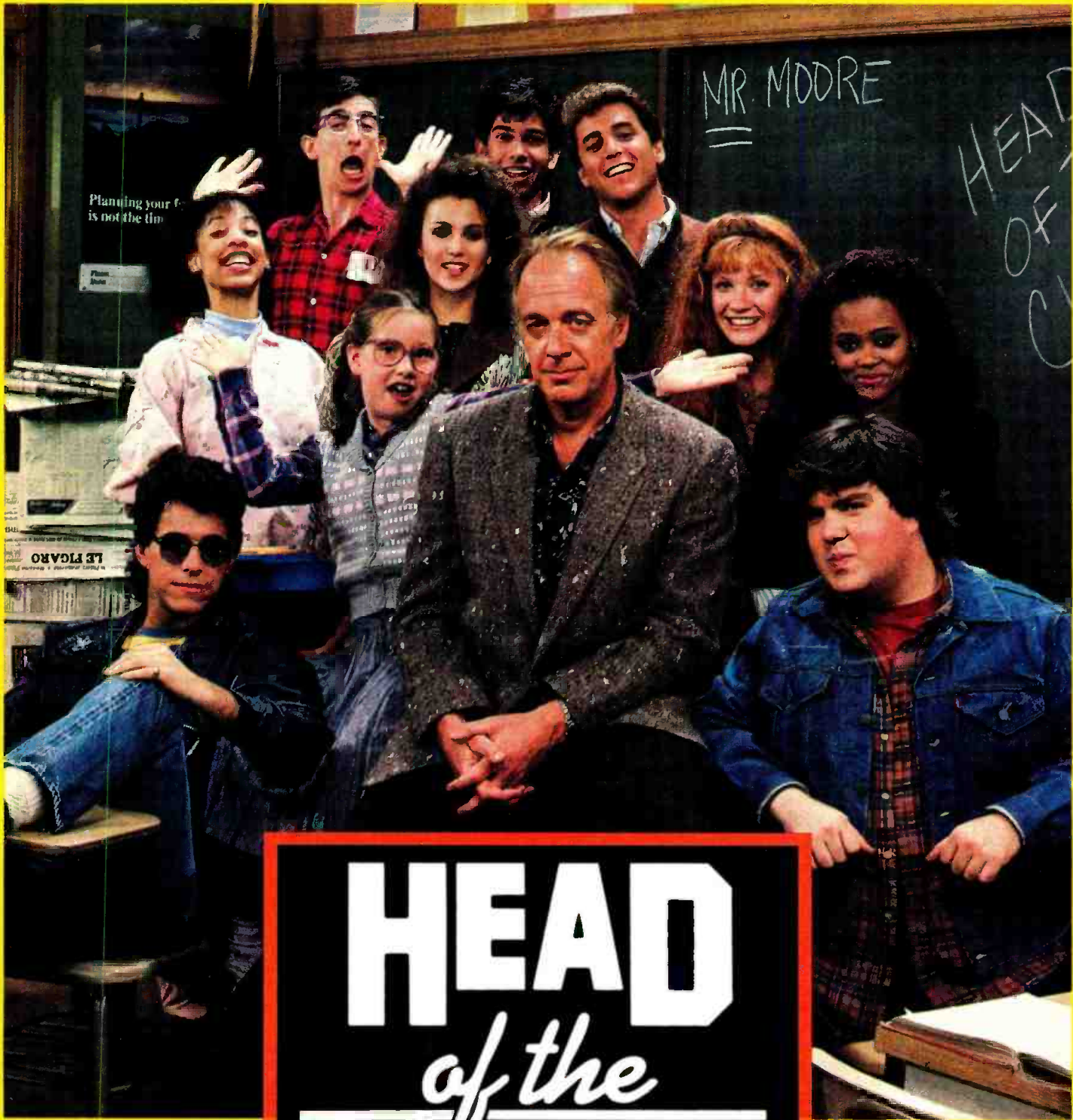
SOURCE:  
NSI MAY 87 VS. MAY 86





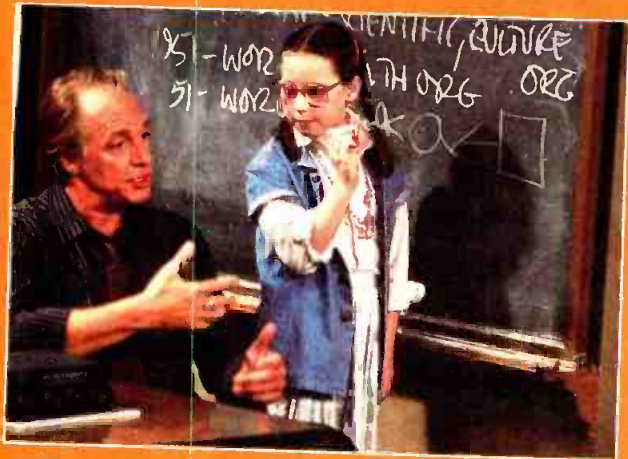
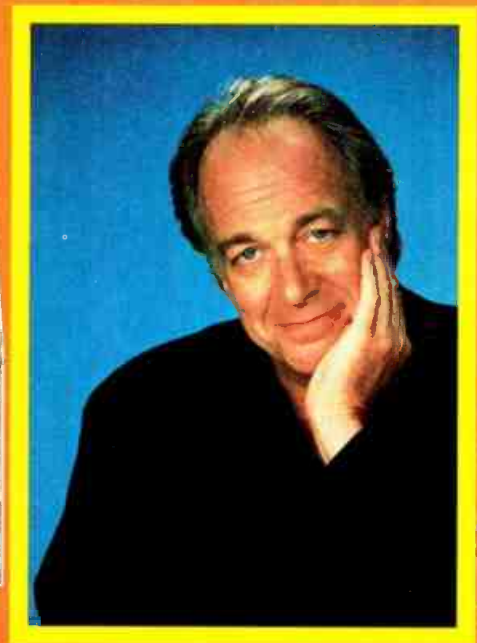
**“HEADS ABOVE OTHER SITCOMS”**

USA TODAY



**HEAD**  
*of the*  
**CLASS**





**WARNER BROS. TELEVISION DISTRIBUTION**  
A Warner Communications Company



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

Meanwhile, Association of Independent Television Stations, concerned about what it says is decline in TV viewing by children, has authorized life-styles study by M/E Marketing and Research, Boston, to find out where younger viewers have gone, and, by extension, how to get them back. Results will be announced at INTV convention in Los Angeles in January.

University of California, Santa Barbara, study released in July, asserted that commission's argument that marketplace would take care of commercialism in children's programming was faulty (see story, page 66).

□

**Compulsory license.** After often-bitter war of

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

In related development, FCC has opened inquiry into whether compulsory license should be preserved. Inquiry could form basis for legislative recommendation to Congress. Comment

deadline has been extended to Aug. 6; replies, to Sept. 21.

□

**Crossownership.** FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20).

On the telco-cable front, as part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell Operating Companies' providing "information services," which include everything from electronic mail to videotex to cable television.

Even if Greene decides to lift prohibitions, the BOC's still wouldn't be free to provide cable service wherever they wanted. The Cable Communications Act of 1984 codified FCC rules banning all local telcos, except those serving strictly defined "rural areas," from operating cable systems within their service areas.

□

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites has emerged from the home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or cable operators.

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

□


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

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

□

**Fairness doctrine.** FCC is expected to repeal its 46-year-old fairness doctrine (dating from its 1941 *Mayflower* decision), at meeting tomorrow (Aug. 4).

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




**TV STATIONS SPEND THOUSANDS OF DOLLARS TO PROTECT THEIR VIDEO EQUIPMENT...**

**AND NOTHING TO PROTECT THEIR NEWS PHOTOGRAPHERS**

When news photographers cover drug busts, hostage situations and barricaded gunman stories, life threatening conditions may exist.

Now news photographers can be provided with the same soft body armor protection law enforcement officers have been using for years.

The Media Tactical Jacket, manufactured by Second Chance, leader in the body armor industry, is specially designed by a news photographer for news photographers.



**NATIONAL DISTRIBUTOR OF "MEDIA TAC JAC" SOFT BODY ARMOR**

Call or write for more information on this opportunity to InVEST in safety!

**VIDEO PROTECTION CO.**  
P.O. BOX 1131 • GRAND RAPIDS, MI 49501  
800-722-9010 • 616-453-5599



# You Wouldn't Want To Be A Kid Growing Up Today!

*Both of your parents probably work. And they've got a major problem.*

*Taking care of you.*

*Good childcare is hard to find and very expensive.*

*So if you're like millions of today's kids, you're probably in the hands of a stranger, an incompetent, or both.*

*What a way to shape America's future.*



Childcare today.

The issue is top on the list of what every parent is concerned about.

Major corporations, major advertisers, even politicians have zeroed in on it.

It's a media baby.



Jill Eikenberry, star of L.A. Law, hosts **Cutrate Care: America's Day Care Gamble**.

60 minutes of incisive television that explores this current crisis and its impact on family and business.

*You wouldn't want to grow up without it.*

**"Cutrate Care: America's Day Care Gamble"** produced by our allies, the documentary unit of Post-Newsweek Stations, Inc.

Distributed by



**LIONHEART TELEVISION**  
*The BBC In America.*  
**Your Allies.**

Los Angeles 213/470-3939

New York 212/541-7342

Chicago 312/334-6993

Miami 305/284-1248

New Orleans 504/866-5735

rected plaintiffs to submit issue to U.S. District Court. Full court, after considering petitions from broadcasters and FCC, decided to rehear case.

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

□

**Federal Trade Commission.** FTC has begun antitrust investigation of National Football League television rights contracts, issuing subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. As part of NFL deal, some games will be shown for first time on cable by ESPN, cable channel 80% owned by ABC. FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House Commerce Committee adopted its own version of FTC authorization on July 14. Both bills authorize FTC at \$69.85 million for FY '88, \$71.9 million in 1989 and \$72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill.

□

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

□

**High-definition television.** On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee (BROADCASTING, July 20). Standards body, Advanced Television Systems Committee, at July 28 meeting, planned some tests, to begin before end of year, for possible ghosting and fading problems while transmitting high-resolution, wide-screen signal on terrestrial TV bands. Major testing effort will begin in early 1988.

National Association of Broadcasters has announced it will finance two-year HDTV project (costs are estimated at \$700,000) to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV

receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

□

**Indecency.** Justice department informed FCC that it would not prosecute Pacifica Foundation's KPFF(FM) Los Angeles for obscenity because it would have been difficult to prove requisite criminal intent. Case was one of three before commission when it decided to enforce broader definition of indecency (BROADCASTING, April 20) than "seven dirty words" of 1978 Pacifica Supreme Court decision. Other two cases, WYSP(FM) Philadelphia and KCSB-FM Santa Barbara, Calif., and KPFF(FM) Los Angeles, received warnings about indecencies.

Pacifica petitioned U.S. Court of Appeals, Washington, for review of commission's action, saying FCC's new policy will have "chilling" effect on broadcast speech.

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

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

Pacifica Foundation, licensee of noncommercial WBAI(FM) New York, on May 22 asked FCC for declaratory ruling on whether planned June 16 broadcast of "Ulysses" excerpts would violate indecency standards. FCC rejected request, saying ruling could be "functional equivalent of prior restraint." WBAI went ahead with broadcast without incident.

□

**International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates pleaded guilty in U.S. district court last month to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of its headquarters building. Colino, along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

□

**International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but the proposal of only one, PanAmerican Satellite Corp., which has secured Peru as a foreign part-

ner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

**Land-mobile.** With final comments in, broadcasters are awaiting FCC decision on its petition to delay reallocation of the UHF-TV channels to land-mobile radio service until completion of its study on advanced television systems and local broadcasting (see "High-definition television"). Broadcasters believe UHF channels may be important to their being able to implement ATV systems. At present, however, FCC Chairman Dennis Patrick sees ATV and land-mobile use of UHF frequencies as separate issues.

□

**License renewal reform.** Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on license renewal reform (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard. National Association of Broadcasters stated strong opposition to measure while public interest, minority and women's groups backed certain aspects of measure. However, Hill leadership has indicated that no broadcast legislation will move until outcome of fairness doctrine is determined. Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board last month and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce the bill with or without broadcaster support (BROADCASTING, July 13). Swift has been trying to iron out differences with Representative Tom Tauke (R-Iowa), author of H.R. 1140, broadcast bill that NAB is backing. In Senate, S. 1277 would set up two-step process, but there are number of other provisions broadcasters find objectionable.

□

**Low-power television.** Next lottery to determine "tentative winners" among LPTV applicants was scheduled for July 31 in Washington.

FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Estimated 1,200 applications were received, far fewer than FCC officials had expected, giving hope applications will be processed well before year's end. Keith Larson, chief of FCC's LPTV branch, would go no further than to say "pre-processing"—placement of applications on public notice and input of their data into computers—would be completed in few weeks.

Important new buyer may soon emerge in syndicated programing marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to buy and distribute syndicated programing for 160 or so LPTV stations that are now originating programing. CBA is awaiting go-ahead from anti-trust lawyers before proceeding further with plans.

□

**Mergers.** Cablevision Systems has proposed to



**There's only  
one "Boss"**

**in**

**New York...**

purchase Adams-Russell for roughly \$301 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before Jan. 15, Adams-Russell will have roughly 230,000 subscribers. □ SCI Holdings has retained three investment banking firms to explore sale of Storer cable systems, serving 1.4 million basic subscribers. No offering documents are expected for at least four weeks. □ Taft Broadcasting Co.'s \$157 per share buyout by joint venture composed of leading shareholders was approved by Taft board June 5 and will be voted on at special meeting of shareholders scheduled for Sept. 29 in Cincinnati. Buyout filing with FCC is subject of two protests seeking to block transfer. □ At least three applications have been filed seeking review of Spanish International Communications Corp. sale of five television stations to joint venture of Hallmark Cards and First Chicago Investment Corp. for \$301.5 million. Sale had previously been approved by commission. □ Still pending before commission is proposed \$320-million settlement of KHL(TV) Los Angeles license challenge, in which Walt Disney Co. would end up owning station. □ Almost complete is initial review before FCC's television transfer branch of proposed \$270-million sale of WRVJ(TV) Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management. □ Mass Media Bureau is expected to rule soon on sale to Gillett Holdings for approximately \$650 million of 50.1% holding in six TV stations currently owned and run by SCI Holdings. Sale is contingent on commission's approving long-form application to transfer five other Gillett Group stations to trust whose beneficiaries are children of George Gillett. No petitions to deny latter sale have been filed.

□

**Minority preference.** FCC deadline for returning minority ownership questionnaires was July 31. At last count—some two weeks ago—about 70% of broadcasters had returned questionnaires, according to commission, with "steady" stream of responses since then.

OMB had ruled that broadcast licensees need not return special FCC questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences for minorities and women (BROADCASTING, April 13), but FCC overruled veto and held that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) Although no decision has been made, FCC source says commission plans to take some enforcement action against those who do not comply. FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

In Congress, interest in legislative action on minority issues appears to be gaining ground. Legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions. Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) plans to hold hearings on subject and is committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27).

□

**Multichannel television.** Multichannel televi-

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

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

□

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

□

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

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

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

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

On Capitol Hill, legislation is pending in House and Senate (H.R. 1195 and H.R. 698) that would replace blanket license with source licensing scheme. Committee says it has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearing in fall on bill. In House, Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

□

**Must carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. But measure is on hold, and won't move until Congress deals with fairness doctrine.

□

**People meters.** NBC last week became the first network to announce it would sign a three-year contract with A.C. Nielsen for people meter service. Both ABC and CBS have formally indicated to Nielsen their intention not to renew three-year contracts with the ratings service this September, when A.C. Nielsen and AGB Television Research Co. are scheduled to launch people meter TV viewing measurement services. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced three weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients exclusively for its people meter service. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. Nielsen vice president, John Dimling, has confirmed that Nielsen has not ruled out retaining current NTI audimeter household panel next season (at least through fourth quarter) to cross check people meter ratings.

ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating money it will pay networks if it falls short of guarantees.

As of July 1, 1987, according to Nielsen, people meters had been installed in 2,000 households, with 4,000 anticipated by September 1988. ■ ScanAmerica has signed one station in Denver market so far: KOVR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers. ■ Percy now has about 400 homes installed in New York (out of 1,200) and has signed three stations there: WCBS-TV, WNBC-TV and WNYW-TV.

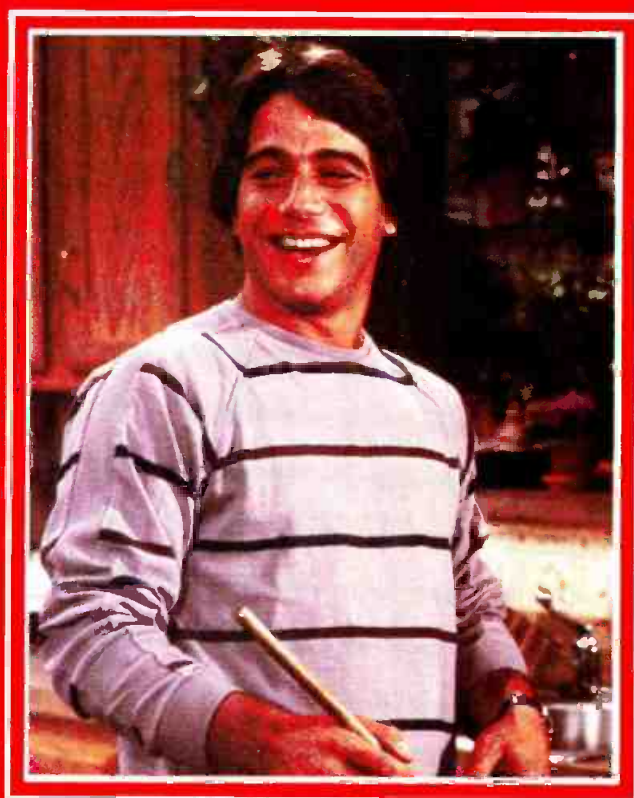
□

**Public broadcasting.** House Appropriations Committee recommended that Corporation for Public Broadcasting be funded at \$238 million for FY 1990, \$10 million more than FY 1989 level and highest figure ever approved for CPB, which had asked for \$254 million. American



# WWOR

MCA Broadcasting



Public Radio President Al Hulsen will leave his post in September to return to Hawaii, where he said he will "pursue a variety of personal, family and professional activities" (BROADCASTING, July 20). Donald Ledwig was unanimously elected permanent president of CPB after serving as acting president for seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members—Archie Purvis, Marshall Turner and Sheila Tate—and return of former chairman, William Lee Hanley (BROADCASTING, June 29). At his request, nomination of former board member Harry O'Connor for second term was withdrawn. Confirmation of Charles Lichenstein for one of two remaining openings has been controversial: Lichenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

**Scrambling.** Congressional debate over home satellite marketplace is heating up. Bills are pending in House and Senate that would regulate home satellite marketplace. Senate Communications Subcommittee was to take up issue at hearing July 31 (see "Top of the Week"). Also, realignment among industry groups interested in TVRO legislation has occurred, with Motion Picture Association of America expressing general support for Senate dish bill, S.889 (BROADCASTING, July 27). House Telecommunications Subcommittee hearing on scrambling earlier this month (BROADCASTING, July 6) seemed to indicate there is still congressional concern that home satellite marketplace is not working. Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing.

**Space WARC.** U.S. expressed qualified optimism in September 1985, following first session

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

**Syndex.** In comments to the FCC two weeks ago, cable operators expressed opposition, while broadcasters and program producers expressed support for the FCC's proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that the FCC lacks jurisdiction to reimpose syndex, that the absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

Most broadcasters and program producers contended that the rules are needed to protect the sanctity of their "exclusive" programming contracts. And, contrary to what the cable industry says, they have been harmed economically by the cable importation of distant signals with programs that duplicate those of local stations. Reply comments are due Sept. 8.

**TV stereo.** Stereo sound television receivers sold to dealers for year to date, as of July 17, now total 1,703,961, up 27.7% from 1,334,431

sold in same period in 1986. Seven percent of U.S. TV households have multichannel sound TV's, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to the Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects. Some 400 stations will be broadcasting TV stereo by year's end and one source puts number of cable systems carrying broadcast stereo signal at 300.

**Unions.** Talks between NBC and National Association of Broadcast Employees and Technicians, union representing some 2,800 technicians, newswriters and others, broke off July 30 with federal mediator determining sides were too far apart to warrant continuing talks. Group went on strike June 29. About 400 union members rallied at General Electric's offices in Manhattan last Wednesday. Company and union have been unable to reach agreement on new contract since last four-year pact expired three months ago. Dispute centers on network's proposed increase in use of temporary employees and term of new contract.

Directors Guild of America members overwhelmingly approved new freelance contract by vote of 2,005 to 65, representing 97% approval margin. Results of mail-in ratification vote were released last week. Meanwhile, DGA is scheduled to resume staff talks with ABC and CBS within the next two weeks.

Five-week strike by Screen Actors Guild against Disney, Marvel, Filmation and DIC animation studios has been settled. New three-year pact gives voice-over actors 10% pay raise, reduction in recording sessions from eight to four hours in most cases and 10% bonus when they must provide voices for three characters in one session. Of five animation studios originally struck, Hanna-Barbera reached agreement with union earlier this month (BROADCASTING, July 6).

## Datebook

■ Indicates new entry

### This week

**Aug. 2-7**—Television Bureau of Advertising/All-Harvard Faculty Taught General Sales Management Program, sponsored by *TVB*. Stouffer's Bedford Glen (Boston), Bedford Glen, Mass. Information: (212) 486-1111.

**Aug. 3**—Deadline for reply comments on FCC proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). FCC, Washington.

**Aug. 3**—Deadline for reply comments on FCC inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). FCC, Washington.

**Aug. 3**—Deadline for reply comments on FCC proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). FCC, Washington.

**Aug. 4-6**—CBS press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

**Aug. 5**—National Academy of Television Arts and Sciences luncheon. Speaker: Tom Freston, president, MTV Networks Entertainment, on "America's Newest Export: MTV Goes Global." Copacabana, New York. Information: (212) 713-6450.

**Aug. 14-15**—Utah Broadcasters Association convention. Prospector Square, Park City, Utah.

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

**Aug. 6**—Comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

**Aug. 6-7**—Michigan Cable Television Association annual summer meeting. Boyne Highlands Resort, Harbor Springs, Mich. Information: (517) 351-5800.

### August

**Aug. 9-11**—Arkansas Broadcasters Association meeting. Royale Vista hotel, Hot Springs, Ark.

**Aug. 9-14**—National Association of Broadcasters management development seminar for television. Uni-

versity of Notre Dame, Notre Dame, Ind. Information: (202) 429-5366.

**Aug. 12**—Fall program preview for ABC, sponsored by National Academy of Television Arts and Sciences, New York chapter. Host: Stephen Nanno, director, program administration, ABC Entertainment. Magno screening room, 1600 Broadway, New York. Information: (212) 765-2450.

**Aug. 13**—Deadline for reply comments in FCC proceeding (MM 87-9) requiring noncommercial FM stations to provide radio reading services use of subcarrier capacity.

**Aug. 13-14**—Alaska Broadcasters Association annual convention, engineering conference and awards banquet. Hotel Captain Cook, Anchorage. Information: (907) 258-2424.

**Aug. 13-16**—Tennessee Association of Broadcasters annual convention. Hyatt Regency, Knoxville, Tenn.

**Aug. 15**—Deadline for nominations for Women at Work Broadcast Awards, sponsored by National Commission on Working Women. Information: (202) 737-5764.

**Aug. 15**—Deadline for entries in Media Awards, for "accurate, realistic and meaningful" portrayal of critical



**There's only  
one "Boss"**

**in**

**Los Angeles...**

care nursing, sponsored by *American Association of Critical Care Nurses*. Information: (213) 385-5271.

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

**Aug. 18**—CBS fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. CBS, New York. Information: (212) 765-2450.

**Aug. 18-23**—*National Association of Black Journalists* 12th annual convention. Theme: "Words, Pictures and Sound: Paving the Road to Parity." Intercontinental hotel, Miami. Information: (703) 648-1270.

**Aug. 19**—*Ohio Association of Broadcasters* news directors workshop. Holiday Inn, Columbus, Ohio.

**Aug. 20**—Reply comments due in FCC proceeding (Docket 86-484) reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies. FCC, Washington.

**Aug. 20-22**—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 26**—NBC fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. NBC, New York. Information: (212) 765-2450.

**Aug. 26**—*Ohio Association of Broadcasters* news directors workshop. Embassy Suites hotel, Columbus, Ohio.

**Aug. 28**—Deadline for entries in CAPE Awards (Cable Awards for Programming Excellence), sponsored by Ca-

ble Television Network of New Jersey. Information: CTN, 128 West State Street, Trenton, N.J. 08608.

**Aug. 30-Sept. 1**—Eastern Show sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

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

## September

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

**Sept. 2**—PBS fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. PBS, New York. Information: (212) 765-2450.

**Sept. 4**—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, MRTW director. KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

**Sept. 4**—*Ohio Association of Broadcasters* small market radio exchange. Westbrook, Mansfield, Ohio.

**Sept. 5**—*Florida AP Broadcasters* 39th annual meeting and awards luncheon. The Peabody, Orlando, Fla.

**Sept. 7-9**—*Satellite Broadcasting and Communication Association-Satellite Television Technology International* trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

**Sept. 8**—Deadline for reply comments due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

**Sept. 9**—*Virginia Public Radio Association* meeting.

## Major Meetings

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

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

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

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

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

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

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

**Jan. 23-25, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

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

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Fu-

ture meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

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

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

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

**April 10-12, 1988**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

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

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

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

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

**June 8-11, 1988**—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

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

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

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

## The Fifth Estate Broadcasting

Founder and Editor  
Sol Taishoff (1904-1982)  
1705 DeSales Street, N.W., Washington 20036  
Phone: 202-659-2340

Lawrence B. Taishoff, publisher.

### Editorial

Donald V. West, managing editor.  
Mark K. Miller (operations), Harry Jessell (Washington), Penny Pagano (national news), assistant managing editors.  
Leonard Zeidenberg, chief correspondent.  
Kira Greene, senior news editor.  
Matt Stump, Kim McAvoy, John S. Eggerton, associate editors.  
Susan Dillon, Adam Glenn (technology), assistant editors.  
Scott Fitzpatrick, Jeanne Omohundro, Randall M. Sukow, staff writers.  
Anthony Sanders, systems manager.  
Peter D. Lambert, Kasey Vannett, editorial assistants.  
Todd F. Bowie, Ed Kaitz, production.

### Senior Editorial Consultant

Edwin H. James (Washington)  
Editorial Consultant  
Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor.  
Lucia E. Cobo, assistant manager  
Thomas D. Monroe, Bruce E. Jones

### Book Division

David Dietz, manager.

### Advertising

Washington  
Robert (Skip) Tash, Southern sales manager.  
Doris Kelly, sales service manager.  
Meg Robertie, classified advertising.  
New York  
David Berlyn, senior sales manager.  
Charles Mohr, David Frankel, sales managers.

### Hollywood

Tim Thometz, sales manager.

### Circulation

Kwentin K. Keenan, circulation manager.  
Patricia Waldron, data entry manager.  
Sandra Jenkins, Debra De Zarn, Joseph Kolthoff

### Production

Harry Stevens, production manager.  
Rick Higgs, production assistant

### Administration

David N. Whitcombe, vice president/operations  
Philippe E. Boucher, controller.  
Tracy Henry, assistant controller.  
Albert Anderson, office manager.  
Irving C. Miller, financial consultant.

### Corporate Relations

Patricia A. Vance, director.  
Jessie Newburn

### Bureaus

New York: 630 Third Avenue, 10017  
Phone: 212-599-2830  
Stephen McClellan, associate editor.  
Vincent M. Dilingo, senior editor: radio.  
Geoff Foisie, assistant editor  
Scott Barrett, staff writer.  
June Butler, advertising assistant.  
Hollywood: 1680 North Vine Street, 90028  
Phone: 213-463-3148  
Jim Benson, West Coast editor  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.  
International Advertising Representatives  
Europe and United Kingdom: Lucassen International  
John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC  
Badhoevedorp/Amsterdam, Netherlands. Phone:  
31(2968)6226. Telex: 18406 hark ni ■ Japan:  
Masayuki Harihara, Yukari Media Inc., 17-2 Chitosedai  
1chome, setagaya ku, Tokyo-157 Japan. Phone: (03)  
484-2847. Telex: 02423928.

### Broadcasting Publications Inc.

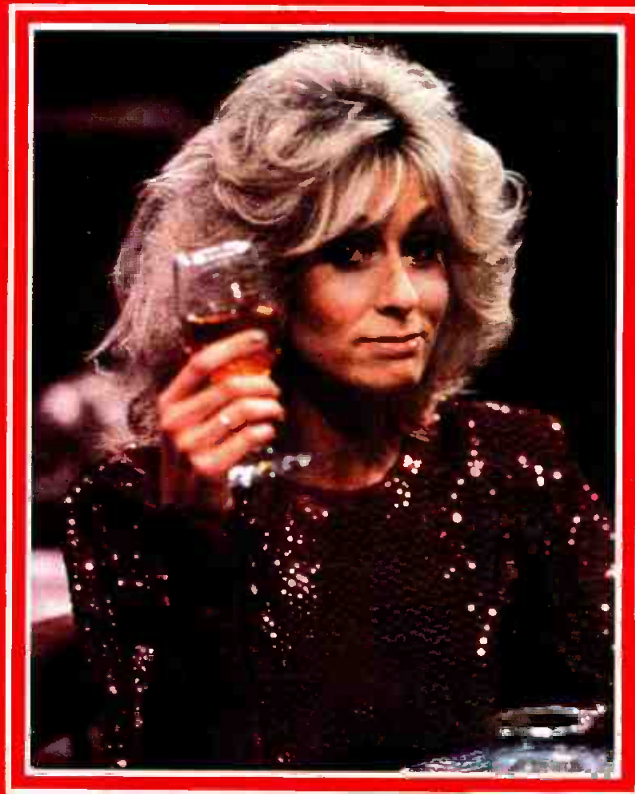
A Times Mirror Business Publication

Lawrence B. Taishoff, president.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.

Founded 1931. Broadcasting-Telesharing \* introduced  
in 1946. Television \* acquired in 1961. Cablecasting \*  
introduced in 1972. Reg. U.S. Patent Office. ©  
Copyright 1987 by Broadcasting Publications Inc.



# KHJ



James Madison University, Harrisonburg, Va. Information: (703) 568-6221.

**Sept. 9-12**—Radio '87 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

**Sept. 10-11**—Third annual *Rocky Mountain Film & Video Expo*. Regency hotel, Denver. Information: (303) 691-4600.

**Sept. 11-13**—*Maine Association of Broadcasters* annual convention and election of officers. Sugarloaf USA, Kingfield, Maine.

**Sept. 11-13**—*Radio Advertising Bureau's* Radio Sales University. Portland, Ore. Information: 1-800-232-3131.

**Sept. 12**—39th annual prime time Emmy Awards (non-televized), primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 13-15**—*Nebraska Association of Broadcasters* annual convention. Kearney, Neb.

**Sept. 14**—*Ohio Association of Broadcasters* small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

**Sept. 16-18**—*National Religious Broadcasters* South-eastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

**Sept. 17**—Annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by William Baker, president and chief executive officer of noncommercial WNET(TV) New York. Co-sponsored by *Office of Communication of United Church of Christ and Communication Commission of National Council of Churches*. Riverside Church, New York. Information: (212) 683-5656.

**Sept. 17-18**—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*. Washington hotel, Washington. Information: (202) 659-3055.

**Sept. 17-19**—*American Women in Radio and Television* South Central area conference. Houston.

**Sept. 17-20**—*American Women in Radio and Television* Western area conference. San Jose, Calif.

**Sept. 18**—Cable television technology conference, sponsored by *Massachusetts Cable Television Commission*. Massachusetts Transportation Building, 10 Park Plaza, Boston. Information: Bill August or Kim Lyle, (617) 727-6925.

**Sept. 18-19**—*North Dakota Association of Broadcasters* annual convention. Minot, N.D.

**Sept. 18-20**—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

**Sept. 20**—Telecast of *Academy of Television Arts & Sciences'* 39th Annual Prime Time Emmy Awards over Fox Broadcasting Co. live from Pasadena (Calif.) Civic Auditorium.

**Sept. 20-22**—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

**Sept. 20-22**—*National Association of Broadcasters* Hundred Plus Exchange for small market television broadcasters. Capitol Hill Hyatt Regency hotel, Washington.

**Sept. 20-24**—*Southern Educational Communications Association* conference. Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

**Sept. 20-24**—*National Association of Telecommunications Officers and Advisers* seventh annual conference, "Options and Opportunities." Speakers include: Jack Valenti, Motion Picture Association of America; James Mooney, National Cable Television Association; Preston Padden, Independent Television Association. Pfister hotel, Milwaukee. Information: (202) 626-3250.

**Sept. 21**—Deadline for reply comments in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

**Sept. 21-23**—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cownie, co-founder and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

**Sept. 21-24**—Third Pacific International Media Market for film and television programs. Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

**Sept. 22**—Symposium on reporting health risk information, sponsored by *Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education*. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

**Sept. 22-24**—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

**Sept. 22-24**—*Wisconsin Broadcasters Association* annual sales seminar. Eau Claire-Appleton-Madison, Wis.

**Sept. 23-25**—*Oregon Association of Broadcasters* annual meeting. Shilo Inn, Lincoln City, Ore.

**Sept. 24-25**—*National Religious Broadcasters* South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

**Sept. 24-26**—International Symposium on Broadcasting Technology, sponsored by *Radio and Television Broadcasting Society of Chinese Institute of Electronics and China Institute of Radio and Television*. Beijing, China.

**Sept. 25**—*Society of Broadcast Engineers Chapter 22, Central New York* 15th regional convention. Liverpool, N.Y.

**Sept. 25-27**—*Massachusetts Association of Broadcasters* annual convention. Brewster, Mass.

**Sept. 27-29**—*Microwave Communications Association* annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

**Sept. 27-29**—*Kentucky Cable Television Association* annual convention. Radisson hotel, Lexington, Ky.

**Sept. 27-29**—*New Jersey Broadcasters Association* 41st annual convention. Buck Hill Inn, Buck Hill Falls, Pa.

**Sept. 28-Oct. 2**—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

**Sept. 29**—*National Academy of Cable Programming* annual fall forum luncheon. Grand Hyatt hotel, New York. Information: (202) 775-3611.

**Sept. 29-Oct. 1**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

**Sept. 29-Oct. 3**—Fifth Canada-Japan TV executives meeting, coordinated by *Canadian Broadcasting*

*Corp.* Toronto. Information: (613) 738-6862.

**Sept. 30**—*International Radio and Television Society* newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

**Sept. 30**—Deadline for entries in *Ohio State Awards* program competition. Information: Phyllis Madry, (614) 292-0185.

■ **Sept. 30**—"Hispanic Media: Influence and Opportunity," seminar sponsored by *Media Institute*. Westin Bonaventure hotel, Washington.

## October

**Oct. 1-2**—"Urban Markets: Cable's Newest Challenge," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Waldorf-Astoria, New York. Information: Barbara York or Ann Dorman, (202) 775-3622.

**Oct. 4-6**—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

**Oct. 4-7**—*American Association of Advertising Agencies* Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

**Oct. 5**—Presentation of CAPE Awards (Cable Awards for Programming Excellence), sponsored by *Cable Television Network of New Jersey*. Trump Tower, Atlantic City, N.J.

**Oct. 5-6**—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

**Oct. 5-6**—*National Religious Broadcasters* South-western chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

**Oct. 5-8**—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

**Oct. 5-8**—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

**Oct. 5-8**—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

**Oct. 6-8**—*World Teleport Association* general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McStine, (212) 466-4758.

■ **Oct. 7**—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn. Information: (203) 633-5031.

**Oct. 7-10**—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

**Oct. 7-11**—*Women in Communications* national professional conference. Minneapolis. Information: (512) 346-9875.

**Oct. 8-10**—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

**Oct. 8-10**—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

**Oct. 9-11**—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

**Oct. 9-11**—*Radio Advertising Bureau's* Radio Sales University. Chicago. Information: 1-800-232-3131.

**Oct. 13-15**—*Mid-America Cable TV Association* annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.

**Oct. 14-16**—Intelevent '87 conference, sponsored by *International Televent*. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Geneva. Information: (202) 857-4612.

**Oct. 14-16**—"Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

**Oct. 14-16**—*National Religious Broadcasters* Mid-western chapter meeting. Pheasant Run Resort, St.

## Errata

Dean Woodring, general manager, KTZZ-TV Seattle, was erroneously identified as station's general sales manager in July 13 "Fates & Fortunes." Dan Lutgen is KTZZ-TV's new general sales manager.

□

July 13 box on *Meredith Corp.*'s purchase of MMT Sales incorrectly said Meredith's holdings included *Good Housekeeping* magazine. It owns *Better Homes & Gardens*.

□

**Story on Cycle Sat**, company which is transmitting TV commercials via satellite (BROADCASTING, July 27), incorrectly stated that transmissions began April 8. Company has been transmitting commercials by satellite for three years. First transmission from Cycle Sat's new Forest City, Iowa, facility occurred on April 8. Also about 440, not 240 stations, have signed up for Cycle Sat's Cyclecypher box.



**There's only  
one "Boss"  
in  
Chicago...**

Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

**Oct. 14-17**—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frankfurt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292

**Oct. 14-17**—Seventh annual Prized Pieces International Video and Film Competition, sponsored by *National Black Programing Consortium*. Columbus, Ohio. Information: (614) 252-0921.

**Oct. 15-16**—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

**Oct. 15-17**—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

**Oct. 15-18**—*American Advertising Federation* Western region conference. Seattle.

**Oct. 15-19**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 16-18**—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

**Oct. 16-19**—*Audio Engineering Society* convention. Hilton and Sheraton Center, New York. Information: (212) 661-8528.

■ **Oct. 16-20**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Cannes, France. Information: 33-1-45-05-14-03.

**Oct. 18-20**—*Nevada Association of Broadcasters* annual convention. Las Vegas.

**Oct. 18-20**—*Pennsylvania Association of Broadcasters* fall convention. Philadelphia.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

**Oct. 19-21**—*New York State Broadcasters Association* 33rd annual meeting. Desmond Americana, Albany, N.Y.

**Oct. 20**—*International Radio and Television Society* "Goods and Services Auction." St. Regis hotel, New York. Information: (212) 867-6650.

**Oct. 20-27**—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

**Oct. 21-23**—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

**Oct. 21-23**—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

**Oct. 22-24**—*National Religious Broadcasters* Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner. (716) 461-9212.

**Oct. 22-24**—35th annual *Arizona Broadcasters Association* fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

**Oct. 22-25**—National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

**Oct. 23-24**—*Friends of Old-Time Radio* 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 23-25**—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion, St. Louis.

**Oct. 24-27**—*Texas Association of Broadcasters* annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

**Oct. 25-27**—*Women in Cable* management conference, including roast of John Malone, president-CEO.

Tele-Communications Inc. Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

**Oct. 25-28**—American Children's Television Festival, co-founded by *Central Educational Network* and *WTTW(TV) Chicago*. Knickerbocker hotel, Chicago. Information: (312) 390-8700.

**Oct. 25-29**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Oct. 26-28**—"Hundred Plus Exchange," meeting of television broadcasters in small markets to discuss increasing television revenues and recruiting employees, sponsored by *National Association of Broadcasters*. Chicago Hilton, Chicago. Information: (202) 429-5362.

**Oct. 27**—*International Radio and Television Society* newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC. Waldorf-Astoria, New York.

■ **Oct. 30-Nov. 1**—*Broadcast Education Association* fall seminar on International Electronic Media. Information: (202) 429-5355.

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

## November

**Nov. 9**—Comments due in *FCC* proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

**Nov. 10**—"Sports and the Media," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Nov. 11-13**—*Society of Broadcast Engineers* annual convention. St. Louis Convention Center, St. Louis. Information: (317) 842-0836.

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

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Chicago.

**Nov. 12**—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

**Nov. 13-14**—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

**Nov. 13-15**—*Radio Advertising Bureau's* Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

**Nov. 13-17**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton, St. Louis. Information: (202) 797-8911.

**Nov. 17-19**—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

■ **Nov. 24**—*International Radio and Television Soci-*

*ety* newsmaker luncheon. Waldorf-Astoria, New York.

## December

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

**Dec. 4-6**—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

**Dec 9-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace Hotel, Orlando, Fla. Information: (914) 328-9157.

■ **Dec. 17**—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

## January 1988

**Jan. 6-10**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

■ **Jan. 13**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Jan. 15-22**—*National Association of Broadcasters* joint board meeting. Hawaii (tentative).

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

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

**Jan. 29-30**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville.

## February 1988

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

**Feb. 16-17**—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

**Feb. 17-19**—*Texas Cable Show*, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

**Feb. 18-19**—*Broadcast Financial Management Association* board of directors meeting. Intercontinental hotel, San Diego.

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

## March 1988

**March 17-20**—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. New York.



## Strike II

EDITOR: We found your article on the IBEW strike against KPLR-TV in St. Louis most interesting. As representatives for the striking local, we find it most curious that we were never contacted for comment. The platitudes of the company that discussed better hospitalization, better life insurance, dental insurance and job guarantees for a few senior employees are a disguise for the concessions the company conveniently deletes from its response to BROADCASTING. There is no mention of subcontracted work, loss of jobs to nonunion personnel, layoff recall in any

order the company requires, a two-tier wage system, and the company's list goes on. All of this from a company that is making a profit and claims no inability to pay. Statements were made about the St. Louis market's position and the company's proposal to return it to where it belongs. What their proposal really does is return St. Louis to standards more acceptable for television stations in the middle 100's markets. IBEW local 4 supports publicity about the strike, but we encourage all information to be included.—*Steve Meyers, business manager, local 4, International Brotherhood of Electrical Workers, St. Louis.*



# WBBM

CBS Broadcast Group



A commentary on performing rights from W. Robert Thompson, intellectual property law attorney, Nashville

## Songwriters, broadcasters should celebrate the Constitution as allies

An audience has a right to know what the speaker's position is—where he or she is coming from. In this case you are being presented with a thesis that has been formulated by a long-standing, adamant, outspoken proponent of authors' rights. This position comes from background as a journalist, in both the print and broadcast media, later as an intellectual property lawyer and most recently as a former president and chief executive officer of one of America's performing rights organizations. There is a historic and constitutional basis for this position.

Two hundred years ago men of vision met in Philadelphia and Paris to create two different systems that profoundly affect songwriters and broadcasters to this day. The men in Philadelphia wrote the Constitution of the United States and in doing so laid the foundation for the recognition of intellectual property rights in this country. It is of more than passing interest that this foundation came before freedom of speech and religion embodied in the First Amendment to the Constitution:

"Congress shall have power...to promote the Progress of Science and useful Arts by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries."

That simple clause in Article One is the only express grant of a right in property contained in the Constitution. It was described by James Madison in "The Federalist Papers" (number 43)—those seemingly forgotten but vitally important writings—like this:

"...The utility of this power will scarcely be questioned. The copyright of authors has been solemnly adjudged, in Great Britain, to be a right of common law. The right to useful inventions seems with equal reason to belong to the inventors. The public good fully coincides in both cases with the claims of individuals."

Led by a great French author, Beaumarchais, the men in Paris were concerned about the public performance of their intellectual property without compensation. Those men formed the Societe des Auteurs et Compositeurs Dramatiques—SACD—an organization to collectively administrate and secure legal rights of authors, and it endures to this day. The French effort to secure these rights began in 1777 and succeeded in 1791. The United States, after adopting the Constitution in 1789, passed the first Federal Copyright Act in 1790.

The continued existence of these systems is a tribute to the genius they project, but further, as Francis Bacon once said: "That which is most useful in practice, is most



W. Robert Thompson, a Nashville attorney specializing in intellectual property law, was president of SESAC Inc. from April 1985 to May 30, 1987. He joined SESAC in 1964 and served as director of Nashville operations from 1971 to 1975. He obtained his JD from Vanderbilt School of Law during that period and in 1975 opened his own law practice in Nashville where he specialized in intellectual property law. He was also associated with SESAC as special counsel in Nashville. Thompson is a lifetime member of the National Academy of Recording Arts and Sciences and served as president of the Nashville chapter of NARAS (1975-1976) and as national trustee. He has also been a radio and record producer, a radio sports announcer and served as supervisor of short-wave operations for the Armed Forces Radio Network during the 1956 Hungary crisis. In 1960, he became director of promotion at CBS Records.

correct in theory." The continued collective administration of the legal and economic rights of authors is the most efficient system and the most economical from a transactional cost standpoint. That this system implements the moral rights of authors envisioned by the French and the Anglo-American legal rights embodied in the Constitution has proved its worth through the cornucopia of devices and messages that the world consumer enjoys in great diversity and abundance. It is a system of incentives for professional status for creators of property of the mind.

Against this historic background, we find 20 years of acrimonious, incredibly expensive litigation over the blanket music license for television. Now an element of the television broadcasting industry seeks the passage of source licensing legislation to mandate a single way of doing business. Is that element truly representative of this industry? Or have personal ambitions and nearly evangelical fervor caused an acute case of siege mentality to the degree that the desire to destroy American performing rights organizations has sublimated any credible, logical examination of the economics involved? Those

with experience on the music side of the equation cannot answer such questions because they are systematically excluded from participation in music licensing forums, particularly at the national convention of the National Association of Broadcasters.

Music has always been a key ingredient in television broadcasting. Music and television are inseparable, and soon music will take on an even greater program importance as stereo sound is introduced. The synergism is there; it needs only mutual respect. It is hard to believe that responsible leaders of the television industry want to spend their political capital on source licensing, representing approximately 1% of gross revenue, that would, if successful, result in biting the hand that provides an ever more important programming ingredient.

Let's look forward for a moment. Absent source licensing, a united grass-roots effort by songwriters and broadcasters to enact H.R. 1140, a bill to reform the comparative license renewal process could happen. There are no more natural allies in preserving First Amendment rights than authors and broadcasters. Now the codification of the fairness doctrine appears likely. Most authors take the position that censorship is censorship. The source is not relevant. The target is not relevant. History amply demonstrates there is no such thing as benign book burning.

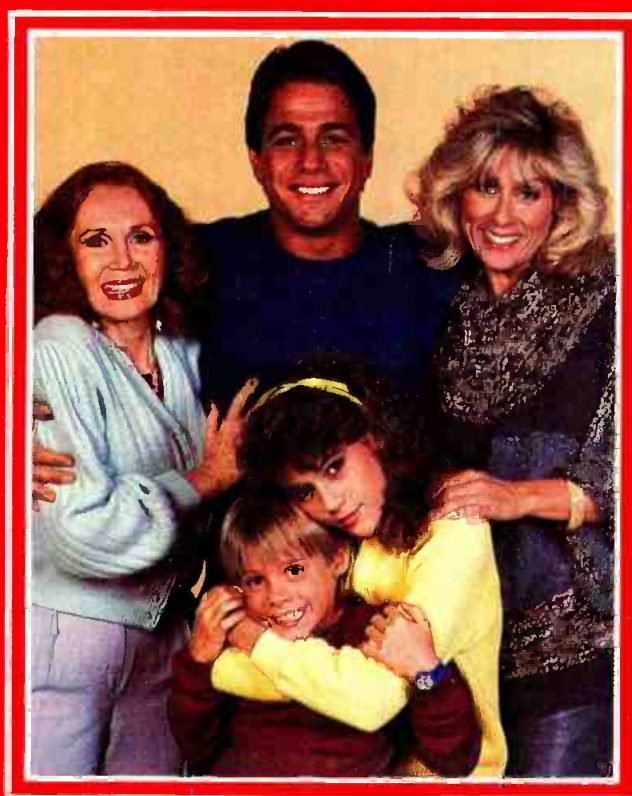
The broadcasting industry was entirely silent when attacks began on authors for allegedly obscene song lyrics. Now it is faced with recent FCC action against so-called "raunch radio" and the aforementioned fairness doctrine legislation. The other shoe has dropped. These two mutually dependent groups now both face the chilling effect of these actions on the exercise of First Amendment rights. The NAB convention paper on legislative issues set forth positions on source licensing, comparative renewal, the fairness doctrine and political advertising. Given the present posture of these issues, it certainly appears that the priorities are confused. It is comparative renewal that is the core issue from a First Amendment point of view.

Why are these natural First Amendment allies fighting each other instead of those who would infringe their constitutional rights? Maybe the clear-thinking, responsible members of both groups should busy themselves finding the answer to that question, and finding it this year.

This is certainly an appropriate year for the creative community and broadcasters to celebrate the Constitution by speaking out—in a unified voice—for First Amendment freedom of expression and communication of that expression. It is indeed time that the special interests of occupational groups give way to a mutual effort to preserve the common good. Who will take the lead in finding the high ground to achieve such a result? ■



# The smart money is on "Who's The Boss?"



COLUMBIA/EMBASSY  
TELEVISION

A unit of *Coca-Cola* TELEVISION

# A simple thank you is not enough.

## "The AIDS Connection"

On July 24, 1987, "The AIDS Connection" ran in 124 television markets across the country. It was a television event that helped educate America and may help prevent the spread of

one of history's most dreaded diseases. At Hubbard Broadcasting, Conus and USTV, we can't thank our fellow broadcasters enough for having the courage to care.

WOR	WTAE	KGW	WRAL	WRGB	KFSN	WDKY	KOAA	KEYT	KAUZ	WTSG
KHJ	WTVT	KCST	WUHQ	KOTV	KOB	WPXT	KELO	WFR	WMAZ	KLTV
WLS	KING	WESH	KTVX	WWBT	WXT	KGUN	WANE	WJKA	KVAL	WDHN
WTAF	WTVJ	KMBC	WPRI	KATV	WLUK	KYTV	WHOI	KRGV	WEAU	WDTV
KRON	KSTP	WISN	WHBQ	WNEM	KCCI	WKPT	WSYM	KVII	WSEE	WOGX
WCVB	KPLR	WKRC	KSAT	KTAL	WROC	WYTV	KTHI	KSNF	WTVB	KOBR
WXYZ	KCNC	WTVF	WTKR	WTVX	WDBJ	WPTZ	WJBF	KDLH	KGET	KSAX
WFAA	KOVR	WBTY	WYOU	WPMI	KHON	WBRZ	WMTV	WICZ	KHSL	K38AS
WJLA	KTVK	WYUE	WAVE	WTVK	KWOC	KLAS	WCSC	KJAC	KPOM	KOBF
WEWS	WBAL	WTVB	WDTN	WJKS	KWWL	KCEN	WSAV	KTVN	KIMT	WSVI
KPRC	WRTV	KWTV	WXII	KSNW	KREM	KCIK	KNTV	KCAU	KSN7	NEWS 12
WSB	WTNH	WTVN								





# Broadcasting Aug 3

Vol. 113 No. 5

TOP OF THE WEEK

## FCC to strike fairness doctrine

**In answer to appeals court on Meredith case, commission is expected to table doctrine, either by holding it unconstitutional or by not enforcing it due to chilling effect on speech asserted in 1985 report; action is predicted to prompt congressional battle**

The FCC appears determined to make history this week. Acting on a court order to resolve constitutional and public interest challenges to the fairness doctrine, the commission, at its meeting on Tuesday, is expected to declare it a dead letter, and bring to an end a policy that, since 1949, has required broadcasters to cover in a balanced manner controversial issues of public importance—and in the process has generated controversy over whether the doctrine violates broadcasters' First Amendment rights.

The action—which sources say all four members of the commission will endorse—is certain to touch off a major battle with Congress. Key members—such as Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), his counterpart in the House, have made clear their determination to maintain the doctrine as a commission policy. And the commission action is likely to fuel new efforts in Congress to codify the doctrine into law (see page 28).

Commission officials declined to discuss the matter on the record or in detail. But one described it as "a gangbuster item" and said, "Every newscaster in the country will feel emancipated, if it comes out as expected." But, as he said, the commission action would only be "a good first step." For citizen groups are certain to seek court review. Among other things, their suit would reopen the question of whether the doctrine is statutorily mandated, or simply commission policy.

The commission will act on the fairness doctrine issue in terms of a court case involving Meredith Corp. The commission had found the company's WTVH-TV Syracuse, N.Y., violated the fairness doctrine in a series of ads promoting the construction of

a nuclear power plant. But a panel of the U.S. Court of Appeals in Washington, in an opinion in January, remanded the case with instructions to the commission to consider the constitutional arguments that Meredith had raised but that the agency had said were better left to Congress and the courts. The panel said the commission "need not confront" the constitutional issue if it decides that, in light of the fairness report it issued in August 1985, enforcement of the doctrine would not be in the public interest. In its fairness report, the commission concluded that the doctrine chills instead of stimulating debate and is constitutionally suspect (BROADCASTING, Aug. 12, 1985).



FCC Chairman Dennis Patrick (l) prepares for Tuesday's commission meeting with Lisa Hook (c), his legal assistant for mass media issues, and Diane Killory, FCC general counsel

It was not clear last week whether the commission would hold the doctrine unconstitutional or simply declare that enforcement would not be in the public interest. But in either case, as the commission official said, newscasters would feel "emancipated." Former Chairman Mark Fowler, under whose leadership the commission began its march to elimination of the fairness doctrine and who is now in private law practice in Washington, said he expected the commission "to do the right thing" on Tuesday. He said he would be "surprised" if the commission did not declare the doctrine unconstitutional.

The commission on Tuesday is also scheduled to consider a study that Congress had requested, in a report accompanying an appropriations bill passed last year, on alternative means of enforcing and administering the fairness doctrine. The commission's re-

port, of more than 60 pages, was prepared on the basis of public comments and indications, one official said, that the commission looked at "all of the alternatives very carefully." None, apparently, persuaded the agency. But Congress could use the report in developing new fairness legislation.

The timing of the two actions as well as their substance were causing an uproar on Capitol Hill. The congressional report at issue directed the commission not to repeal or modify the fairness doctrine before submitting its study on alternatives. And congressional staffers contend that then-Chairman Fowler made a commitment to Congress that the commission would not modify or eliminate the fairness doctrine before reporting to Congress by a Sept. 30 deadline. But commission officials say the record indicates Fowler had promised that the commission would act on the alternatives report "before or at the same time" that it dealt with the *Meredith* remand. Fowler made such a statement to a Senate appropriations subcommittee on Feb. 18, promising that the commission would not decide *Meredith* before submitting its alternatives report to Congress.

But in testimony before a House appropriations subcommittee a week later, Fowler said the commission "will not make a decision in the fairness doctrine case . . .

until we have reported to the Congress . . ." And in response to written questions from Representative Robert Carr (D-Mich.) following his House testimony, Fowler said the commission has "no intention" of declaring the doctrine unconstitutional and then issuing its alternatives report to Congress. To some Hill staffers, that adds up to a commitment to report to Congress before considering the *Meredith* case, not at the same time. Possibly anticipating that argument, FCC Chairman Dennis Patrick cited language in the *Meredith* opinion dealing with the congressional request. The language quotes the commission's counsel at oral argument—then-General Counsel Jack Smith—that the committee report does not bind the commission legally, "only as a practical matter." Patrick has also said he had directed the staff neither to expedite nor delay its processing of the *Meredith* matter for the commission's

consideration.

Ever since Fowler became chairman in 1981, the commission has moved toward elimination of the doctrine. Its report in 1985 provided a clear statement that it felt the doctrine should be abandoned. But it deferred the question of repeal or modification to Congress, in part because of Congress's intense interest in the matter. But the deferral also reflected the conventional wisdom at the time that the fairness doctrine was statutorily mandated, that Congress had incorporated it into Section 315 of the Communications Act when it eased the section's equal-opportunities requirement in 1959. The amendment says that broadcasters are to continue to "operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views of public importance."

But that conventional wisdom came unglued in September 1986, when the U.S. Court of Appeals, in a case involving the Telecommunications Research and Action Center, held that the doctrine is not a statutory obligation imposed by Congress but a commission policy that the agency was free to change (BROADCASTING, Sept. 22, 1986). The opinion was written by Judge Robert Bork—President Reagan's nominee to fill the Lewis F. Powell Jr. vacancy on the Supreme Court—and was joined in by Judge Antonin Scalia, who is now a Supreme Court justice.

Commission officials are acutely aware

that abandoning the fairness doctrine will invite bitter condemnation and possibly retaliation from Congress. But they contend that the agency has deferred to Congress on the matter for two years, but that now, in view of the court's decision in *Meredith Corp. v FCC*, it must act. In *Meredith*, one of two appeals brought by broadcasters in a frontal assault on the constitutionality of the doctrine, the court castigated the commission for declining to deal with *Meredith's* constitutional and public interest arguments. The commission's then-general counsel, Jack Smith, during oral argument in the case, had said, "We're talking political reality here," a reference to commission uneasiness about ignoring congressional interest. The panel said it was "aware of no precedent that permits a federal agency to ignore a constitutional challenge to the application of its own policy merely because the resolution would be politically awkward."

Nor was that all. The panel said that enforcement of a policy that the commission itself believes is unconstitutional "may well constitute a violation of that oath." It also said the commission's failure to consider *Meredith's* claim that enforcement of the doctrine violates its constitutional rights "seems to us the very paradigm of arbitrary and capricious administrative action." The panel, noting the holding in the *TRAC* case, said the commission no longer had the option of concluding that it lacks the power to repeal the doctrine.

The expected commission action on Tuesday would mark the abandonment of a policy that appeared to have been set in concrete in 1969, when the Supreme Court affirmed the constitutionality of the doctrine in a 7-0 vote in the so-called *Red Lion* case. Indeed, Justice Byron White, in his opinion, said the 1959 amendment to the Communications Act that called on broadcasters to present "conflicting views on issues of public importance" "vindicated the FCC's general view that the fairness doctrine inhered in the public-interest standard." (Commission attorneys, however, now say that is "dictum," and not a "holding.")

But *Red Lion* was based largely on the spectrum scarcity argument. And commission and private attorneys say that—since the appeals court has held that the doctrine is not a statutory requirement—the commission would be free to change its policy on the basis of changed circumstances. The commission, in its 1985 report, said that the growth in the number of information sources since 1969 and its own "compelling documentation" of the doctrine's "chilling effect" undermined the factual foundation of *Red Lion*.

But as far as the many groups that supported the fairness doctrine in comments filed with the commission are concerned, the commission's anticipated action on Tuesday will not end the issue. Many will seek court review. Andrew Schwartzman of the Media Action Project, which represented the Syra-

## The foundations of 'fairness'

The FCC's "fairness doctrine," requiring broadcasters to provide contrasting views on controversial issues, has its roots in the earliest regulation of the Fifth Estate. According to broadcast journalist Ford Rowan, in his book, "Broadcast Fairness," Congress debated, then decided against, including language in the original Radio Act of 1927 to require broadcasters to "provide balanced treatment of public issues."

In 1932, Congress passed the Davis omnibus bill amending the Radio Act. Proposed new language in the "political equality" section of the bill reflected Congress's desire to broaden the portion requiring equal time for political candidates (Section 29) to include public referenda on political issues. The new language: "It shall be considered in the public interest for a licensee, so far as possible, to permit equal opportunity for presentation of both sides of a public issue." The bill did not make it past a lame duck President Herbert Hoover, however, who pocket vetoed it in early 1933.

Broadcasters again dodged a bullet on "fairness" codification when, in drawing up the Communications Act of 1934, Congress eliminated an amendment—proposed by Democratic Senator Clarence Dill of Washington, co-author of both the Radio Act and Communications Act—that again would have broadened the political section (now 315) to apply to public issues as well as to candidates.

The next stop on the fairness doctrine's road to so far frustrated codification was the FCC's January 1941 *Mayflower* decision, in which a station licensee (the Yankee Network, actually, *Mayflower* being the losing applicant) was granted renewal contingent upon its agreement not to editorialize, with the FCC asserting that "the broadcaster cannot be an advocate." No broadcaster challenged the FCC's "Mayflower doctrine," chiefly because few broadcasters were editorializing anyway.

It took until the late 1940s, when a former Appeals Court judge, Justin Miller, took over the reins of the National Association of Broadcasters, for the clear First Amendment questions raised by *Mayflower* to be spotlighted, and the FCC forced to revisit the issue.

Ironically, that visit would formalize the fairness doctrine, providing the precedent for Congress's 1959 "codification." In its 1949 report on editorializing (adopted June 2), the FCC overturned *Mayflower* and restored—with stipulations—broadcasters' right to editorialize. The thrust of the FCC's 13-page decision was that "fairness" was the key to broadcasters' airing of their own views. The commission's definition of that key became the fairness doctrine: "This requires that licensees devote a reasonable percentage of their broadcasting time to the discussion of public issues of interest in the community served by their stations and that such programs be designed so that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest and importance in the community."

In 1959, Congress, in easing the equal time restrictions of Section 315, said that nothing in such easement "shall be construed as relieving broadcasters...from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." That language, most concluded at the time, raised the doctrine to the status of federal law.

In 1969, the Supreme Court, in the *Red Lion* case, added its voice to those asserting broadcaster's fairness obligations. In answer to the argument that the FCC's personal attack rules would have a chilling effect on broadcast speech, the court said that "should [licensees] suddenly seem timorous, the commission is not powerless to insist that they give adequate and fair attention to public issues."

With Congress and the Supreme Court providing their stamps of approval, the doctrine was assumed to be set in the legislative stone of the Communications Act. While the doctrine continued to be tested, it was not until recently that events in Congress, the courts, at the commission and, significantly, in the Oval Office, challenged those assumptions and opened the door to the FCC's anticipated repeal.



cuse citizen group that filed the original fairness complaint against WTVH-TV, said, "You bet," when asked if his client would resume the court fight. He also said such a resumption would involve a reopening of the question of whether Congress had written the doctrine into the law in 1959. The Supreme Court declined to review that question in the context of the *TRAC* case, which focused principally on whether the doctrine applies to the new teletext technology. But Schwartzman said his client is free to raise the issue again in a corporate case.

What's more, the interest in Congress in codifying the doctrine also tended to temper broadcast industry representatives' feelings about the likelihood of commission abandonment of the doctrine.

Still, the industry would cheer the anticipated action. And, as some observers have noted, President Reagan would deserve some of the thanks. His veto in June of the legislation that would have written the doctrine into law—and the success of his supporters subsequently in marshalling the support to block an override—gave the commission its window of opportunity.

### **Congressional supporters of fairness say FCC action will end Patrick's honeymoon with Hill and they vow to pursue efforts for codification**

Congress and the FCC are on the verge of a head-on collision over the fairness doctrine. News last week that the commission might jettison the doctrine tomorrow was not sitting well with the doctrine's proponents—House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.)—who are determined to codify the doctrine. Although it is doubtful there will be immediate retaliation, most observers were predicting the FCC's impending action would lead to a future confrontation.

"It's going to be a big blood bath," predicted one industry observer, who had heard Congress might respond by cutting the agency's funding. Others suggested that was an idle threat and expressed doubt that enough support could be mustered.

There is no question Hollings and Dingell are not pleased. "I don't like it," Hollings told BROADCASTING when queried about the FCC's plans. "It's a total disregard of the guidelines that we in the Congress set out. They don't seem to care," he said.

Was Hollings surprised the commission was moving on fairness? Not at all, he replied. "I am not surprised at anything they do... Generally they're irresponsible."

While Hollings is unhappy with the situation, he said he had no plans at the moment to stop the FCC. "I'll have to study what they do," he said. Moreover, Hollings said that stopping the FCC before Congress goes home for its August recess would not be easy. He indicated it was more likely Congress will attempt to turn the doctrine into law when it returns this fall. Asked if he thought the FCC's action would harm future dealings with the Hill, the Commerce Committee chairman said it "does make it difficult."

House reaction was also hostile. "This is the kind of thing we'd expect from Mark Fowler, but not Dennis Patrick," said one House aide. Unlike Fowler, Patrick's relations with Congress have been characterized as congenial. But one Hill source said: "Whatever honeymoon there was between Patrick and the committees, it's now over." Moreover, the source added, it "raises questions about the quality of advice Patrick is getting."

Just what lawmakers will do is unclear. Their primary objective, according to staff, is to codify the doctrine. The lawmakers are searching for an appropriate legislative vehicle (an act the President won't veto) to which they could attach a codification measure. President Reagan vetoed the first codification bill (BROADCASTING, June 29) and Sen-

ate Democratic leadership was unable to muster the votes to override the veto.

With time running out—Congress is slated to recess no later than Saturday (Aug. 8) and won't return until after Labor Day—the task is even more difficult. There was some talk of extending the session to deal specifically with fairness, but even Hollings said that was not likely. "There may not be enough time to find a vehicle, but we're turning over every rock," said Larry Irving, senior counsel to the House Telecommunications Subcommittee. Irving added that the subcommittee's chairman, Representative Ed Markey (D-Mass.), believes "Congress will have the final word on codification... It's only a function of when and not if." Irving insisted the FCC was to report back to Congress before acting on fairness (see preceding story).

"We have problems when they start playing procedural games with Congress," said Irving. He emphasized that Markey will "do something to insure that the commission knows it's a creature of Congress." Already there are indications of what's to come: An FCC reauthorization bill, slated for House action this week, was put on the back burner.

Not everyone on Capitol Hill is against the commission. "I think the fairness doctrine is unconstitutional. I am delighted," said Senator Bob Packwood (R-Ore.), who led the initial battle against codification and worked to gain the votes to sustain the President's veto.

Packwood thinks it is unlikely the doctrine's proponents can act in time to stop the FCC. "My hunch is, we're going to do another temporary extension [of the debt ceiling limit] which the leadership on all sides would want to keep [clean]. If you add the fairness doctrine then you get every other member who has his or her pet that they want to add to it. We're not going to do any reconciliation until September. So I am not sure there's any must-pass vehicle to which this could be attached," Packwood said. □

## Senate goes round on scrambling again

### **Support seems to be building for S. 889, which would mandate third-party access to backyard dish owners**

Proponents of legislation aimed at bringing more competition to the marketing of scrambled cable programming to the 1.7 million owners of backyard earth stations made their case at a Senate Communications Subcommittee hearing last week. Their testimony, much of which was heard four weeks earlier, was well received by the generally sympathetic subcommittee members on hand.

The legislation being contemplated by the subcommittee (S. 889) would, among other things, mandate that cable programmers permit qualified third parties—inside and outside the cable industry—to distribute their service to dish owners.

Proponents of the bill believe the competition among multiple third-party distributors would keep prices of programming low enough to satisfy dish owners and bolster the sagging home satellite industry by making

dish ownership more attractive to consumers.

Albert Gore (D-Tenn.) is the principal sponsor of the legislation and its most forceful proponent on the Hill. In his opening statement, he said the bill is needed to insure that "dish owners are able to buy programming at fair prices, and that the ongoing effort to stifle the growth of the TVRO industry is

brought to a halt."

The issue is "not that complicated," Gore said. Cable operators, through their direct and indirect control over cable programmers, are "squeezing" off the supply of programming to the home satellite industry—a "technological competitor."

Gore announced that Ernest Hollings (D-S.C.), chairman of the parent commerce



L-r: Senators McCain, Stevens, Danforth, Pressler, Packwood and Gore

**Hollywood's TVRO testimony.** The Motion Picture Association of America last week officially announced its support for S. 889 (BROADCASTING, July 27), legislation aimed at creating more competition in the home satellite marketplace. MPAA President Jack Valenti stated the association's "passionate support" for the "fundamental objectives" of the TVRO bill, in a letter submitted to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), as part of the subcommittee's record for last Friday's hearing (see page 29).

Judging from the letter's contents, Hollywood's interest in the legislation stems from its concern that the "giant [cable] MSO's" are dominating the home satellite marketplace. "The bottom line is this: Just about anywhere the TVRO owner turns for scrambled satellite-delivered programming, the large hand of cable is present," Valenti wrote. There has been some conjecture that MPAA's endorsement is politically motivated and is part of a larger campaign to put ownership limits on cable operators.

Hollywood's stand on the bill comes as a surprise, considering its opposition to the TVRO measure in the last Congress. MPAA, however, suggested some changes in the measure:

The language on pricing is considered too intrusive (MPAA reportedly favors eliminating that provision), the legislation should be self-destructive (a five-or six-year sunset has been mentioned) and it "must not compromise the absolute right of those who deliver programming by satellite to encrypt their signals."

committee, has joined 14 others co-sponsoring the bill.

National Cable Television Association President Jim Mooney argued strongly against the legislations. Although not the intention of the legislation, its enactment "would likely stifle innovation and risk-taking in this new marketplace and choke its development."

Fred Finn, representing the Home Satellite Television Association, a group of dish dealers and owners, said the legislation is needed to revitalize a home satellite industry that is in "shambles." "Absent the existence of independent cable packagers that have a real incentive to aggressively pursue the dish market, real competition in delivery of satellite services to residential consumers will never exist," he said. "As a result, dish sales will continue to decline and there will be no direct-to-home satellite market."

Three noncable affiliated third-party packagers or would-be third-party packagers complained about the programmers's policy toward them.

Bob Phillips, chief executive officer, Na-

tional Rural Telecommunications Cooperative, the most successful third-party packager so far, announced that the NRTC has a tentative agreement with ESPN to add the sports service to its growing package of cable services for the dish market that already includes CNN, CNN Headline News, four superstations and several minor services.

However, Phillips said, he is still not satisfied with his treatment by the programmers. HBO and Viacom have refused to deal with NRTC, he said. The basic services that are dealing with NRTC are charging it 500% to 700% more than they do cable systems and are imposing restrictions of where NRTC can market their services, he said. ESPN is giving NRTC the cable wholesale rate, he said, but it also is imposing territorial restrictions on the marketing.

Chet Grochoski, vice president for corporate development, Amway Corp., and David Wolford, chief executive officer, Home Satellite Services, two would-be packagers, said they have tried and failed to secure the home satellite distribution rights to any cable programming services.

At the hearing, Robert Thomson, vice president, government affairs, TCI, joined those in complaining about some programmers attitude toward third-party distributors. "There has been an unreasonable reluctance among... some programmers to see cable operators heavily involved in serving dish owners." As a result, he said, cable operators have been deterred from pursuing aggressively the backyard earth station market.

TCI is a third-party distributor of programming to dish owners, Thomson said, but its marketing of its package has been hampered by a number of factors, including the refusal of some programmers to grant TCI the right to market their services outside of its cable franchise areas. "TCI's negotiations with the programmers on this point have been very tough," he said.

Unlike the other third-party packagers, Thomson said, TCI believe negotiations, not legislation, will remedy the problems with the cable operators.

Cable operators have been accused of pressuring cable programmers to scramble and market their services in such a way to discourage the home satellite marketplace from becoming a competitive threat to cable operators. Gore believes he has evidence of such pressure, in the form of a letter from Jerry Maglio, executive vice president, marketing and programming, Daniels & Association, to Jules Haimovitz, president of Viacom International. In the letter, Maglio complains about a number of Viacom's home satellite policies and practices, including its marketing of a package of programming services at a price less than what Daniels charges its cable subscribers.

Gore asked Mooney if the letter was an example of a cable operator trying to intimidate a programmer. "The real point," Mooney replied, "is that Showtime does not seem to have paid any attention to the compliant." Rather than proving that operators are directing the behavior of programmers, he said, it proves the opposite. "The programmers are calling the shots," he said. □

## Wall Street sages believe networks' prospects brightening

**Strong upfront market, among other reasons, is causing analysts to up earnings estimates for ABC and CBS**

Shares of the three radio-television networks are going up—stock prices, that is—and ratings of the network business by securities analysts are also looking better. Last week at least half a dozen major brokerage firms were revising upward all or portions of their 1987 and 1988 earnings estimates for Capital Cities/ABC and CBS. The change of heart appears to derive from the advertisers' outpouring of dollars committed to network time in the upfront marketplace and from the ability of the networks' corporate management to produce better-than-expected quarterly earnings.

Among the firms making revisions last week were Brown Brothers Harriman & Co., First Boston Corp., Mabon, Nugent &

Co., and Wertheim & Co. Analysts at Merrill Lynch and Drexel Burnham Lambert were reviewing their estimates for CBS and Capital Cities/ABC. General Electric, the parent company of NBC, is a larger and more diversified company than the other two network owners and therefore less sensitive to changes in the television business.

It is not unusual for at least some earnings revisions to take place after companies report their quarterly earnings, but the number of reviews and the extent of some of last week's revisions—up \$1 or more for some 1987 estimates, and up by approximately \$4 for at least one 1988 estimate—indicates a change in mood among the sell-side analysts.

The reports from the nearly complete television network upfront sales marketplace have clearly played a role in the thinking of at least some analysts making revisions.

Back in March, when the range of 1987 CBS forecasts was almost 100%, from \$5 per share to \$9.50, one of the points of disagreement was on the strength of upfront advertising. The other was on the prospects of international record sales.

The analysts are now convinced that network advertising revenue is above what even the networks themselves expected. At a meeting of media and entertainment analysts last week, several attendees said they picked up very bullish signals from Stephen Leff, executive vice president and director of media services for Backer & Spielvogel. Dennis McAlpine, of Oppenheimer & Co., said unit prices increased by 8% to 10%, and he guessed the three networks were in the 80% range for sell-out of inventory. "There is a lot of earnings leverage next year," said McAlpine, "and we might as well play it."

The verdict on upfront, while generally



favorable, is still subject to change. There is some disagreement as to how big an increase in prices the networks obtained, and there is also concern that those prices may have been obtained at the cost of overly optimistic audience guarantees that will necessitate make-goods later. Nor is there unanimity as to whether advertiser demand will also support a strong scatter market during the rest of the broadcast year, when the networks sell their held-back inventory.

One analyst whose optimism early in the year has been confirmed. Alan Gottesman, of L. F. Rothschild & Co., said last week: "In my opinion there is more good to come. The buying of network time is not likely to hit a wall and stop, because it isn't until the advertisers measure what is happening to the market that they really decide how much to spend. They say, 'He's up so we'd better be up.' It does have a way of catching its own fire."

More certain is that the price of both Capital Cities/ABC and CBS shares has been rising consistently for two months, and the market shows little interest in waiting for earnings revisions.

In part both companies owe their stock price gains to the current bull market, which has driven up the Standard & Poor's 400 index—of which both companies are a part—since mid-May. But while CCB/ABC and CBS, and certain other large-capitalization media stocks, have followed the general ebb and flow of the market, they have outperformed the S&P 400 index since May by over 50%.

With the market pushing stocks, including CCB/ABC and CBS, to relatively high multiples of stock price to earnings-per-share, analysts may have a hard time changing their recommendations on whether to buy the stocks, even while they change their earnings estimates. Said one analyst whose early-year skepticism has resulted in some recent changes in forecasts and recommendations: "These changes I am making are not a reassessment; they are a capitulation."

Before last week the weight of Wall Street opinion was still neutral to moderately positive on the network stocks, said Zacks Investment Research Inc. Of 18 analysts it surveyed on CBS two weeks ago, only two had a "strong buy" recommendation. Six of those analysts had a "buy" recommendation; eight were neutral and two had "sell" opinions. For 17 analysts surveyed on Capital Cities/ABC, Zacks said the recommendations were three for strong buy, four for buy, nine neutral and one for sell.

There were, perhaps, other reasons behind the network stock gains. Late-summer rumors sprouted concerning possible mergers, acquisitions or liquidations by the three-network parent companies. Said Raymond Katz, media analyst for Mabon Nugent & Co., "There probably isn't enough room in BROADCASTING to print all the rumors that the stock is trading on."

With at least one of those rumors bearing greater than average credibility—the possibility that the CBS board might accept a revised buyout offer of CBS/Records (see

"Top of the Week," July 20)—analysts also have to be concerned with their assessments of asset values. The recent sale of the CBS magazine division was at a price roughly 20% higher than Wall Street's consensus of the division's worth. Although early this year the CBS earnings estimates ran as low as \$5, in recent months the consensus has edged steadily toward the higher end, \$9.50, cited by original optimists. One reason is that sales of CBS/Records have set new records even with the delay, yet again, of singer Michael Jackson's new album, which is now promised for the end of this month.

Of the two network plays, CBS has probably been helped the more by the perceived strength in the upfront television marketplace. Said Francine Blum, a securities analyst for Wertheim & Co., "I guess part of the

reason that CBS numbers came up is that a rising tide [upfront sales] lifts all ships." While six months ago the consensus of 1988 CBS earnings estimates, according to Zacks, was \$8.88, a survey last week by BROADCASTING of eight analysts produced revised estimates of between \$9 and \$12.

For Capital Cities/ABC, Blum said, the rise in estimates has been a slow process of converting "unbelievers" in the ability of Capital Cities management to reshape the ABC television network and its complement of owned stations. Second-quarter earnings of \$5.88 for the company came in roughly 40 cents higher per share than many analysts were expecting. Whereas six months ago Zacks said the consensus 1988 estimate was \$17.61, last week's informal survey showed a new range of between \$19 and \$25. □

## NBC-TV meets the press

### Grossman showered with questions on missed GE story and flap over documentary on Israel and West Bank

When NBC officials went before the television press last week in Los Angeles, news president Lawrence Grossman faced the toughest questions for recent incidents involving coverage of NBC owner General Electric and a documentary on Israel.

Grossman spent much of his time before television critics, editors and reporters responding to questions about the *NBC Nightly News* missing the story about GE selling and trading off its consumer electronics division for \$800 million ("In Brief," July 27).

"We blew it," Grossman said. "We missed the story, and it was a great embarrassment because if there's one story we should get, it's a story about our own folks."

He attributed the problem to "one of those bureaucratic screw-ups" and said it had nothing to do with corporate interference. NBC's early morning business program, *Before Hours*, had developed the story throughout the day but dropped it in the late after-

noon, assuming wrongly that *NBC Nightly News* was working on it, Grossman said. The news division failed to take the story off the business wires, and the electronic press was excluded from GE's meeting with stock analysts, while print journalists were admitted, according to Grossman. "The fact is it just didn't get into the *Nightly* newsroom... We can't hide by any excuse except our own inadequacy," he said.

The Israeli problem stems from the network's recent news documentary, *Six Days Plus 20 Years*, which Grossman described as a "very tough, hard-hitting" report on conditions in the Israeli-occupied West Bank. Upset over the way Israel was portrayed in the documentary, the nation's government has banned its leaders from appearing on NBC News programs. "It's the kind of retaliatory action that I think will only end up shooting them in the foot," Grossman said.

NBC dispatched Ed Planer, the network's vice president for Europe and the Middle East, to protest the Israeli ban on interviews. "The notion of bringing Israeli censorship to the United States... is an appalling one,"



Grossman



said Grossman, "and I think that wiser heads will prevail on the Israeli side."

Israel's government faulted Robert Wright, NBC's chairman and chief executive officer, for failing to respond to a letter of protest dated July 7 from the press attache of the Israeli embassy in Washington. "It seemed to be a rather odd way of dealing with a situation to retaliate against us for not responding to a letter," Grossman said. "It was obviously a euphemism for their dissatisfaction with the program [since] there was nothing in the letter that said: 'If you do not respond to this we will pull our leaders off your air.'"

Wright responded to the letter—one of hundreds sent to the network by a variety of individuals and organizations—within two weeks after it was received, Grossman said. The letter came from a low-level official, said Grossman. "It was hardly what you would call an Israeli government letter."

Israel also complained that NBC interviewed no government officials for the broadcast, but Grossman said that was not the program's intent. The news division wanted to "interview a cross section of people to determine what the attitude is, what the ideas are, what the spirit is, particularly on the West Bank and in Jerusalem."

The practice of excluding official government comment from news documentaries is widespread, Grossman noted. "We hear from government officials all the time," Grossman said. By avoiding official comment, he said news divisions are not predisposed "with an editorial viewpoint" but simply reporting on what they find.

Planer and NBC's Tel Aviv bureau chief, Larry Weidman, met on Thursday (July 30) with a representative of the prime minister's office, Abby Posner, and other Israeli officials, to discuss the controversy. Grossman said the Israeli complaints dealt mainly with conclusions: he considered the errors of fact that the Israelis alleged to be minor. One involved footage of Israeli troops roughing up a Palestinian in an incident that was several years old. Grossman said the footage was used because the Israelis prohibited the NBC crew from filming current scenes. Grossman said NBC was "looking into" the complaints. Planer and Weidman were to meet with the Israelis again on Friday.

Grossman said the NBC officials would make two proposals at the Friday meeting. They would offer to make the documentary available for airing on Israeli television, and they would invite the Israelis to offer a spokesman for a debate with an NBC official on the network's *Today* show on Israeli's "policy of retribution."

A proponent of the three TV networks rotating their coverage of the Iran/contra hearings. Grossman said he favors relying on pool coverage only in "very narrow circumstances."

Although criticizing the "so-called" war pool in the Persian Gulf as "terribly dangerous" and a threat to the nation's system of competition, Grossman said the networks could save costs by pooling their resources for polling at precincts in election coverage. "We won't do it in 1988, but I think it will be done in future years," he said. "It's silly

for the three of us to go out and hire independent contractors [when] we can get a bigger sample and all do our analysis around that."

### ABC and CBS criticized by Tartikoff for programing weak shows during summer and driving viewers to cable

NBC Entertainment President Brandon Tartikoff lashed out at the other two networks last week for contributing to declining audience shares, assailing their summer programing strategies for permitting ratings to fall below a 10 average. That, he said, could result in serious repercussions this fall.

"It seems our competitors are willingly seeming to suffer very uncompetitive numbers," Tartikoff told television writers at a Television Critics Association press tour in Los Angeles.

Tartikoff admitted that top-rated NBC has "not been doing a perfect job of maintaining summer levels." But he said with its competitors averaging less than a 10 rating, "it seems that we are sending a signal out to the audience that may have some repercussions when we hit the fall."

In the past, he said, the audience has "always bounced back." But "there may be a day coming that if people don't take the summer programing... more seriously, we could see that erosion just follow us into the fall season."

The lack in momentum will result from lower sampling levels, which he said harms promotional efforts for new and returning series, as well as programs that need to build up a sizable audience to be competitive in the fall.

With the other networks placing "failed" series on the air and not competing all out, Tartikoff said, "that's an open invitation for people to hike over and see HBO or Showtime. . . . We're probably losing two or three percent of our audience just because of the aggregate effect of our competition."

He compared ABC and CBS to companies that take write-downs "so that the following year it looks better."

"If you've got serial programing on, I think the best advice is to take it off because that audience is a pretty limited universe of people," he continued. "They either watch *Dallas* or they watch *Knots Landing* or they don't. And I don't think that they're going to

start in the summertime trying to catch up with a story that they've ignored for a whole season."

When faced with the same proposition when the network was in third place, Tartikoff said: "We used to go back and buy some golden oldies series," such as *Eisheid* or *Bosom Buddies*.

Tartikoff has advocated a 52-week season as a way to stem the declining audience share, but admits it would be "unwieldy" since stars of popular series often have movie commitments. NBC, however, has been gradually increasing orders for existing series, he said, pointing to the 26 episodes of *The Golden Girls* last season. ABC and CBS have followed suit, raising their orders for prime time soaps into the 28-30 range, he said. NBC has three new episodes of *Family Ties* that were developed to go into its syndication package and to air on the network in August, "making way for its move over to Sunday night," Tartikoff said.

Tartikoff complained about the promotional campaign for the 7:30 p.m. first-run syndicated checkerboard programs beginning this fall on NBC's owned stations. He said he was upset by the stations' contention that prime time begins a half-hour earlier this fall on NBC.

After registering a complaint, Tartikoff said he was "assured that wherever possible they're going to change those sort of closing logo shots" to the "local station's call letters or [channel] number."

In the daytime schedule, where the network is third, Tartikoff said NBC had been beginning to "make a nice upward turn in late April and early May. "Then Ollie North took over and the entire habit that we were building up on our daytime lineup was preempted and has since eroded a bit."

### Wright says NBC and NABET still far apart on new labor contract, insists GE will not sell NBC-TV

NBC president and chief executive officer Robert Wright said last week that 90 issues separated the National Association of Broadcast Employees and Technicians from the network in their contract dispute.

At a mediation session two weeks ago, "the union representatives brought in a very



Tartikoff



Wright

long list of issues that were very substantial differences of opinion," he said, adding that much of the disagreement stems from "a lot of misunderstanding."

At the press tour, where NABET members picketed the Century Plaza Hotel during NBC's segment, Wright said the union has made daily hires a big issue. But, said Wright, "Every entertainment union has per diems." NBC, he said, is the only company without such provisions in its NABET contract.

Referring to a letter from the union that urged him to take a more active role in the negotiations, Wright said: "I'm not so sure that I can do the things that a lot of the people at NABET would like to see done in order to end that strike, which is basically to go back to ground zero and renegotiate all aspects of the contract. I think that's unrealistic at this stage."

Wright also was asked to clarify GE's intentions about keeping NBC-TV in the wake of the recent sales of the parent company's unprofitable NBC Radio Networks and its consumer electronics division. Wright said GE would not consider selling the television network even if it ran in the red for a number of years.

Because GE "is a lot more active in terms of its business than RCA was, there's always the assumption it will rub off on NBC-TV," he said. "The sale of one business does not automatically apply to the sale of other businesses."

At the same time, Wright reaffirmed his earlier statement that he is willing to consider offers for partial ownership of the TV network. He added, however, that NBC "does not have anything on the table right now." Affiliates are considered the most likely parties to acquire a minority interest in the network.

As for the possible relocation of NBC from Rockefeller Center in New York, Wright said he will wait for more information from developer Donald Trump and the city of New York before making a final decision about whether NBC will stay in its present location, move to Trump's proposed new building in the upper west side of Manhattan or move out of state. Wright has said he would prefer to keep NBC in New York.

### Unrest in South Korea slows Olympic sales for NBC, but network sees things brightening

NBC expects no problems from a probable North Korean boycott of the 1988 summer Olympic games, nor does it fear that civil unrest in South Korea will force it to cancel its coverage.

Michael Eskridge, executive vice president in charge of the network's Olympics coverage, told television writers last week that NBC officials are breathing easier since the South Korean ruling party agreed to a series of political reforms after weeks of street demonstrations. Eskridge has said NBC would not have enough time to prepare for the Olympics if they were moved to another country.

In the event NBC cannot carry the games,



Eskridge (l) with NBC colleagues and sports personalities

which Eskridge termed unlikely, he said the network's contract provides for adequate financial protection. It took NBC six months to reach an agreement with the South Koreans, whom he described as "notorious for being bad compromisers."

Network officials feared that prolonged internal strife would harm sales. NBC had sold about \$300 million worth of advertising, about half its inventory, before the protests began. The disruptions coincided with the just-concluded upfront selling season, Eskridge said, adding that as a result little progress has been made within the past several weeks. Although many of the proposed reforms still have to be put to the test, he said, no unrest is detected among existing or potential advertisers. "We dodged a bullet," he said.

As for the potential threat of a boycott by North Korea, Eskridge said he is confident the International Olympic Committee can keep other nations from joining such a protest. "The most likely outcome is that the games will come and go without the benefit of the North Korean team but that everybody else will show up in force," he said.

North Korean officials are considering a

recent IOC offer that would expand that nation's limited co-hosting role in the Olympics, but Eskridge said he is not encouraged that the action will prevent a boycott.

The IOC added women's volleyball to the list of events already planned to be held in North Korea, which include table tennis, archery, a bicycle road race and some preliminary soccer matches. "It is not at all likely, as far as we are concerned, that North Korea will ultimately agree to anything, and we don't expect to have part of the games there," Eskridge said.

## PBS chief makes exclusivity pitch

**Christensen urges public stations to change priorities, spending more on original shows, less on syndicated fare**

Public television, which has seen some of its biggest hits generate millions of dollars in the syndication market without its sharing in the revenue, should place more emphasis on program exclusivity, PBS President Bruce Christensen told television writers last week.

Appearing on the PBS portion of the press tour, Christensen said he will recommend at a programming managers meeting next November that they mass their resources to pay "premium prices" for shows unique to public television. The plan, which PBS officials are formulating, would prevent programs from being "siphoned off by people who are interested in taking a piece of what is essentially our market. . . . We have to do a better job of getting them on PBS first, and then if there is some residual benefit, to sell them to someone else."

If public television stations would spend more of their discretionary funds on exclusive PBS programs and less on syndicated fare, Christensen said, they could share in the revenue from programs such as the *National Geographic* a program popularized by PBS that has generated millions in syndica-

**Critics' choices.** NBC's *Hill Street Blues* and PBS's *Eyes on the Prize* won top honors at the third annual Television Critics Association awards reception last week in Redondo Beach, Calif.

The TCA's Career Achievement Award went to *Hill Street*, the first time a show instead of an individual received the award. *Eyes on the Prize*, which focused on the civil rights movement, was named Program of the Year for the 1986-87 season, and also took the News and Information Award.

Other winners: Showtime's *It's Garry Shandling's Show* (comedy), NBC's *L.A. Law* (drama), HBO's *Robin Williams at the Met* (special), ESPN's America's Cup coverage (sports) and CBS's *Pee-Wee's Playhouse* (children's programming).



tion for broadcast rights owner *National Geographic*. The service wants the option to sell such shows itself or to rerun them on its own stations. Direct ownership would also give PBS a bigger say in which dayparts commercial stations and cable systems air the programs, thereby avoiding direct competition with similar shows on PBS, he said.

When public TV stations vie for commercial syndicated programming, Christensen said, they "do themselves a disservice because they blur the line in marketing their particular service" and "don't have any unique reason" for being there. Eventually, he continued, commercial independents and cable services will outbid public television

for the rights, and PBS outlets will be "left without anything to put on the air."

The call for more exclusive programming comes as revenue from membership is up, despite a decrease in on-air pledge breaks, according to Christensen. Last year, public TV raised more than \$200 million, up from about \$185 million in 1985, mostly through major gift and donor programs, he said. Along with the increase in money, he added, public broadcasting's audience share continues to grow at about 3%-4% a year while the commercial networks are experiencing audience declines.

Despite those encouraging figures, Christensen found himself on the defensive

throughout much of his press conference over a two-part *TV Guide* article criticizing public television for bloated operational budgets and not much creativity. Although Christensen admitted that the Corporation for Public Broadcasting has problems, he said the story was an inaccurate "opinion piece" that was a rehash of many past criticisms. CPB President Donald Ledwig also issued a statement rebutting the article.

Susan Weil, PBS's senior vice president of programming, pointed out that more comedy shows, such as *Trying Times*, the first original comedy anthology series on public TV, are scheduled. "We're not as predictable as we used to be," she said. □

## NBC takes the plunge with Nielsen's people meter

**Rating service agrees to changes in rotation and editing procedures; other networks still thinking**

After months of controversy, NBC-TV has become the first of the three networks to sign up for the A.C. Nielsen Co.'s new people meter measurement system. But the agreement has done nothing to stem the network's criticism of the new technology.

NBC signed with Nielsen on July 23 after the rating service agreed to speed up the rotation of sample households and to change its editing procedures, according to Bill Rubens, the network's vice president of research, who disclosed the new three-year pact at last week's Television Critics Association press tour in Los Angeles. Sources said NBC will pay Nielsen about \$14 million over the three-year life of the pact.

Nielsen had planned to rotate the base of sample homes every three to five years, but under its agreement with NBC the rating service will turn over its sample base every two years. NBC, Rubens said, would have a preferred a one-year turnover rate since the majority of viewers in people meter households tend to push buttons less over time—with the exception of adults 50 years of age and older. The drop-off is particularly acute in households with teen-agers, dropping 7% the first year, 12% the second year and 15% the third year, according to network researchers. "If we thought it were possible for Nielsen to handle a one-year term, we would have opted for that," Rubens said. "We are going to continue to lobby for that with the agencies, with the advertisers, with the other networks and with Nielsen. But it was about as much as we thought they could handle in a practical manner this [coming season]."

Nielsen will also establish a field force to monitor people meter homes and keep them "in-tab," Rubens said. Households with cable television, more than one television set, a VCR, or a large number of children most often fall out of tab because viewers fail to push buttons, he said. According to NBC research, in-tab rates fall from 87% on Nielsen's NTI passive meter system now in use to 85% on people meters after a household edit. In homes with a child under 12, the in-tab rate drops from 80% to 73%.

Rubens predicted that ABC and CBS will follow NBC's lead in taking the people me-

ter, saying the networks negotiated their completed upfront guarantees based on people meter results and have been forced to get the same data to match what the agencies receive. Having once predicted that people meters would cause "chaos" in the upfront market, Rubens last week admitted that he was wrong and said "saner heads prevailed." The networks were successful, by and large, in persuading advertisers to share the risk of the untried people meters in more flexible audience delivery guarantees, or higher prices in cases where advertisers insisted on firm guarantees.

NBC chose to make a three-year deal with Nielsen, instead of limiting the agreement to one year and determining whether the data provided by the rival British firm, AGB Television, would be more in line with what the network desires, "because we are in this for the long-haul," Rubens said. The improvements Nielsen was willing to make in its editing system involving in-tab totals and reducing the turnover length "made the risk worth taking," he added.

AGB, with which CBS has signed for the fall, will have no people meter data until September, so there was nothing for NBC to base upfront guarantees upon, he said. If NBC decides it needs a second rating service, Rubens said, it "would look at AGB," but the rating service would probably be forced to reduce its turnover rate from the planned five years to match Nielsen's two-year rotation plan.

Despite the agreement, Rubens said many questions remain unanswered about the new technology. For instance, in renewing the younger-skewing *Crime Story* and *Miami Vice*, NBC Entertainment President Brandon Tartikoff cited experimental people meter results based on a 2,000-household sample base that showed the programs performed better than with the standard meter system. "I don't think you can count on that in the next 1,000 homes [added to the people meter sampling]," Rubens said. "We didn't understand why they were doing better just as we don't understand why *Cosby* was doing worse."

Some researchers had concluded while the networks were developing their fall schedules that people meters appealed more to young professionals rather than to older viewers, with yuppies considered more

high-tech oriented and more likely to push buttons. But Rubens said his research shows just the opposite to be true, with older households "doing a better job of pushing buttons." One reason for the difference, he said, is that people meters are "dull-tech" and will not appeal to young adults.

Reacting to the NBC decision, David Poltrack, vice president, research, CBS, questioned the timing of the deal. "If he signed before the upfront it would make sense, but now that is basically over," Poltrack said. CBS is awaiting comparative data before making its decision on Nielsen's people meter. Data for the first two weeks of July is just out, and it will permit comparison of measurements based on a 2,000-home-sample base and earlier data based on a 1,000-home sample. It has been Nielsen's contention that differences in the people meter and outgoing diary/audimeter measurements will diminish as the people meter household sample is increased. A 2,000-home sample will be used in the first season, and Nielsen says that sample will be doubled by the start of the 1988-89 season.

Poltrack said that CBS would probably make a decision on whether to sign with Nielsen in late August. So did Marvin Mord, vice president, research, ABC. Poltrack said the network is also exploring with Nielsen the possibility of tying performance guarantees to a network option to get out of a long-term Nielsen pact. Under that proposal, Nielsen would be obligated to maintain minimum household and demographic in-tab rates and cooperation rates or the network could cancel its contract.

ABC, however, is still holding out for, among other things, a firm one-year contract, not the three-year deal Nielsen wants. The problem with tying the sought-for guarantees to an option to get out of a longer deal, said Mord, is "they are not willing to set the performance criteria too sharply. They'll set where they'll never fail to perform. . . . We want them to feel pain financially for nonperformance." He has suggested penalties going up to \$1 million for failure to meet minimum standards.

ABC has proposed that Nielsen guarantee in-tab household levels of 85% and an 80% minimum in-tab rate for persons. Nielsen is supposed to respond to those proposals next week. □



In May 1987,  
only two  
first-run  
access programs  
increased  
over last year...

# ...Entertainment Tonight was one of them.

Among the five major first-run access programs, only Jeopardy and Paramount's Entertainment Tonight increased their national performance over 1986.\*

These local market stories are the foundation of Entertainment Tonight's success.

MARKET	STATION	TIME PERIOD RANK		BEAT
		18-49	WOMEN 25-54	
San Francisco	KRON	#1	#1	EVENING MAGAZINE, HOLLYWOOD SQUARES—NSI, ARB
Dallas	WFAA	#1	#1	TONIGHT SHOW, MASH—NSI, ARB
Atlanta	WSB	#1	#1	WHEEL OF FORTUNE—NSI
Miami	WSVN	#1	#1	JEOPARDY—NSI, ARB
Phoenix	KTSP	#1	#1	TONIGHT SHOW, NIGHTLINE—ARB
Hartford	WFSB	#1	#1	TONIGHT SHOW, NIGHTLINE—ARB
Oklahoma City	KTVY	#1	#1	NIGHTLINE—NSI, ARB
Grand Rapids	WWMT	#1	#1	WHEEL OF FORTUNE, NEWLYWED GAME—NSI
Columbus	WTVN	#1	#1	EYEWITNESS NEWS—NSI, ARB
Harrisburg	WGAL	#1	#1	PEOPLE'S COURT—NSI, ARB
Louisville	WHAS	#2	#1	JEOPARDY—NSI
Tulsa	KTUL	#1	#1	TONIGHT SHOW, CBS LATE NIGHT—ARB
Dayton	WHIO	#1	#1	JEOPARDY—NSI
Little Rock	KATV	#1	#1	TONIGHT SHOW—NSI, ARB
Jacksonville	WJXT	#1	#1	TONIGHT SHOW—NSI



MARKET	STATION	TIME PERIOD RANK		BEAT
		18-49	WOMEN 25-54	
Boston	WNEV	#2	#2	CHRONICLE—ARB
Washington D.C.	WJLA	#2	#2	WHEEL OF FORTUNE, NEWLYWED GAME—NSI
Tampa	WTVT	#2	#2	HOLLYWOOD SQUARES—NSI, ARB
Seattle	KING	#2	#2	WHEEL OF FORTUNE, NEWLYWED GAME—NSI
Sacramento	KCRA	#2	#2	NEWLYWED GAME—NSI
Indianapolis	WRTV	#2	#2	CBS EVENING NEWS—NSI
Portland	KGW	#2	#2	\$100,000 PYRAMID, THREE'S COMPANY—NSI, ARB
San Diego	KGTV	#2	#2	SAN DIEGO AT LARGE—ARB
Orlando	WESH	#2	#2	NEW DATING GAME—NSI
Kansas City	WDAF	#2	#2	NEWLYWED GAME—NSI, ARB
Charlotte	WSOC	#2	#2	NEWLYWED GAME—NSI, ARB
New Orleans	WDSU	#2	#2	NEWLYWED GAME—ARB
Greenville-Ashville Spartanburg	WSPA	#2	#2	NBC NIGHTLY NEWS—ARB
Buffalo	WGRZ	#2	#2	NEWLYWED GAME—NSI
Memphis	WREG	#2	#2	NEWLYWED GAME—NSI
San Antonio	KENS	#2	#2	HOLLYWOOD SQUARES—ARB
Mobile	WKRG	#2	#2	NEWLYWED GAME—NSI
Toledo	WTVG	#2	#2	NEWLYWED GAME—NSI
Syracuse	WTVH	#2	#2	NEWLYWED GAME—ARB

Source: Rating Service as indicated, May 1987

\*Source: NTI May 1987 vs. May 1986 except Hollywood Squares vs. Oct. 1986

# ENTERTAINMENT

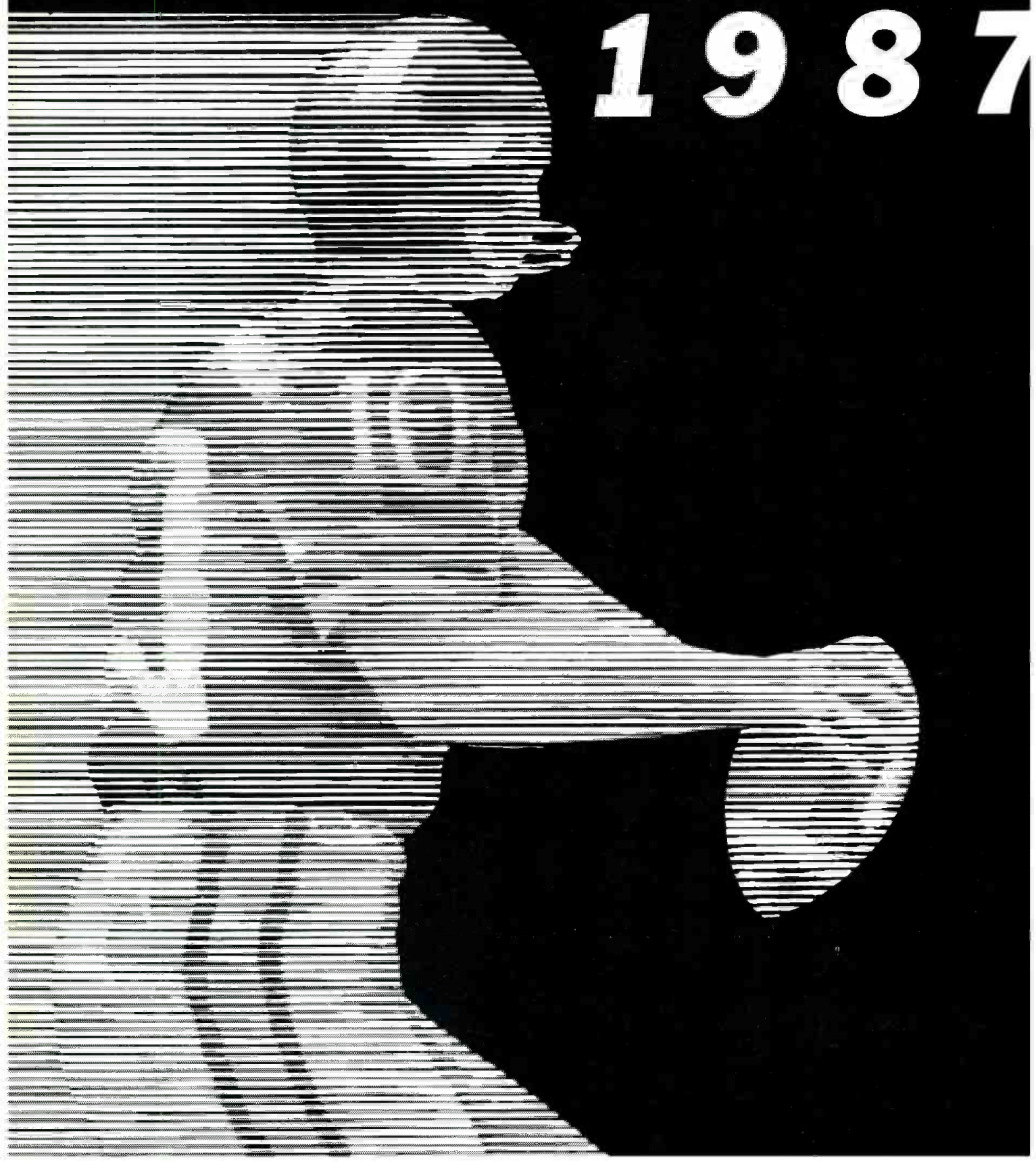
## T O N I G H T





# FOOTBALL

1987



# Football rights hold line at \$570 million

**Flat rights picture is aided by reduction in network rights payments, includes new package of games to ESPN**

Broadcasters will pay about \$570 million—the same amount paid last year—for the rights to carry professional and college football games in the 1987-88 season, according to BROADCASTING's annual tally of national and local rights figures. The flat football rights expense, which includes a new three-year NFL contract with the networks and the new appearance of ESPN, represents a break in a rising trend in football prices. Since 1984, when rights fees dropped 6.7% from 1983's total \$536.6 million to \$501 million, rights have climbed by 6% in 1985 to \$530 million, and by 7.5% to \$570 million in 1986.

The leveling-off follows several seasons of multimillion-dollar losses by the networks. In line with that, the new NFL contracts with the broadcast networks, totaling \$425 million annually, represent a 14.1% decrease from last year, when the three paid \$495 million. Aware that the three broadcast networks would be looking to cut their losses this year, the NFL sought to cover that decrease in its revenue by adding a new element to the package—a three-year, \$153-million deal with cable programmer ESPN for 13 games each year.

NBC gets the biggest break of the three networks in the first year of the new contract, with a reduction in payments to \$120 million, from last year's \$155 million, a 22.5% drop. CBS will drop 9% in the first year of the deal, from last year's \$165 million to \$150 million this year. ABC will also drop 9% in its payments, from \$175 million last year to \$160 million this year. ABC's rights reduction is tied to the drop of four Thursday-night games it has carried in the past. For its part, ESPN will pay \$46 million in the first year of its contract. That fee increases to \$51 million in the second year and \$56 million in the third.

On the college level, ABC, CBS and ESPN are working under new four-year deals that will total \$46.5 million in the first year. Last year the three paid \$40.5 million for college rights, but not for comparable packages. ABC will relinquish its College Football Association schedule to broadcast part of a Big 10/Pac 10 package that was formerly the province of CBS, and CBS will broadcast a 16-game CFA package. ABC's college rights totalled \$13 million last year, and this year will be \$12 million. CBS will go from \$12 million last year to \$16 million this year. ESPN's new \$70-million, four-year CFA deal raises its college rights from last year's \$12 million to \$17.5 million this year.

Although the amount the networks will pay is down 14%, the overall broadcast rights paid is flat because of increases paid by local radio and television broadcasters. Local radio station rights payments this year are up 23%, from \$20.9 million last year to \$25.8 million. Local television payments are up 19%, from \$6.8 million to \$8.1 million.

With the new NFL contract in hand and a strong upfront advertising market in which 90% of advertising inventory has been sold at medium to large single-digit increases, the only remaining question for the networks would appear to be ratings, which began trending downward again last season. In 1981, the combined ratings for CBS, NBC and ABC was 53.1 and they steadily dropped to 43.4 in 1984. In 1985 they rose to 48.1 but last season they dropped to 46.

Another factor that overshadows the pro season is the threat of a strike by the NFL Players Association. The players are in the last year of their contract with the league, and in 1982, the last year of the previous labor pact, the players struck, reducing the 16-game regular season to nine.

Through Ohlmeyer Communications, ESPN has now completely sold its preseason and regular-season NFL packages to stations in 13 cities of the competing teams, with the exception of Cleveland. ESPN's deal with the NFL requires that it spinoff the broadcast rights to stations in the competing cities. The first wave of clearances for preseason games went to six affiliates, and one independent: KUSA-TV Denver, WPLG(TV) Miami, WLS-TV Chicago, KARE-TV Minneapolis, KXAS-TV Dallas, KGTV(TV) San Diego and KTTV(TV) Los Angeles, the independent. Last week, five more stations, including two independents, were awarded regular-season games: WABC-TV New

York, WCVB-TV Boston, WUSA-TV Washington, and the two independents, KCPQ(TV) Seattle and KTVU(TV) San Francisco.

Last year at this time the football marketplace was a very different one, according to network and agency executives. According to buyers and sellers of network football time who wished not to be identified, at this time last year the networks had sold only 25%-30% of their inventory. That produced a scatter situation in which spots were being purchased for Sunday games at fire sale prices.

According to agency and network advertising executives, this year's football upfront sales, and the sports marketplace in general, have been affected by a number of factors, not the least of which is the overall strength of an upfront marketplace in which there have been a number of new advertisers. "We're seeing a lot of new brand activity," especially cars, said Bob Blackmore, senior vice president of sales for NBC.

The speed with which upfront prime time sold was another factor. With a degree of "panic" setting in when the prime time marketplace began to open up, other dayparts began to break, said Steve Grubbs, senior vice president at BBDO.

The new NFL deal has also had a strong effect on the market. A number of advertisers said that the single-digit C-P-M increases the networks are getting is due to the more reasonable expectations they had (from the advertisers point of view) going into the market. If the networks "had been forced by their rights deals to ask for higher prices, we would not have seen the kind of money" that is now changing hands, said BBDO's Grubbs. With the new NFL contract in hand, all three networks have concluded three-year deals with charter football advertisers, notably beer companies and auto manufacturers.

Another factor contributing to the strong upfront football market this year is people meter data from the fourth quarter of last year, in which football scored well. "People meters have been friendly to sports in general, compared to other dayparts," said Jerry Dominus, vice president of sales for the CBS Television Network. Dominus also talked about the pace at which other CBS sporting events have been selling, such as the Pan Am Games (now sold out) and the U.S. Open, indicating a generally healthy market for sports that is spilling over into football sales.

All three networks will continue to work toward keeping their production costs for the NFL schedule down this season. According to the networks, there has been no complaint from advertisers about the economizing in producing games, something agency executives confirm.

Ted Shaker, executive producer at CBS Sports, said that last's year campaign to "assign facilities on a more efficient basis" achieved its goal of saving 5% to 6% in the NFL schedule's production budget. The average CBS game employs five cameras and three videotape machines, with the standard deviation from that number being a camera or two and one tape machine. Shaker said that CBS is also using fewer Chyrons (graphics generators) for both games and the *NFL Today*. According to Shaker and other producers, the most costly element in production is the people necessary to run the equipment. It is in that regard that Shaker and other producers talk of using facilities "more efficiently."

ABC will add to its coverage of *Monday Night Football* this year, using 10 cameras and six tape machines this year, versus nine cameras and five tape machines a year ago. Additionally ABC is adding a "telestrator," with which announcers can diagram plays, to its coverage this year. Larry Kamm, director of the broadcast, said that the addition of equipment normally means more cost, but that ABC has economized in other ways. It has learned, he said, not to "overcharge" itself for games, by bringing crews in on Sunday instead of Saturday for Sunday games.

The more efficient use of crews, however, can mean a strain on production, according to Kamm. In ABC's case, with the production of football, the World Series and the Olympics (and the huge rights fees associated with each of those events creating pressure to keep production costs down), the management of resources will be triply difficult.

In its first year of producing NFL games, ESPN will use 10 cameras and six tape machines. Additionally, ESPN coverage will incorporate the "X/O Cam," a camera whose operator will respond



to the direction of former New York Giant coach Allie Sherman, who will monitor games from ESPN headquarters in Bristol, Conn.

### College football on TV continues syndication shakeout following Supreme Court ruling; new deals for ABC, CBS, ESPN

The college football marketplace, which was thrown into considerable disorder three years ago when the television plan of the National Collegiate Athletic Association was ruled unconstitutional by the U.S. Supreme Court, appears to have stabilized on the network level. CBS, ABC and ESPN each have struck new four-year deals with the major schools, conferences and associations in collegiate football. On the syndication level, the court decision resulted in a huge increase in the number of televised games, which, as many predicted at the time, were not all sustainable given the finite amount of advertising dollars in the marketplace.

The number of college games in syndication reached a peak of almost 200 telecasts three years ago, and industry executives believe that figure will drop to 100, or fewer, in the coming season. Last year, the Pacific 10 conference dropped out of the syndication marketplace, and this year the Big Eight conference has called it quits in syndication, along with independent powerhouse Penn State. The consolidation has put several syndicators out of the college football syndication business, including New York-based TEN Productions, and TCS, New Kensington, Pa. In addition, the Freedom Sports Network, Colorado Springs, which syndicated a package of Army, Navy and Air Force games last season, lost the rights to Army and Navy games and will offer only one or two Air Force broadcasts.

The Big Eight syndication package was handled by Raycom, Charlotte, N.C., whose bread and butter business is syndicated college basketball games, but which still syndicates Southwest Conference football. Schools and conferences getting out of syndication cite over-exposure as the primary reason or bad experiences with syndicators. The Big Eight's Tim Allen said that last year schools in the conference (located in the central time zone) were forced to move the kickoff of their games up to 11:30 a.m. local time to meet the 12:30 p.m. NYT start of the early syndication window. "The TV revenue from those games was not great enough to offset the lost attendance due to the early kickoff," he said.

TCS last year syndicated a regional package of Penn State, Rutgers and Temple University games. Penn State is now out of the syndication market, and Rutgers and Temple have joined the Great American Independent Football package, which Jefferson Pilot Teleproductions will offer for the first time this year. That package also includes Notre Dame, Boston College, Syracuse, Army, Navy, Pittsburgh and West Virginia. TEN Productions had been syndicating a package of Boston College, Pittsburgh and Syracuse games. Jefferson Pilot will continue to offer a separate package of Atlantic Coast Conference games.

There will also be fewer televised college games on cable this year. Perhaps the most prominent example of that is Turner Broadcasting's cutting back, by about two-thirds, the number of games it will offer. Its sole package will be an early afternoon (12:40 p.m. kickoff), 10 to 12 game slate of Southeastern Conference games, with pre- and post-game wrap-ups, starting Sept. 5. It decided earlier this year not to renew its prime time package (a mixture of Big 10-Pac 10-ACC-independents) or late afternoon package of Big 10 games. Rex Lardner, vice president, sports, explained the cutback this way: "Last year we did three packages and we lost money. The feeling was the supply and demand were way out of sync. The packages were limited in what they could deliver and there was too much football in the marketplace." He declined to state exactly how much TBS lost, but acknowledged it was in the millions.

The USA Network, which televised 11 college games last year (cherry-picking games by prearrangement from the Raycom, Jefferson Pilot and TEN packages), is dropping the sport from its schedule altogether this season. "We feel the market is oversaturated," said a USA spokeswoman. She said the network plans to counterprogram with entertainment fare.

But the shakeout in the total number of televised games, coupled with a strong upfront network marketplace, has resulted in what many television and advertising executives see as full recovery of the football marketplace, which had softened in early 1985 and remained that way through 1986. In fact, the sports marketplace generally is seen as the strongest it has been in two years. The 1987 college football marketplace, by some estimates, totals more than \$75 mil-



lion, with perhaps \$55 million of that accounted for by the network marketplace, with the rest going to cable and syndication. Agency sources indicated that both ABC and CBS are getting \$37,000 to \$39,000 per 30-second commercial for their college games, and both networks are close to sellout of their packages. "It's a long way from the low [\$20,000] rates they were getting last year," noted one sports consultant.

CBS signed a new four-year deal to carry the College Football Association last winter for \$64 million, or \$16 million annually. The CFA had been carried by ABC, whose two-year, \$32-million deal expired at the end of last season. CBS is carrying 16 CFA games this year as well as the Army-Navy game Dec. 5. The CFA package kicks off Sept. 12 at 8 p.m. with Penn State at Alabama.

The CBS-CFA contract broke new ground in one respect. At the CFA's insistence, it is providing all the so-called "below the line" production facilities, including all the technical equipment for the physical production of the games, such as cameras and crews, mobile studios and satellite time. CBS will contribute the "above the line" talent, including on-air play-by-play announcer, analysts, game producers and directors. It is the first time that any network has agreed to the out-of-house production of any major sports series.

John Kasser, associate executive director of the CFA, will also fill the role of executive producer of the CFA telecasts seen on CBS. Kasser said the CFA insisted on doing the production work because "we felt we could save money by producing the games for less," and thereby realize a higher net gain on the network rights fee. It has farmed out the production work to F&F Productions, St. Petersburg, Fla., which has done a lot of freelance work for CBS in the past, including many of the Tampa Bay Buccaneer NFL games, some boxing matches and other events. F&F was one of several companies that submitted a bid for the work. Others included John Crow of Houston and Jefferson Pilot.

CBS thinks highly of F&F's work, although last week CBS Sports executive producer Ted Shaker expressed concern with the arrangement forged with CFA. "Producing a series like this is a very collaborative effort," he said. "So many people can take it down" with the flip of a wrong switch. Combining a CBS executive production team with a new outside production crew will certainly give the telecasts "a different feel," he said. Shaker last week seemed to question whether the arrangement was in the best interests of the sports division "in terms of editorial independence. We have produced our own programs throughout the years, and that is something in which I have definite pride. I'm not convinced [farming out the production] is the right thing to do."

The on-air talent for the games will include Brent Musburger doing play by play, with Pat Haden stepping in as the primary color analyst. A new game producer will also be in place, John Faratzis, who replaces Ric LaCivita, who left CBS to form an independent production company. Jim Nantz will again host the network's *College Football Report* before, during and after scheduled games. In post-season play, CBS will carry the John Hancock Sunbowl on Christ-



**This year, from Monday Night Football  
and The Super Bowl to The World Series  
and throughout The College Football Season,  
ABC Sports will be there...**

***Reaching New Heights!***

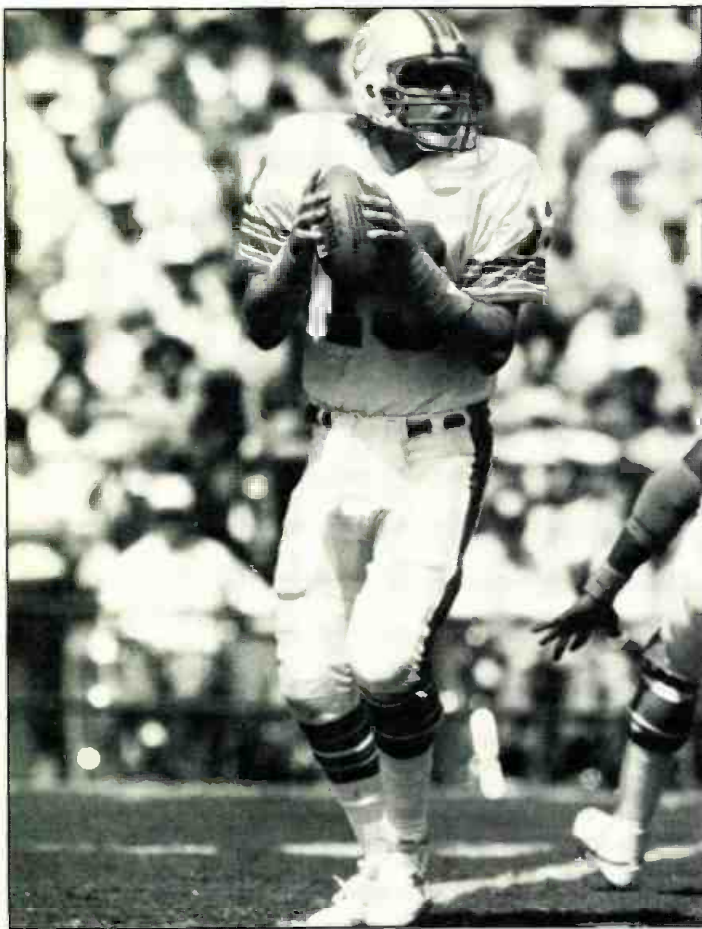


**LEFT TO RIGHT**

Frank Gifford  
Dan Dierdorf  
Al Michaels

Jim Palmer  
Tim McCarver

Keith Jackson  
Gary Bender  
Lynn Swann  
Bob Griese



mas, the Mazda Gator Bowl on Dec. 31 and the Cotton Bowl on Jan. 1.

ABC picked up the rights to the Big 10-Pac 10 package of games in a four-year deal valued at \$52 million, or \$13 million a year. Last year, CBS paid about \$10 million for the Big 10-Pac 10 conference. The package kicks off on Labor Day, Monday, Sept. 7, at 8 p.m. with USC at Michigan State. A network spokesman said it will broadcast 15 or 16 CFA games. But ABC kicks off its college schedule the week before (Aug. 30) with the first CFA game, the Mazda Kickoff Classic, which is being produced by Raycom. In an unusual deal, the syndicator bought the three-hour block of time on the network for the game and will sell and retain the advertising revenue for itself, according to a Raycom spokesman.

On the air, ABC has signed former pro quarterback and NBC NFL color analyst Bob Griese as the primary analyst for the Big 10-Pac 10 coverage. He'll join Keith Jackson, who returns as ABC's primary play-by-play announcer on the college side, and Mike Adamle, the WLS-TV Chicago sports reporter, who becomes the network's primary college football sideline reporter. The secondary team will consist of Gary Bender (play by play), Lynn Swann (color) and a sideline reporter to be announced. Al Trautwig and Jim Hill will form the new team of the network's college football wrap-up program, *College Football Today*, replacing Jim Lampley, a rising star at ABC Sports until his abrupt departure last month over a contract dispute with ABC Sports President Dennis Swanson.

ABC's postseason college play includes a Christmas Day double-header with the Kelly Tires Blue-Gray All Star Classic, followed by the Aloha bowl. On Jan. 1, the network will carry the Citrus Bowl and the USF&G Sugar Bowl. NBC does not carry regular season college football, but will carry the Fiesta, Rose and Orange Bowls on Jan. 1.

Despite the fact that some cable networks are cutting back college coverage, ESPN is adding a second package of CFA games in the late afternoon (12 games) to complement its 16-game prime time package. The network has a new four-year agreement with the CFA for two packages each season valued at \$70 million, or \$17.5 million annually. The network also has two smaller packages, a late-night Saturday package of four or five games and a six-game Thursday night package, both of which will feature lesser known schools.

Altogether, ESPN will have as many as 39 games this year compared to 27 last year. A spokeswoman for ESPN said the reason it picked up the second package was the success it had with the prime time CFA package last season.

ESPN's prime time on-air talent includes Jim Kelly (play by play) and Kevin Kiley (color). The afternoon CFA announcing team includes Mike Patrick on play by play (he will also do the play by play for the network's late season NFL telecasts) and Lee Corso (color). Tim Brando moves up as host of the college wrap-up show, replacing Beano Cook, who will focus on pre-produced features for the same program. In the postseason, ESPN will carry the California Bowl, Holiday Bowl and the Ricoh Japan Bowl.

While some schools and conferences have opted to forgo the syndication market altogether, others are putting together their own packages. That is what the Big 10 is doing for the first time with football. Actually it is farming out all of the production, marketing and sales work to RCM Inc., Champaign, Ill., which is headed by Bill Rasmussen, founder of ESPN. Technically RCM is not a syndicator, but it provides most of the same services. The difference, according to Rasmussen, is that the Big 10 retains the rights to its games and has more of a say in how they're packaged and marketed. RCM, he said, receives a flat "retainer fee," while the conference will keep the balance of the games' advertising sales.

Last year, the Big 10 netted about \$9 million in rights fees from televised football. It had both a syndication and cable deal with TBS. Under the new arrangement with RCM, Rasmussen projects the conference may yield close to an additional \$2 million over last season. "It's their product," he said. "We are just facilitating its distribution." Former ABC Sports producer Chuck Howard will produce the 13-game package. RCM will also produce out of its Champaign studios a *Big 10 Today* wrap-up show. On-air talent includes Jim Simpson (play by play) and Steve Davis (color), with Chris Schenkel (play by play) and Frank Broyles (color) doing occasional prime time games. The Big 10 syndication package will be cleared in about 40% of the country primarily in the Midwest and on Madison Square Garden Network in the Northeast.

RCM is doing similar kinds of packages on a smaller scale for two Big 10 schools, Illinois and Iowa.

The Public Broadcasting Service will again carry a package of Ivy League games produced by Transworld International, New York. Mizlou, the New York-based syndicator, will distribute six post-season bowl games, including: Independence (Dec. 19), Freedom (Dec. 30), Bluebonnet (Dec. 31), Peach (Jan. 2), East-West Shrine Classic (Jan. 16) and Senior (Jan. 23).

### NFL returns to CBS Radio; Mutual has pro and college schedule, while NBC also has college games

On professional football's network radio front, CBS Radio recaptured the exclusive NFL rights package from NBC, signing a three-year deal for \$17.25 million. CBS held the NFL radio rights for seven consecutive years before NBC won the bid for a two-year contract with \$11 million, prior to the 1985 season. The new CBS agreement, however, involves an increase from 37 to 40 games annually over the previous contract.

The package is composed of 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl, all of which will air over the CBS Radio Network. The first Monday night game is slated for Sept. 14 with the New York Giants at Chicago Bears.

"By the time we hit the air with our first game, we should be 75% sold out with season-long sponsorships. The rest of our inventory will be on a scatter basis," said Steve Youlios, vice president, sales, CBS Radio Networks. Among the season-long sponsors are: Anheuser-Busch, Buick, Honda and Richardson-Vicks.

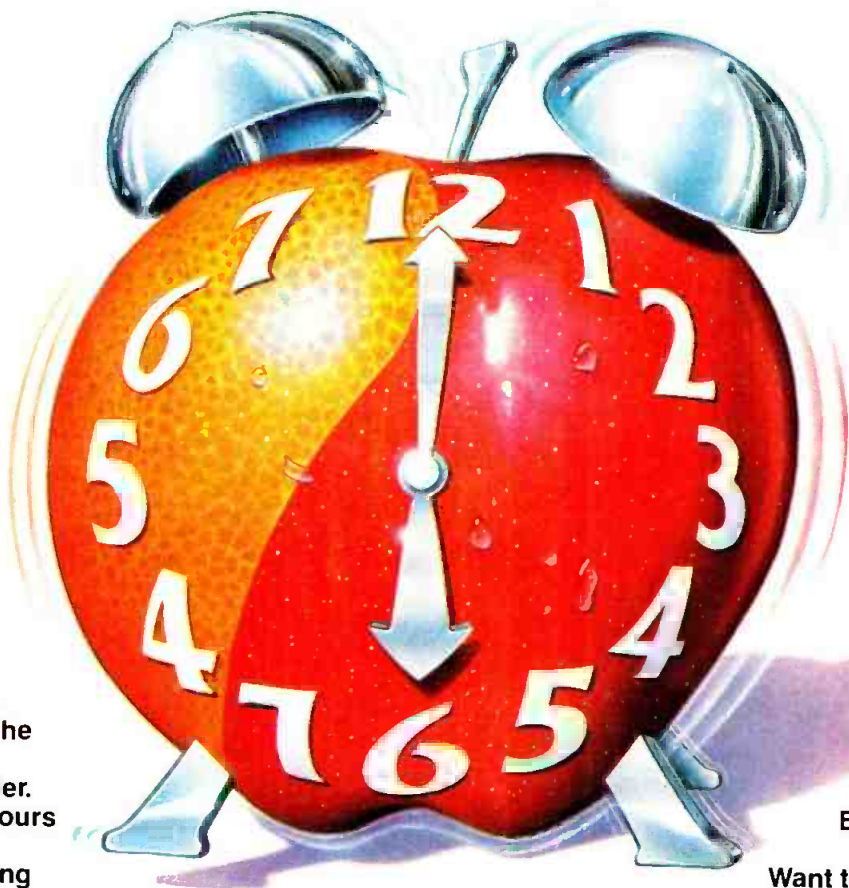
CBS is projecting a line-up of some 300 stations for its 1987 coverage. Thus far, the games have been cleared on 216 stations, including all of the top 10 markets and 41 of the top 50 markets.

The primary announcer team for CBS Radio is Jack Buck and Hank Stram. Other CBS sportscasters slated to work the games are Pat Summerall, Jim Nantz, Pat Haden and Jim Kelly.

The network is also readying several different elements for its NFL coverage. The list includes the *NFL Preview* series, a 15-



# MUTUAL PM INTRODUCES THE 27 HOUR DAY.



Listen up, America!  
Mutual's done it again.  
From Orange County to the  
Big Apple, from coast to  
coast and border to border.  
We've just added three hours  
a day to PM drive time.

The Mutual Broadcasting  
System introduces *Mutual  
PM*, the new flexible format programming service  
with drive-time news live from the West Coast.

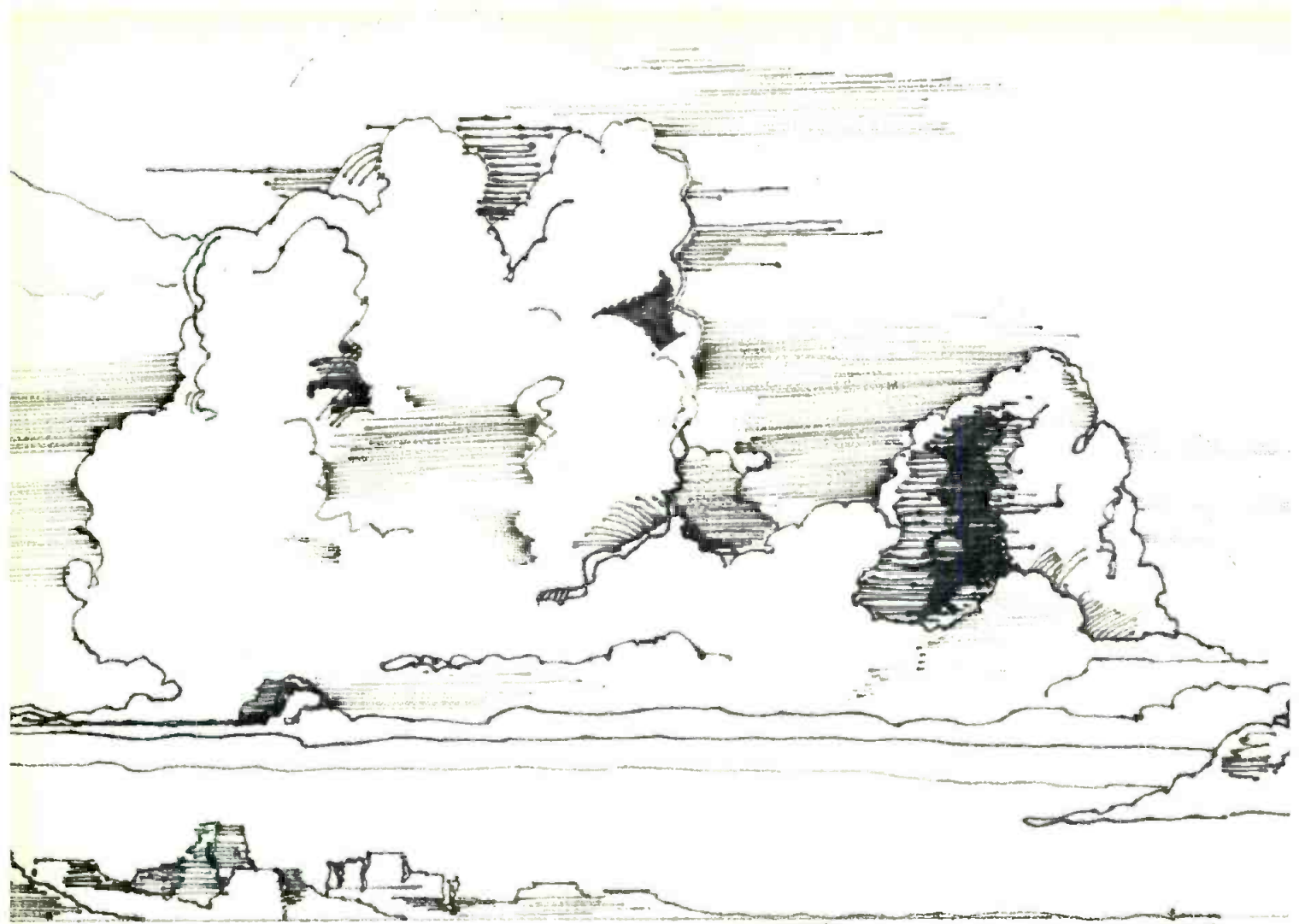
*Mutual PM* is the only radio network to originate  
news from the West Coast. So while the East  
coast networks are calling it a night, *Mutual PM* is  
getting ready to bring commuters out west the news  
and information they need the way they want it. Fresh.

Not re-heated.  
And, of course,  
those night owls  
back east will appreciate *Mutual PM*, too.  
Because there's a lot more  
to *Mutual PM* than news.

Want to talk? Pick up the phone  
and call Larry King, America's most  
popular talk show host. Or call Dr. Toni Grant, the nation's  
foremost media psychologist. Want to laugh? *The Steve  
Allen Show* and *Live From The Comedy Store* will keep you  
in stitches. Or you can be entertained by *The Entertainment  
Report with Robb Weller* and thrilled by the exciting *Sugar  
Ray Leonard...The Spirit Of Sports*. *Mutual PM*: it's like get-  
ting three extra hours of prime advertising time every day.



**MUTUAL PM**





You may be 1,000 miles from civilization.  
800 miles from mass transportation.  
And 3 days from the nearest watering hole.



But you're never more than  
24 hours away  
from an MII Service Engineer.

When you call the MII service hot-line, several things happen that may surprise you. For one thing, someone answers 24 hours a day, 7 days a week, 365 days a year. If it's a board that needs replacing it will be sent out and will be in your hands within a day. If it requires a service call, a Panasonic MII Service Engineer will be on your premises within 24 hours to repair your equipment on the spot. And with 6 service locations across the country, replacement parts are never far away.

It's a remarkable service program to

support a remarkable system, the Panasonic MII. The first half-inch broadcast system to offer single-system capability. So you get overall reductions on everything from man and equipment hours to lower training costs. Tape consumption alone may be reduced by as much as 70%.

If you're looking for a system that offers high broadcast quality, overall cost reductions and the finest support programs in the industry, look into MII from Panasonic.

The broadcast system that makes business sense.



For more information, call  
1-201-348-7671.

**MII** **Panasonic**  
Broadcast Systems Company

minute, weekly program hosted by CBS Sportscaster Brent Musburger and CBS Sports analyst Jimmy (The Greek) Snyder that features a preview of the upcoming weekend's matchups. The series will be fed to stations on Fridays from Sept. 11 through Jan. 29, 1988. And at the end of each game, CBS will air *NFL Talk*, a live, one-hour post-game show with a listener call-in segment. The show will be hosted by Hank Stram with Jim Nantz co-anchoring from the CBS studios in New York. In addition, from Aug. 31 to Sept. 11, CBS will present the *NFL Preseason Preview*, 10 two-minute reports hosted by CBS Sportscaster John Madden.

On the college side, the CBS Radio Network will air three bowl games: Independence, Sun and Cotton.

■ Mutual will again present 16 regular-season NFL doubleheaders, beginning Sunday, Sept. 13, with San Francisco at Pittsburgh

and Seattle at Denver. (Mutual has yearly contracts for Sunday broadcasts with most NFL franchises.) The primary announcer teams for Mutual football are Tony Roberts with Jack Ham and Joe Meyers with Jack Snow.

Mutual's 1987 college agenda includes 11 Notre Dame games, which begin Sept. 12, and 11 major college games that entail both the "College Kick-Off Classic" featuring Iowa and Tennessee on Aug. 30 and the annual Army-Navy game on Dec. 5. The network will also have four college bowl games: Aloha, All-American, Holiday and Sugar.

■ NBC Radio Network, which was just purchased by Westwood One (BROADCASTING, July 27), will be airing the same five college bowl games it had on its agenda last year: Gator, Liberty, Fiesta, Rose and Orange.

## A team by team look at the 1987 season

WSB(AM) will have roughly 50 stations in its regional network for broadcasts of all **Atlanta Falcons** football games. The network, said Michael Faherty, the station's vice president and general manager, includes stations in Florida, Alabama, South Carolina and North Carolina. This year WSB hired a sports sales specialist, who also obtains advertising for the station's other sportscasts, including the Atlanta Braves and University of Georgia football and basketball games. As a result, said Bob Huntley, general sales manager, advertising sales for the broadcasts are "in much better shape. . . . We are 30% ahead of where we were pacing last year." Sponsors include Delta, Honda, Chevron and Miller beer.

WAGA(TV) Atlanta is in the last year of its current contract to televise four preseason Falcons games. Diane Harnell, the station's local sales manager, said sales are going very well, and although details of some major sponsorships are still being ironed out, sales are ahead of last year.

Radio sales for the **Buffalo Bills** "have been excellent, ahead of last year," according to WBBN(AM) salesman Dan Voegtly. The station's availabilities are about 90% sold, with network positions completely gone, he said, and "the response has been very, very good." WBBN offers a weekly, two-hour pregame show, a postgame show with locker room interviews and a postgame call-in segment. Fans are invited to a weekly tent party outside the stadium before the game, sponsored by a local bank. WBBN airs a Monday night block of football programming at 6-9 p.m. including a sports talk program, a coach's show and listener call-in. The game begins at 9 p.m.

TV coverage of the preseason games is handled by WKBW-TV Buffalo, with commentary by Rick Azar and NBC's Paul Maguire. NBC carries the regular-season games, but WKBW-TV provides coach and team interviews in a half-hour weekly highlight show each Saturday. Genesee Brewing is this year's major sponsor, with automotive, financial, fast food and soft drink advertisers among others signed. General sales manager Richard Shephard said availabilities are about 75% sold. Sales are "improved" over last year, he said, "and so is the team."

The **Chicago Bears** have a new local preseason TV rights holder—WLS-TV—which has a

four-year contract with the team. WBBM-TV was the previous rights holder.

On the radio side, WGN(AM) enters the final year of a three-year deal with the Bears. Sales are reported to be brisk at both stations. The major sponsor on the TV side is Ford, while major radio sponsors are True Value Hardware, Amoco, Chevrolet, Pizza Hut and G. Heileman Brewery.

WKRC(AM) Cincinnati holds the radio rights for the four pre-season and 16 regular season games of the **Cincinnati Bengals**. In the final year of a three-year contract with the team, the station will feed coverage to a regional network of 30 to 40 stations, said John Soller, the station's general manager. Sponsors for the broadcasts, and for several pre-and-post-game shows include Budweiser, Honda, Blue Cross-Blue Shield of Ohio, Oscar Meyer, Sears and Kroger supermarkets.

NBC affiliate WLWT(TV) will broadcast three live and one tape-delayed pre-season games. Anthony Kiernan, WLWT vice president and general manager, said that advertising sales were "fair," and included Coors, Buick Dealers and Kentucky Fried Chicken. The games, for which the station holds the rights, will also be distributed to TV stations in Lexington, Ky., and Dayton, Ohio.

WJW-TV Cleveland is in the first year of a three-year contract to cover the **Cleveland Browns**. The station will cover four preseason games (three live, one tape-delayed), said operations manager, Lou Gattozzi. The station will augment its coverage with its Sportscenter 8 reporters Casey Coleman and John Tellich. Major sponsors are being signed now and Gattozzi reports sales are on schedule.

Browns owner Art Modell's WWWF(AM) will be covering all the Browns games with play-by-play again handled by Nev Chandler with 13-year Browns veteran Doug Dieken doing the color commentary. The station will have a countdown show before the game, a coach's show and a Browns wrap-up. Jim Mueller will join Dieken for the coach's show and the wrap-up. Director of sports marketing, Bill Coleta, said major sponsors include Anheuser-Busch, the Ohio Lottery and Blue Cross/Blue Shield.

KXAS-TV's schedule of **Dallas Cowboy** games will depend on whether two of the games are

sell-outs, in which case they will be broadcast. The station will definitely have an Aug. 15 match-up with the San Diego Chargers, as well as an ESPN game for which it was the winning bidder. The station's Cowboy coverage will also include two half-hour Sunday morning shows, hosted by, respectively, Cowboy president and general manager, Tex Schram and coach, Tom Landry. The station will also run the Tex Schram show on Saturday evening in place of a sixth day of *Wheel of Fortune*. The station's program manager, Russ Thornton, said that the trade-off between the two programs is "a wash."

KRLD(AM)'s coverage of Cowboy games will again be supplemented by shows hosted by Landry and Schram, and Cowboy greats Bob Lilly, Charley Waters and Preston Pearson. The games will again be distributed by the Texas State Network.

KOA(AM) Denver is broadcasting the entire **Denver Broncos** schedule including the opening preseason game against the Los Angeles Rams, which will be carried live from London's Wembley stadium. Bob Martin and Larry Zimmer return as announcers. Each week there will also be a 90-minute pregame show and 90-minute postgame, locker room show.

Announcers Ron Zappolo and Dave Logan will handle preseason Broncos telecasts on KCNC-TV Denver. Two games will be covered: Aug. 15 against the Green Bay Packers and Aug. 29 against the Rams. Two other stations, KRDO(TV) Colorado Springs and KJCT(TV) Grand Junction, Colo., will carry both games as well. Ad sales are going "fairly" well, according to Lon Lee, KCNC-TV vice president and program manager, especially for a market that has had a "soft economy" in recent years. During the regular season, KCNC-TV will produce two Bronco shows, *Broncos Beat* on Saturday evening and the *Dan Reeves Show* on Monday night.

WJR(AM) is beginning the second year of a three-year deal for exclusive radio rights to **Detroit Lions** football. The station is assembling a Lions station network of some 40 outlets as part of its new "WJR Sports Network" (see "Riding Gain," p. 60). Among the radio sponsors for this year's games are: Ford, Anheuser-Busch and the Elias Brothers restaurant chain.

WJBK-TV will air two live preseason contests. Among the major advertisers for the telecasts



**WE'RE  
NUMBER ONE!\***



Hanna-Barbera's  
*The* **JETSONS**



**Hanna-Barbera Productions**

\* The top rated animated series in syndication (source: NSI Cassandra, May, 1987)

# Local TV Preseason NFL coverage

Team                      Originator                      Regional network; games scheduled; rights holder

## AFC East

Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights.
Miami Dolphins	WCIX Miami WPLG Miami	Two games on WCIX, one on WPLG, one on ESPN; stations hold rights.
New York Jets	WPIX New York	Two live, one tape delay games; station has revenue sharing deal with team.
New England Patriots	WBZ-TV Boston	One live game, two if sell out; station holds rights. Also feeds WJAR-TV Providence, R.I.

## AFC Central

Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; three live, one tape delayed games; station holds rights.
Cleveland Browns	WJW-TV Cleveland	Three live, one tape delayed games; station holds rights.
Houston Oilers	KPRC-TV Houston	Four games; station holds rights.
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of eight stations; three preseason games; station holds rights.

## AFC West

Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Two live, two delayed; station holds rights.
Los Angeles Raiders	KABC-TV Los Angeles	Three tape delayed games. Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KGTV San Diego	Two tape delayed, one live, games; station holds rights.

Team                      Originator                      Regional network; games scheduled; rights holder

Seattle Seahawks                      KING-TV Seattle                      Three live games; station holds rights.

## NFC East

Dallas Cowboys	KXAS-TV Fort Worth	30 stations; two live games, two more if sell out; station holds rights.
New York Giants	WPIX New York	One live, one delayed; station holds rights.
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights.
St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights.
Washington Redskins	WTTG Washington	Reg. network of five other stations; four games; station holds rights.

## NFC Central

Chicago Bears	WLS-TV Chicago	Four preseason games; station holds rights.
Detroit Lions	WJBK-TV Detroit	Four stations; two live games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	55 stations; four games; station holds rights.
Minnesota Vikings	WCCO-TV and KARE-TV Minneapolis	WCCO-TV has two games, KARE-TV one, stations hold rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games, station holds rights.

## NFC West

Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sell out; station holds rights.
Los Angeles Rams	No TV rights	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge: one live and three tape delayed games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Two live games; station holds rights.

are Midas Muffler, Moison Golden and Har-dee's, according to Jim Clayton, station general sales manager, who added that available inventory is about 65% sold out. And for the second consecutive year, WJBK will have a regional network of four stations.

Sales for television broadcasts of the **Green Bay Packers** are "fair" and include fast food, beer, automobile and bank advertisers, according to Dick Millhiser, program director of

WBAY-TV Green Bay, Wis. The station's sports anchor, Bill Jartz, will handle coverage of the games, with color provided by former Packer Paul Hornung. The Packers rotate among several stadiums, Millhiser said, playing their four preseason games in Milwaukee, Madison and



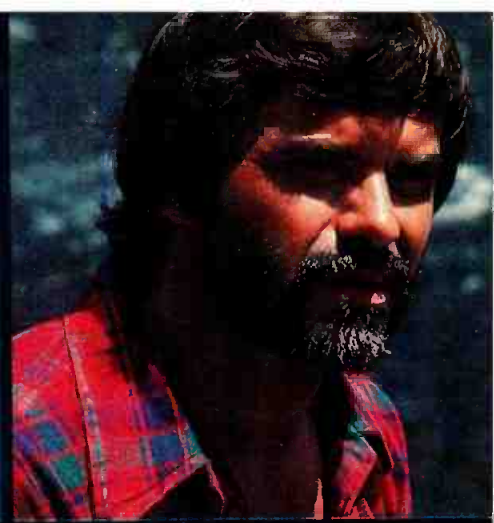
**TELEREP**  
**NOW REPRESENTS**



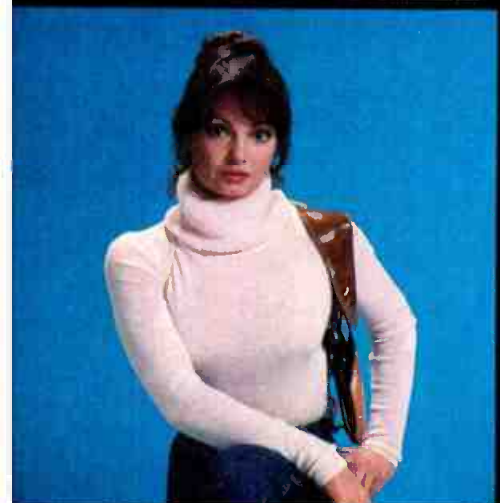
**FOX TELEVISION IN THE NATION'S CAPITAL**

**TELEREP**

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787  
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles  
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle







# The New Movie Source.

Twenty power-packed titles featuring forty  
of Hollywood's current top name stars!

 **TELEVENTURES**

LOS ANGELES (213) 201-2461 • NEW YORK (212) 715-2569

Green Bay, all Wisconsin, and Tempe, Ariz., and their regular season games in Milwaukee and Green Bay.

Radio coverage of the Packers games, presented by WTMJ(AM) for the 60th year, includes a 35-minute pregame show and a 15-minute postgame show, with play-by-play handled by the station's morning drive sportscaster, Jim Irwin, winner of the Wisconsin Sportscaster of the Year award for six of the past eight years. Color is provided by former Packers split end Max McGee. Sales of availabilities are going well, according to Jeffrey Kuether, WTMJ general sales manager, and include such sponsors as Anheuser-Busch, Amoco, NAPA auto parts and True Value hardware stores.

□

KPRC-TV Houston renewed its annual contract

to tape and broadcast four **Houston Oilers** preseason games, including a Sept. 5 contest with the Dallas Cowboys. According to the station's sales manager, Dick Daggett, 70% of inventory for those games has been sold to sponsors including Miller beer and Randalls Food Stores. As an NBC-TV affiliate, KPRC-TV will carry all NBC-covered, Oilers vs. other AFC team away games, as well as any sold-out home games.

KODA(FM) Houston begins its third year of a four-year contract this month, broadcasting the Oilers over a Southwest network of 25-30 stations. Believing KODA(FM) to be the only station broadcasting all its 20 games in stereo, Dave Pearlman, vice president and general manager, credits a trend toward more full-service FM stations. He added that the station strongly promotes the stereo and urges listeners to tune in on their stereo sets at home while

watching the games on TV. Pearlman said that KODA(FM) has "tripled" the audience of the previous rights holder. During the season, the station's morning drive includes *From the Sidelines*, a three-days-a-week, five-minute show with Oiler's coach Jerry Glanville, and pre and postgame shows of a half-hour each. Promotions will again include stadium giveaways, as well as the "hugely popular" Free Fan Fare Contest, with fans winning trips to away games. Sponsors will include Anheuser-Busch, Honda, Gulf, TranStar Airlines, GTE and Randalls Food Store. Pearlman described the ad inventory as "heavily sold."

□

Mike Corken, vice president and general manager of WTHR(TV) Indianapolis, said that his station is facing sterner competition for the sports advertising dollar because some of the money

## Local radio's preseason and

Team	Originator	Regional network; games scheduled; rights holder
<b>AFC East</b>		
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 13-16; four preseason and 16 regular season games; station holds rights.
Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 36 stations for WIOD; both do four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights.
New England Patriots	WEEI(AM) Boston	Reg. net. of 39; four preseason and 16 regular season games; station holds rights.
New York Jets	WABC(AM) New York	Station will carry 12 regular season games. Due to conflict with Yankees baseball, which WABC also carries, WNBC will likely air four preseason and regular season games. WABC holds rights.

<b>AFC Central</b>		
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net. of 30-40 stations; four preseason, 16 regular season games; station holds rights.

Team	Originator	Regional network; games scheduled; rights holder
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of 37 stations; four preseason and 16 regular season games; games will be simulcast on co-owned WDOK(FM); team holds rights.
Houston Oilers	KODA(FM) Houston	Net. of 25-30 stations; four preseason and 16 regular season games; station holds rights.
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Reg. net. of 40 stations; four preseason and 16 regular season games; station holds rights.

<b>AFC West</b>		
Denver Broncos	KOA(AM) Denver	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50; four preseason and 16 regular games; station holds rights.
Los Angeles Raiders	KABC(AM) Los Angeles	Three games; station holds rights.
San Diego Chargers	XETRA-AM-FM Tijuana	Reg. net. of four stations; four preseason and 16 regular season games; team holds rights.



expected to go into **Indianapolis Colts** football has been earmarked for sponsorship of the Pan American Games which will be held in Indianapolis this summer. Nevertheless, Corken estimated that by the time the football season opens, WTRR will have reached last year's sales output when the coverage was more than 90% sold out. Among the major advertisers participating in the football coverage are Hardee's restaurants, Heileman Brewing, Kroger, Pizza Hut, Stroh's Brewery and several car dealers.

In radio, Tim Medland, general sales manager of WIBC(AM) Indianapolis, reported that sales are proceeding well even though the Colts went 3-13 last year. Medland is hopeful sales will equal those of last season. Among the sponsors signed are Toyota dealers, Hook's Drug Stores, Delco Electronics, Nationwide Auto Parts, and Waffle House restau-

rants.

KCMO(AM) Kansas City, Mo., has assembled a network of 50 stations to carry the games of the **Kansas City Chiefs** this season. The station will broadcast four preseason and 16 regular games to outlets in Missouri, Kansas, Iowa and Oklahoma. Skip Stow, KCMO general sales manager, said he is pleased with sales; 70% of the national and 85% of the local availabilities have been sold. Among clients in the football package are Braniff Airlines, Manor Square shopping center, Toyota, Budweiser, Subaru, Shelter Insurance and Amoco.

On the television side, KCTV(TV) will telecast four preseason games this year, according to Pat North, the station's general sales manager. North estimates that total business is running slightly ahead of last year. Advertisers include Taco Bell restaurants, Hardee's, Coors, Prime

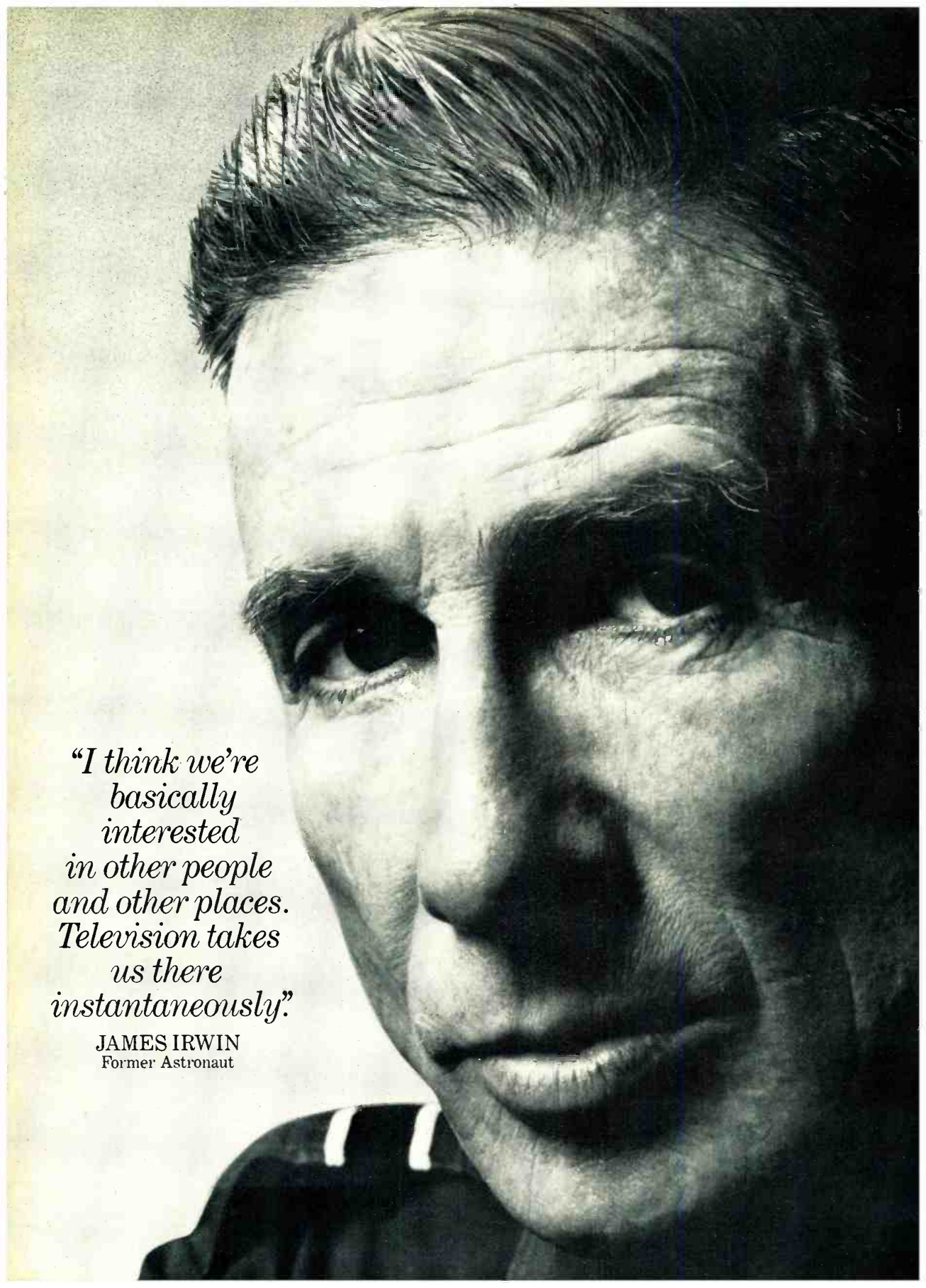
Health (health care) and Berbiglia wine.

This year, KABC(TV) Los Angeles will cover three **Los Angeles Raiders** preseason games with the fourth game against Dallas going to ESPN. In previous years, KNBC(TV) Los Angeles aired the games. All three games will be tape-delayed unless sold out. Bob Speck Productions, Los Angeles, in the second year of its contract, holds the rights for the games. Orlando Solano, associate producer for Speck, said that Al LoCasale, executive assistant for the Raiders, will handle color commentary, but no play-by-play announcer has yet been found. Solano reports sales at 90% of inventory.

KRLA(AM) Los Angeles will again be handling the radio broadcasts for a network of 38 stations in 14 states. In addition to the *Raiders Countdown* pre-game show with Bill King and

## regular-season NFL coverage

Team	Originator	Regional network; games scheduled; rights holder	Team	Originator	Regional network; games scheduled; rights holder
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 60; four preseason games and 16 regular season games; station holds rights.	Detroit Lions	WJR(AM) Detroit	Reg. net of 45; four preseason and 16 regular season games; station holds rights.
<b>NFC East</b>					
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights.	Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 55 stations; four preseason and 16 regular season games; station holds rights.
New York Giants	WNEW(AM) New York	Reg. net of 35; four preseason and 16 regular season games; station holds rights.	Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 64; four preseason and 16 regular season games; station holds rights.
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 40; four preseason and 16 regular games; station holds rights.	Tampa Bay Buccaneers	WRBO-FM Tampa-St. Petersburg	Reg. net of 28; four preseason and 16 regular season games; station holds rights.
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights.	<b>NFC West</b>		
Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights.	Atlanta Falcons	WSB(AM) Atlanta	Reg. net. of 50 stations; four preseason and 16 regular season games; team holds rights.
<b>NFC Central</b>					
Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 40 stations; four preseason and 16 regular season games; station holds rights.	Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net. of 32 stations; Spanish-language net. via Mexican stations; four preseason, 16 regular season games; team holds rights.
			New Orleans Saints	WWL(AM) New Orleans	Reg. net of more than 50; four preseason and 16 regular season games; station holds rights.
			San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20; five preseason and 16 regular season; station holds rights.



*“I think we’re  
basically  
interested  
in other people  
and other places.  
Television takes  
us there  
instantaneously.”*

**JAMES IRWIN**  
Former Astronaut



# James Irwin. No Travel.

James Irwin has made mankind's longest journey, to the moon and back. And sees television's ability to take armchair travellers to distant places on this planet and beyond—that can literally be reached in no other way—as an extremely important, long-term contribution.

That's why we asked him to talk about television as an astronaut sees it for NBC's "Tuned In To America" campaign. The campaign, a corporate public forum for ideas, has been broadcast on NBC for a year and will continue throughout 1987.

The format is simple: people who have something to say about television say it on our television network.

Speakers are known and unknown. Some are connected with television, but most aren't.

We don't write any scripts and we don't pay anything. We *aren't* looking for praise for NBC or its people or its programs. We *are* looking for credibility, and the credentials to speak authoritatively on the subject of television.

During the campaign we've heard from Steve Allen and the President of the National PTA. We've

heard from Ralph Nader and two New Jersey school teachers, among many others.

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

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



**NBC. Tuned In To America.™**

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

Rich Marotta, it will also produce *The Tom Flores Show* with Tom Harmon. Major sponsors include Arco, Nissan, Anheuser-Busch, Hitachi, TWA, Farmers Insurance and Mobil Oil.

□

KMPC(AM) Los Angeles will add two stations to its regional network for its broadcasts of the **Los Angeles Rams**, which this year include a game broadcast from London between the Rams and the Denver Broncos. The station is in the first year of a four-year contract with the team. Bill Ward, KMPC executive vice president, said the broadcasts are sold out. Major sponsors include Chevron, Budweiser and the southern California Chevrolet dealers. Once again KMPC will produce and sell time for a Spanish-language broadcast, rights for which are owned by XEPRS Rosarito, Mexico (Tijuana).

As was the case last year, none of the Rams's five preseason games will be produced for local over-the-air television because both away games will be nationally telecast, and the home games would have to be shown on a tape-delayed basis, said Pete Donovan, director of public relations for the team. Although the Rams could sell the rights, they have not found a taker for their asking price.

□

WIOD(AM) will broadcast the **Miami Dolphins** games for the 22d year in a row. According to station manager Phil Costin, ticket sales are running at a new high due to the recent completion of the 75,000-seat Joe Robbie stadium. It is anticipated that several home game blackouts will be lifted. Games will be fed to a 36-station network that could expand to 40 before the season begins. Major sponsors include Anheuser-Busch, Honda, Amoco, Glendale Federal, Publix Supermarkets, Burger King and Microtel.

Spanish-language rights to the Dolphin games are held by WQBA(AM), which is in the fifth year of a seven-year contract. Broadcasts will include a 30-minute pre and a 15-minute postgame show. Major sponsors are Kodak, *the Miami Herald*, Publix Supermarkets and Rheem, air conditioners.

WCIX(TV) will carry only two preseason games this year, with ESPN and ABC affiliate WPLG(TV) covering the remaining two. Carolyn Navarra, of WCIX local sales, reports that 80% of the telecasts have been sold, with Coors as the major sponsor.

□

Entering the last year of a three-year pact for radio rights to **Minnesota Vikings** football broadcasts is adult contemporary KSTP-FM, one of only two FM stations holding rights to professional football. (The other is KODA(FM) Houston for the Oilers.) Sponsors for this year's coverage include Midwest Federal, Honda, State Farm Insurance and Farmer's Insurance, all of which were with the station last year.

"Sales are pacing better this year than last season. Everyone expects the Vikings to have a better team in 1987," said Tim Monahan, KSTP-FM general sales manager.

KSTP-FM will also be the originating station for a regional network of 64 stations covering not only Minnesota, but also North Dakota, South Dakota, Iowa and western Wisconsin.

For television, the preseason telecasts will

be divided between WCCO-TV and KARE-TV. Wcco-TV which has a one-year deal with the Vikings, will air two live games and KARE-TV one live game—the latter won the bid for a Sept. 3 pre-season home game from ESPN. (ESPN has placed all games for the season up for bid for stations in the home market [see story, page 39]). Wcco-TV which picked up the local broadcast rights for Vikings preseason five weeks ago, has signed Midwest Federal and Mazda.

The KARE-TV game is an ESPN feed with spots sold by the station on a scatter basis. Advertisers include Goodyear, Phillips Petroleum and Heileman Brewery.

For the past two seasons, KSTP-TV held the local television rights.

□

WBZ-TV Boston has formulated plans to telecast at least one **New England Patriots** game this autumn, and may cover a second game if it is sold out. The station will also feed the coverage to WJAR-TV Providence, R.I. A spokesperson said sales are proceeding briskly and about 60% of the schedule is sold, but declined to identify sponsors.

Radio coverage of Patriots games will consist of 16 season and four preseason contests that will be fed to a regional network of 38 stations. Bob Abernathy, vice president and general manager of WHDH(AM) Boston, said the advertising schedule is almost 80% sold. Major sponsors include Honda, Anheuser-Busch, Gulf Oil, True Value Hardware, AMC Jeep and Grossman's (regional building centers).

□

WWL are the call letters to remember for **New Orleans Saints** fans. WWL(AM) will broadcast all 20 Saints games to a network of approximately 50 stations for the second year in a row while WWL-TV will continue carrying the four preseason games. Don de la Houssage, general sales manager on the radio side, reports that sales are ahead nationally but behind locally, with Budweiser, Louisiana Nissan, Bell South Mobility, Bordens and Gulf/Chevron participating as sponsors. Sales are running at about 70%.

WWL-TV reports that approximately 75% of its ad inventory has been sold. Burger King, Miller beer and Popeye's chicken have signed on as sponsors to date. A live feed will go to WAFB-TV Baton Rouge.

□

WNEW(AM) New York will kick off its 27th consecutive year of **New York Giants** football coverage this year. Among the major advertisers for the 1987 season are Manufacturers Hanover Trust, Honda, Budweiser and Continental Airlines.

The station is also assembling a regional network of some 35 stations under the umbrella name of the Giants Radio Network. Assisting in the clearance of those stations is independent broadcast consultant Dick Brescia, formerly an executive with the CBS Radio Networks. WNEW is handling network sales.

On the television front, WPIX(TV) will air one Giants preseason game on a tape-delay basis. (The station is also airing preseason New York Jets football [see below]). The major sponsor thus far is the Miller Brewing Co.

□

Talkradio WABC(AM) New York has signed a one-

year extension of its three-year pact for **New York Jets** football, said station president and general manager, Jim Haviland. As in previous years, the station has a scheduling conflict with its New York Yankees broadcasts during the early part of the football season. This year, four preseason and four regular season Jets games will likely air over WNBC(AM) New York, with the balance of 12 regular season games and any postseason contests over WABC. WABC reportedly would pay WNBC \$10,000-\$12,000 per game, about what it had paid WMCA for carrying the conflicting games for the past three years.

Among the key advertisers for Jets football on radio are Molson, the *Daily News* and Blue Cross/Blue Shield, all of which are returning sponsors. New advertisers this year include Marine Midland, The Whiz local retail chain and Ford Motorcraft.

WABC, said Haviland, will again have two-hour pre and postgame shows surrounding play-by-play Jets coverage. (Fifteen-minute pre and postgame shows will air during the conflicting games in August and September).

For 1987, WPIX(TV) is carrying the Jets preseason local telecasts. For the past several years, WNYW-TV (formerly WNEW-TV) had carried the Jets during the preseason. WPIX will air one tape-delay and two live Jets games beginning Aug. 15. The major sponsor, thus far, is Miller Brewing Co.

□

Allen Murphy, general sales manager of KYW-TV Philadelphia, reported that four **Philadelphia Eagles** preseason games will be presented live this year. He added that sales are moving along well (the station is almost sold out) and among the advertisers signed are Molson beer, Delaware Valley Chevrolet Dealers, Pepsi-Cola and Miller Brewing.

On the radio side, WIP(AM) has arranged to cover 20 preseason and regular games and will feed the coverage to a network of 40 stations. According to Chuck Fee, WIP local sales manager, sales of the Eagles package are running slightly ahead of last year. Key sponsors include Honda, Goodyear Tire, McDonald's, GMC trucks and Amoco.

□

Hearst stations WTAE(AM)-WHTX(FM) and WTAE-TV carry the **Pittsburgh Steelers** once again this season, the first of a new three-year deal. The two radio stations simulcast the games. Sales on the radio side got off to a late start, because of the holdup in negotiation of the major network television pacts, said WTAE(AM) General Manager Jim Carter. "We're not having an outstanding year," he said. Honda is a major sponsor this season.

□

Tijuana, Mexico, stations XETRA-AM-FM are entering the first year of a five-year contract to broadcast the **San Diego Chargers**, according to the stations' director of sports programming, Bill Arbenz. The stations will produce a new magazine program, *Charger Sunday* (or *Monday* or *Thursday*, as the case may be) to complement the new coverage. After a seven-month search for a play-by-play man, XETRA chose Lee Hamilton, former announcer of Arizona State games to head coverage. Joining him will be Charger business manager and former tight end, Pat Curran, along with Jim Laslovic as color commentators. Major spon-



# **TELEREP**

## **NOW REPRESENTS**



# **TELEREP**

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787  
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles  
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

sors include Anheuser-Busch, Chevron, Farmers Insurance and San Diego Ford dealers, with "three or four" more sponsors coming soon, said Arbenz.

KGTv(TV) San Diego will be covering three preseason Charger games, two tape-delayed and one live. The fourth game against the Rams has been sold to ESPN, said program director, Don Lundy. Kgtv will also produce the *Charger Report* with coach Al Saunders. Major sponsors include Nissan, the California Milk Advisory Board and Coors. Lundy reports the sales are going well and expects no trouble selling all inventory for the games.

KPIX(TV) San Francisco will carry two preseason and 11 of the 16 regular season **San Francisco 49ers** games. Sales for the games are "excellent," according to Fred Eppinger, KPIX general sales manager, who said the 49ers regularly draw ratings of 32 and 33. Among sponsors signed are Jack in the Box, Pacific Telco, Coors, Hyundai, Wells Fargo bank and The Gap stores. The station offers two coach's shows, a half-hour Sunday morning preview and a Saturday review at approximately 4-5 p.m. Both programs feature 49ers Coach Bill Walsh and KPIX Sports Director Wayne Walker, a former Detroit Lion.

Radio coverage of the 49ers changed hands this year, moving from KCBS(AM) to KGO(AM). Kgo will offer two hours of coverage before kickoff: a one-hour talk show and six short pregame shows. The pregame shows will focus on various aspects of the teams and games: *49ers Preview* will start off the coverage; *Today's Matchups* will compare technique; *The Bill Walsh Show* will feature the 49ers coach; *49er Closeup* will profile players and coaches; *The Other Guys* will profile opposing team members, and *49er Countdown* will precede kickoff. Kgo will use a three-person broadcast team, with play-by-play provided by Lon Simmons and color by Wayne Walker and the station's sports director, Joe Starkey. Kgo operations director Jack Swanson said of the station's first year of sales: "We're pleased and they're doing well." National sponsors signed include Anheuser-Busch, Farmer's Insurance, Chevron, Chevrolet and Pacific Gas & Electric.

NBC-TV affiliate KING-TV begins the first year of a new three-year contract to broadcast the **Seattle Seahawks**. Promotion and media director, Sue Trask, reported that the station will cover three preseason games, with NBC-TV covering the fourth. The station will likely lose the opportunity to telecast a number of regular season games that would normally be its. ABC will include two Seahawks games in its Monday night schedule, including one away game with the Jets; CBS will broadcast two home games against NFC teams (Trask said home games have sold out for at least the past four years and, therefore, almost all home games air locally); and ESPN will cover one game, leaving KING-TV to bid against other area stations for ESPN's local feed. Major sponsors signed so far include Pacific Northwest Bell, GTE, Rainier beer, local Ford dealers, Alaska Airlines and BMW. Promotions will include a food drive event when all those attending will bring items for the Seattle area and possibly stadium giveaways.

In the midst of a current agreement, KIRO(AM) will broadcast all pre- and regular season Seahawks games over a 60-station regional network. Major sponsors for the games, as well as for four hours of pre- and post-game shows for each game, include Chevron USA, Rainier beer, Rainier Bank, Pepsi, GTE, Pacific Northwest Bell, McDonald's and Nissan, according to national sales manager Rick Moeller, who said ad inventory is "almost sold out."

Although the **St. Louis Cardinals'** regular season games will be seen over CBS-TV affiliate KMOV(TV) St. Louis, independent KPLR-TV is in the third year of a three-year preseason contract, covering two games live and one tape-delayed (a fourth preseason game will appear on ABC Monday Night Football). Gregg Filan-

drinos, director of sales, reported that approximately 50% of the advertising inventory has been sold and sponsors include Anheuser-Busch, Taco Bell, Chevrolet and American Family Insurance. With the baseball Cardinals hot, said Filandrinos, advertisers are waiting to commit their spot dollars; he expects to confirm the remainder of his inventory this week.

Sales manager Rich Gray of KMOX(AM) St. Louis, originating station for a 50-station network covering Cardinals games, said last week that 96% of inventory for 20 regular and preseason games has been sold to sponsors including Amoco, Anheuser-Busch and Farmers Insurance. KMOX(AM) is in the second year of a five-year contract.

WRBQ(FM) has picked up the rights to **Tampa Bay Buccaneers** games this year and will broadcast all 20 to a 28-station network throughout Florida, Georgia and Louisiana. In addition to the games, WRBQ plans to offer four 15-minute pregame shows, *NFL Gameday*, *Buccaneer Beat*, *The Ray Perkins Show* and *Scouting Report*, and three 15-minute postgame shows: *Buccaneer Wrap-up*, *Locker Room* and *NFL Gameday*. Ralph Beaver of the Buccaneer Radio Network reports that 85% of the broadcasts have been sold nationally with sponsors including Anheuser-Busch, Chevrolet, Eastern Airlines, Chevron, Century 21 and Bob Evans restaurants.

Buccaneer preseason games will be carried for the ninth year in a row by WTOG(TV) St. Petersburg which will broadcast them along with *Countdown to Kickoff* and *The Buc's Ray Perkins*, a 16-week show featuring the team's coach, Ed Jones, WTOG's executive producer, reports that 75% to 80% of available advertising time has already been sold, with Beacon Homes, Southeast Toyota and Cash & Carry grocery stores signed on as sponsors.

Fox's WTTG(TV) will again broadcast four **Washington Redskin** preseason games, which, according to Betty Endicott, the station's vice president and general manager, are the highest-ranked broadcasts in the market, achieving 70-plus shares. In line with that, Endicott said the station has had no trouble getting strong rate increases this year. Advertisers already signed include McDonald's, Hardees, Dodge, Subaru, Midas and Mobil.

WTTG's coverage of the Redskins will also include live reports on the *10 O'Clock News* from Redskin training camp by sports reporter Steve Buckhantz and former Redskin all-pro tackle George Starke: *Redskin Playbook* on Monday and Thursday on the *10 O'Clock News* with Buckhantz and former all-pro center Jeff Bostic, and four prime time half-hour specials throughout the season beginning the first week in August.

WMAL(AM) will again provide Redskin coverage, with the broadcast team of former Redskins Sonny Jurgensen and Sam Huff. WMAL is also doing its usual full range of pre and post-game coverage, along with Redskin-oriented programming every day. Fred Weinhaus, WMAL vice president and general manager, said that the Redskin schedule is selling well. Weinhaus said that a good season for the Redskins is worth two share points for the station.

## Network lineups

### ABC-TV

Hall of Fame Game	Aug. 8
NFL preseason	Aug. 16, 24, 31
Mazda Kickoff Classic	Aug. 30
Pac 10-Big 10	Starts Sept. 7
NFL Monday night	starts Sept. 14
Blue-Gray All-Star Classic	Dec. 25
Aloha Bowl	Dec. 25
Florida Citrus Bowl	Jan. 1
USF&G Sugar Bowl	Jan. 1
Super Bowl XXII	Jan. 31

### CBS-TV

NFC pre-season	Aug. 22, 29, Sept. 5
NFC regular season	Starts Sept. 13
CFA	Starts Sept. 12
Army-Navy Game	Dec. 5
John Hancock Sun Bowl	Dec. 25
Gator Bowl	Dec. 31
Cotton Bowl	Jan. 1
NFC playoffs	Jan. 3, 9-10
NFC Championship	Jan. 17

### NBC-TV

AFC preseason	Aug. 9, 29, Sept. 4
AFC regular season	Starts Sept. 13
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Sunkist Orange Bowl	Jan. 1
AFC playoffs	Jan. 3, 9-10
Hula Bowl	Jan. 16
AFC Championship	Jan. 17

### CBS Radio

NFL package	Starts Sept. 14
Independence Bowl	Dec. 19
John Hancock Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1

### Mutual Radio

College Kickoff Classic	Aug. 30
Notre Dame and other college games	Starts Sept. 12
NFL package	Starts Sept. 13
Army-Navy game	Dec. 5
All-American Bowl	Dec. 22
Aloha Bowl	Dec. 25
Seaworld Holiday Bowl	Dec. 30
USF&G Sugar Bowl	Jan. 1

### NBC Radio

Liberty Bowl	Dec. 29
Mazda Gator Bowl	Dec. 31
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1



# TELEREP

NOW REPRESENTS

THE GREAT  
ENTERTAINER



*KMSB-TV*  
*NOGALES TUCSON*



# TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787  
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles  
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

# RIDING GAIN

## O N R A D I O

### Mutual consent

In a mutual rep arrangement that begins this week, Eastman Radio has agreed to become the U.S. national spot sales representative for the 25 Canadian client stations (16 markets) of the Radio Sales Group (RSG), a Toronto-based radio rep firm, said Jerry Schubert, president of Eastman Radio. At the same time, RSG will become the Canadian sales representative for all Eastman client stations.

"This arrangement provides Eastman stations with quality representation throughout Canada and it provides us with a solid client base of Canadian stations to represent in the U.S.," Schubert said. Eastman currently has 170 client stations in 110 U.S. markets.

### Country course

The Country Music Association is planning a series of four, all-day "educational forums" for country radio sales and promotion execu-

**Spot radio down.** National spot radio business for June is off 1.5% to \$80,824,900 compared to the same period a year ago, according to Radio Expenditure Reports (RER), Mamaroneck, N.Y., which collects financial data each month from various rep companies. RER, however, adjusts 1986 data to compensate for variance in the number of standard broadcast billing weeks between June 1986 and June 1987. Unadjusted, national spot billings are down 21.2%. Year-to-date (January through June), national spot volume is off by 2.4% to \$422,024,700, over the first six months of 1986.

tives that will be conducted by The Research Group, a Seattle-based radio marketing and research firm. According to CMA, these sessions will cover, among other things, how to overcome a "country bias"

that CMA says exists among many advertisers and agencies, and how to increase demand for spots.

The first session is slated for Aug. 18 in Atlanta at the Ritz Carlton hotel. The remaining three scheduled workshops: Aug. 20 in Cincinnati at the Westin hotel, Aug. 25 in Costa Mesa, Calif., at the Westin South Coast Plaza hotel; and Aug. 27 in San Antonio, Tex., at the Wyndham hotel. Registration fees, which include all materials, breakfast and lunch, are \$65 for CMA members and \$95 for nonmembers.

### New name, new game

MOR/news/talk WJR(AM) Detroit has established the "WJR Sports Network," which replaces the (University of Michigan) "Wolverine Broadcasting Network." The name change, said Chris McClure, executive director of the network, "allows us to more accurately reflect the wide variety of [sports] services that involve WJR."

Effective this year, the station holds exclusive broadcast rights to University of Michigan football and basketball. It originally had just the football rights. Additionally, WJR has the radio rights for Major League Baseball's Detroit Tigers, the National Football League's Detroit Lions and the National Hockey League's Detroit Red Wings. The only local major sports franchise not on the station is the Detroit Pistons of the National Basketball Association.

McClure is projecting a regional network of some 50 stations for the upcoming Wolverine football and basketball seasons and about 40 stations for Detroit Lions 1987 play-by-play coverage. For the current Tigers baseball season, WJR has a network of 34 stations, all of which are in Michigan except Wonn(AM) Lakeland, Fla., the spring training site of the Tigers.

WJR both clears affiliates for the network and markets it to advertisers.

### NPR eyes Spanish

Calling Hispanics the "fastest-growing segment of the U.S. population," National Public Radio said it is "actively seeking" ideas for new Spanish-language programs that may result in co-productions with NPR.

According to Joe Gwathmey, vice president, programing for the network, NPR would contribute "production expertise, distribution capability, marketing and promotion in the support of [Hispanic] audio programing of any type." NPR, he said, is looking to collaborate with producers to develop ideas to present to potential funders.

Said Gwathmey: "Our first opportunity for funding is the \$3 million fund for radio from the Corporation for Public Broadcasting. We are hoping to have met with producers, se-

## Spanish radio at your fingertips.

Have you heard about Satellite Music Network and Transtar?  
Well, We are CRC, Cadena Radio Centro, and we do it in Spanish.

We provide you with a 24-hour satellite-delivered music service, with live DJs, jingles, etc., but we have improved it with:

- USA News Services • Mexico and Latin America Editions • Sports • Music Specials
- Minifeatures • Countdowns • And much more!

If your market has a significant Hispanic population, you should be talking to us. We'll bring the world of Spanish radio to your fingertips.



**Cadena Radio Centro**

1425 Greenway Dr. Suite 210  
Irving, TX 75038

SPANISH COAST-TO-COAST  
VIA SATELLITE (214) 580-1223

Join us!  
and join the leading  
Spanish stations in  
the Nation, like:  
KLVE-FM, Los Angeles





Ben Kinchlow and Scott Ross, hosts of THE 700 CLUB ON THE LINE

# With these two guys on the line, no wonder it's the fastest growing inspirational radio talk show in America.

It features interviews with fascinating people from all over the world. And makes them accessible to your listeners.

It's an hour-long open forum that is quickly attracting both consensus and controversy. With subjects like apartheid, AIDS, child-raising, sexual abuse, alcoholism, depression, dating, and views from Vietnam vets.

We think it's the best radio talk show of its kind in America.

So do plenty of radio station owners.

And yes, it's got the fastest growing audience in its market nationwide.

It's THE 700 CLUB ON THE LINE. With Ben Kinchlow and Scott Ross. Two talented broadcasters who are right at home with this candid, real-life format.

They're yours for the asking. Free.

The program is on live via satellite, weekdays from noon to 1 p.m. And it's designed to deliver maximum advertising revenue potential to your station.

Sound good?

We knew you'd be all ears.

So now let's hear from you. Call us today, toll-free at 800-777-2346. Or write to us c/o the CBN RADIO NETWORK, CBN Center, Virginia Beach, VA 23463.



700 CLUB ON THE LINE

lected ideas and developed a proposal in time to meet a Sept. 15th deadline for application."

### Chicago's new age

The light jazz-oriented, "new age" sound has found its way to Chicago. Beginning today (August 3), WNUA(FM) is airing its "Music for a New Age" sound. The station had been programming an oldies-based adult contemporary format under its former call letters, WRXR(FM).

Richard Balsbaugh, chief executive officer of Pyramid Broadcasting, owner of the station, describes the new format as music from new age and light jazz artists, along with contemporary melodies from rock and rhythm & blues performers. "We feel that a majority of today's adults grew up on rock and rhythm and blues and have now matured to the point that they want a radio station that will complement their professional and social lifestyles," said G. Michael Donovan, general manager of the station. Artists now heard on the station range from George Winston to Dire Straits.

Chicago is the second top-five radio market to have a commercial outlet airing some form of new age music. Metropolitan Broadcasting's KTWV(FM) Los Angeles, a new age/jazz design, was launched in February ("Riding Gain," Feb. 23).

### NBC fellowship

NBC has established the "Steve White Memorial Fellowship," named for the long-time NBC Radio executive who recently died, to be administered by the International Radio and Television Foundation. White had been the director of affiliate services for the NBC Radio Networks.

The fellowship will be awarded to a participant in the foundation's annual summer fellowship program for college students interested in careers in broadcasting. According to NBC, the fellow will spend eight weeks working as a summer intern at NBC and the foundation will provide housing and expenses.

Steve White joined NBC in 1943 as a page on the guest relations staff. He worked as an

announcer at WSTC(AM) Stamford, Conn., and as a producer-director at WNEW(AM) New York in the late 1940's before returning to NBC in the early 1950's to produce *The Kate Smith Show*. He was program manager of WNBC(AM) New York 1952-63 and joined the NBC Radio Network division in a variety of capacities.

"Steve White was never too busy to help a young person get a foothold in broadcasting, especially at NBC," said Randy Bongarten, president of NBC Radio, in making the fellowship announcement.

### Playback

TM Communications, Dallas, is syndicating the "Great Ties," a new jingle package designed for adult contemporary stations and including, end-of-set jingles, transition jingles and legal ID's, according to Bob Shannon, vice president of radio-TV music for TM. The jingles were originally created for WSN(FM) Philadelphia.

## Cablecastings

### Damage concerns

A California congressman expressed concern last week that cities may have to pay excessive damages in suits stemming from their refusal to grant second cable franchises. During a House Energy and Commerce Committee markup, Representative Carlos Moorhead (R-Calif.) said an increasing number of cities are becoming liable for awards of damages in antitrust and First Amendment suits filed by cable operators attempting to win second franchises.

Moorhead, whose actions were not anticipated by either committee staff or cable lobbyists, said he would not attempt a legislative solution at this time. But he believes it is an issue that should be addressed. He stressed the need for Congress to clarify a city's authority to grant franchises and to make sure they are immune from damages in those cases where the constitutionality of the franchise process is being challenged.

Antitrust suits are pending against several California cities and counties, including Sacramento. A Moorhead aide said the congressman had been asked by the city of Sacramento to bring the issue up. Furthermore, the aide said, Moorhead would like to see the matter discussed when the House Telecommunications Subcommittee holds hearings this fall to review the 1984 cable deregulation bill. Sacramento Congressman Robert Matsui (D-Calif.) shares Moorhead's concern.

It's an issue that's not likely to die down. Sacramento, which is represented by the Washington law firm of Miller, Young & Holbrooke, would like to see legislation that would limit the liability of Sacramento and other cities that deny second franchises. "Our perception is that there is a lot of sympathy on the Hill over this problem which cities are facing," said Nicholas Miller, who has been working to see if legislation ac-

ceptable to the cable industry and local municipalities can be achieved.

Miller has approached both the National Cable Television Association and the National League of Cities on the possibility of supporting Sacramento in seeking legislation that would insulate cities from this liability. NCTA, at a February board meeting (BROADCASTING, March 2), indicated it was willing to explore such an endeavor, but only if the language is narrowly crafted and would not undo the Cable Act. Miller has reportedly approached NCTA with some language, but the association rejected it as too broad. "I hope we can work out language that both the cable industry and cities can live with. In any event, Sacramento has a serious problem which it's going to continue to insist that Congress deal with, with or without agreement from other parties," said Miller.

### Autumnal programing

Slated to air this fall on the Lifetime cable network are off-network dramatic series, original programing and prime time specials. Included in the mix: *Way Off Broadway*, a variety show starring comedian Joy Behar. Beginning Sept. 21, the hour-long show—the "centerpiece" of Lifetime's fall programing—will feature a blend of comedy, music, new talent and "off-beat conversation," Lifetime said. Produced by the cable network, it will be seen Monday-Saturday at 9 p.m. (NYT), and Monday-Friday at midnight.

The off-network dramatic series airing on Lifetime this fall are *Falcon Crest*, with Jane Wyman; *Flamingo Road*, with Morgan Fairchild, Mark Harmon and Stella Stevens, and *Jack and Mike*, with Shelley Hack and Tom Mason. The three series begin Sept. 21.

Lifetime is also planning several prime time specials "devoted to important issues

facing today's woman." *The Working Woman's Survival Hour*, Lifetime's first in-house produced special, will be seen Sept. 16 at 8 p.m. (NYT). Hosted by actress Susan Lucci, the program examines how women "can manage work effectively and gain the rewards, making it a successful and enjoyable endeavor." *Survival Hour* features such women as Gloria Steinem, fashion designer Donna Karan, Geraldine Ferraro and Muriel Siebert of the New York Stock Exchange. It will focus on: image, office skills, child care, organization and sanity.

On Oct. 15 at 10 p.m., Lifetime will present *Dying for Love—a Lifetime Special on the Impact of AIDS on the American Woman*. The hour-long documentary examines how and why women will ultimately be the forerunners in preventing further spread of the virus "due to their traditional role as educators on sexuality and bearers of sexual responsibility," Lifetime said.

### Up Tempo

The basic cable programing service, Tempo Television, is shifting its marketing and programing to target viewers 45 and older. Tempo President R.B. Smith said the change was made to create a "clear-cut identity" for the network. The service plans a more stable schedule concentrating on four specialties: international/travel, outdoor sports, entertainment/how-to and classic movies/general interest.

"We will gradually move from a programing-supported network to an ad-supported service, which means we will be extremely aggressive in stabilizing our schedule, creating a new on-air look and increasing the amount spent on advertising and promotion," said Smith. Tempo serves 12.5 million subscribers.





## August 31 Special Report

---



---

# Focus on Journalism

## THE STATE OF THE ART

Journalism—the electronic version—continues to be the center of exciting new technologies, political controversy, and economic upheavals. On August 31, 1987, Broadcasting will bring you its annual analysis of the people, the products, the business of electronic journalism.

Here's a sampling of some of the stories that are part of this exciting and comprehensive coverage:

- Cable news...all grown up!
- Independent news gathering services.
- Radio News...the elder medium still at the forefront of news.
- The TV network news war.

There's no better medium than Broadcasting's Special Report to deliver your message to the people you want to reach.

Space reservations and copy closing August 21, 1987.

---

**The People Who Can Say "Yes"**  
**Read Broadcasting.** 

The News Magazine of the Fifth Estate

## Presidential debates get another sponsor

**League of Women Voters announces its plans, joining Republican and Democratic Committees and CBS and ABC; committees claim to be premier sponsor, but league held its first in 1976**

The calendar of presidential debates is getting crowded. The League of Women Voters last week announced the sites for its four debates, including one involving vice presidential candidates. Birmingham, Ala.; Boston; Los Angeles, and Minneapolis will provide the locations for the debates to be held in September and October in 1988.

The announcement came after several other organizations disclosed plans of their own for presidential debates. The Republican and Democratic National Committees, seeking to establish themselves as the premier sponsor of presidential debates, announced in July that they plan to hold debates next year on Sept. 14, Sept. 25, Oct. 11 and Oct. 27. The parties, acting through their Commission on Presidential Debates, also said the parties' candidates have agreed to participate, if nominated (BROADCASTING, July 13).

In addition, CBS and ABC, in cooperation with the *Boston Globe*, have announced plans for debates among presidential hopefuls in advance of the upcoming primaries. The ABC/*Globe* debates are to be held in

Boston on Dec. 7 and 8; CBS's will be held on March 3 and 4, two days in advance of the league's scheduled pre-primary debates in Nashville. The site for the CBS debates has not been announced.

Officials of the league, which has sponsored presidential debates in each presidential election year since 1976, indicated lack of concern over claims by leaders of the Republican and Democratic parties that, in view of the commitments of the candidates to participate in their debates, the parties were now the dominant force in the business of presidential debates. Said league execu-

tive director Grant Thompson: "The time to wonder whether commitments are going to matter is after the conventions when historically the parties fade into relative obscurity and the campaigns control things."

Despite the air of confidence and unconcern, league officials were reported to be angry at CBS for scheduling its primary debates at a time that could cause candidates to reject invitations to the league debates to be held shortly before the Super Tuesday primaries on March 8. But Thompson said he did not think the CBS schedule would cause the league a problem. □

## Conus, 'Monitor' to offer international TV news service

**'Monitor World View' will allow stations to 'localize' reporting**

Conus Communications and Monitor Television International, a division of The Christian Science Monitor Syndicate Inc., have formed an international TV news insert service for sale to local stations. Called *Monitor World View*, the co-venture is expected to begin Oct. 12, providing overseas news coverage to U.S. stations. The program consists of a two- to three-part series on a variety of subjects excerpted from the existing

*Christian Science Monitor Reports* program, and will give local TV anchors the opportunity to interview *CSM Reports* correspondents by satellite for "localizing" international reporting, Monitor Television International said.

*Monitor World View* will utilize *The Christian Science Monitor* organization's network of seven domestic and 14 foreign news bureaus. The new service will also use Conus's Ku-band satellite system. Subscriptions are available on an exclusive basis for each U.S. market through Conus and Monitor Television International, Conus said.

*Monitor World View* will offer a "basic service" of international news inserts and "premium or add-on" news services, Conus said. The premium services will enable local TV anchors to conduct interactive interviews with *Christian Science Monitor* correspondents worldwide.

According to Deborah Rivel, general manager of the New York-based Monitor Television International, stations will receive a minimum of 40 weeks of topics, one to three stories per week. Each news insert will be between one-and-a-half and two minutes long.

"When a local television station subscribes to *Monitor World View*, it doesn't just gain an international television news service," Rivel said. "Each local station gets its own worldwide network of *Christian Science Monitor* news bureaus to provide features and interviews that can be packaged and presented to meet local viewer interests."

She added that the new co-venture "is a natural outgrowth" of *CSM Reports*, which provides in-depth, behind-the-scenes looks at people, issues and cultures shaping world events. The program airs weekends on 20 ABC, NBC and CBS affiliates and 73 independent TV stations, in addition to two broadcast organizations in Europe and Latin America, Rivel said. □

## NewsBeat

**'Morning' exemption.** Interviews with candidates for President and other offices on CBS's *The Morning Program* are exempt from "equal opportunities" obligations under Section 315 of Communications Act, according to ruling released by fairness/political programming branch of FCC's Mass Media Bureau. Section requires broadcasters to give opposing "legally qualified" candidates for public office "equal opportunities" to reach public over their airwaves. However, "bona fide news interviews" are among news programs exempt from requirement. In granting CBS's request for "news interviews" exemption, FCC cited as precedent its 1984 ruling exempting Multimedia Entertainment's *Donahue*.

□

**No violation.** FCC has been upheld in fairness case in which Russian emigre association complained about Public Broadcasting Service documentary, *The Russians Are Coming*. Anti-Defamation Association of Emigres from Post-1917 Russia had alleged that June 1983 documentary had violated fairness doctrine and personal attack rule. Documentary consisted largely of interviews with recent immigrants from Soviet Union, focusing on their adjustments to life in U.S. ADAE said program's thesis "simply stated is that the Russian Jews that have come to the U.S. since the war are misfits." FCC said ADAE had failed to show documentary discussed controversial issue of public importance, and U.S. Court of Appeals in Washington ruled that FCC had not acted unreasonably.

□

**800 times for '60 Minutes'.** CBS News's *60 Minutes*, which debuted Sept. 24, 1968, enters its 20th season with its 800th broadcast on Sunday, Sept. 20 (7-8 p.m. NYT). CBS said last week, adding that broadcast is "the only broadcast in history to finish in the Nielsen ratings' top six for 10 consecutive seasons." Said Don Hewitt, creator and executive producer of show: "It doesn't get any harder and it doesn't get any easier to do the broadcast 20 years later. It's almost exactly the same program as it was when we first went on the air and it's just as exciting and just as challenging 20 years later as it was then."





## FCC upbraided for children's TV policies

### University of California professor measures nonprogram material aired by independent television stations

Contrary to FCC arguments, the marketplace has not maintained reasonable limits on nonprogram material aired during children's programs, according to a study conducted by Dale Kunkel, a professor in the communication studies program at the University of California-Santa Barbara. Using information obtained from Broadcast Advertisers Reports, New York, and from station logs, Kunkel measured the nonprogram material aired in two weekday periods by eight independent television stations in four markets: KCOP(TV) and KTTV(TV), both Los Angeles; WKBD-TV and WXON(TV), both Detroit; WDCA-TV and WTTG(TV), both Washington, and KSHB-TV and KZKC(TV), both Kansas City, Mo. Kunkel concluded that the FCC's 1984 decision to remove commercial content limits from children's programming led to a marked increase in commercial interruptions aired during children's programming in 1985. The marketplace "offers no incentive for broadcasters to limit commercial content," Kunkel said.

The U.S. Court of Appeals in Washington

found recently that the FCC had failed to justify its 1984 order removing children's television guidelines (BROADCASTING, July 6). The court said that "without explanation, the commission has suddenly embraced what had theretofore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television." Kunkel claims that the FCC makes two assumptions about the marketplace that are invalid in the case of children—that viewers are annoyed by commercial interruptions and that viewers are "capable of recognizing and responding to differences in the level of various stations' commercialization practices." Children often report that they enjoy watching commercials, Kunkel said, adding that they have few if any programming options if they don't want to watch stations with frequent commercial interruptions.

Kunkel said he focused on programming aired weekdays by independent television stations because Saturday morning programming is primarily provided by the networks, which adhere to voluntary guidelines. The stations were monitored between 7 a.m. and 9 a.m. and between 2 p.m. and 5 p.m. over two-day periods in March, June, September

and December. BAR supplied data on the airing of product-related commercial advertising, and the station logs were used to determine the frequency of public service announcements, station program promotions, station identifications and other nonprogram material (including news, weather and tests of the emergency broadcast system).

According to the study, only one of the eight stations—WKBD Detroit—maintained nonprogram material at 12 minutes or less, the limit imposed by the FCC for weekday children's programming between 1974 and 1984. The study found that the average amount of nonprogram material aired by the eight stations was 13:28 minutes per hour and three stations averaged above 14 minutes: WTTG Washington (14:11), KTTV Los Angeles (14:12) and WXON Detroit (14:46).

WTTG's community affairs director, Deborah Sedillo Dugan, said that most of the station's avails are found within the children's programming block, but although the number of ads aired by the station has increased, she doesn't think the FCC's removal of guidelines "wholeheartedly hurt the public service spectrum." WTTG "is very conscious about community needs," she said. □

## NBC wins week; network shares down from 1986

NBC won the prime time week (ended July 26) with an 11.6 rating and a 22.8 share. CBS came in second, according to the Nielsen numbers, with a 10.6/20.7. ABC finished the week with a 9.1/17.6. A year ago, the week went to NBC with a 13.0/25, followed by ABC's 10.5/20 and CBS's 10.2/19.

In the evening news race, the *NBC Nightly News* took the week with a 10.0/22, over ABC's 9.2/20 and CBS's 8.8/20. Twelve months ago the news numbers ran: NBC 10.1/22, CBS 10.0/22 and ABC 9.5/21.

On the statistical front, for the summer season to date, NBC holds

the lead with a 13.5/25. CBS is second with an 11.6/21, followed by ABC with a 10.3/19. Last year the comparable figures were: NBC 13.5/25, ABC 12.0/22 and CBS 11.8/22.

For the year-to-date figures, as of July 26, the standings were: NBC 15.6/26, CBS 13.8/23 and ABC 12.3/21. A year ago, the YTD figures were: NBC 15.6/26, CBS 14.4/24 and ABC 13.2/22.

Both CBS and NBC won three nights of the week, with CBS taking Monday, Wednesday and Sunday. NBC took Thursday through Saturday. ABC won Tuesday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	22.4/43	22.	227	NBC	12.1/28	43.	Saturday Night Movie	ABC	8.7/19
2.	Cosby Show	NBC	22.0/43	23.	Kate & Allie	CBS	12.0/23	44.	Facts Of Life	NBC	8.5/21
3.	Cheers	NBC	19.6/36	24.	Spenser: For Hire	ABC	11.9/21	45.	Monday Night Baseball	ABC	8.4/15
4.	Sunday Movie	CBS	17.2/32	25.	Equalizer	CBS	11.8/23	46.	Disney Sunday Movie	ABC	8.3/17
5.	Murder, She Wrote	CBS	17.1/33	25.	My Sister Sam	CBS	11.8/22	47.	Mr. Belvedere	ABC	8.2/18
6.	Designing Women	CBS	15.2/26	27.	60 Minutes	CBS	11.4/25	47.	B Bunny/Looney Tunes 50th	CBS	8.2/19
6.	Golden Girls	NBC	15.2/32	28.	Miami Vice	NBC	11.3/23	47.	An Enemy Among Us	CBS	8.2/15
8.	Hunter	NBC	15.1/32	29.	Monday Night Movie	NBC	11.2/20	47.	St Elsewhere	NBC	8.2/16
9.	Growing Pains	ABC	14.7/27	30.	Magnum P.I.	CBS	10.6/20	51.	Mike Hammer	CBS	8.1/16
9.	Molly Dodd	NBC	14.7/27	30.	Night Court	NBC	10.6/20	51.	Stingray	NBC	8.1/19
11.	ALF	NBC	14.6/28	32.	Perfect Strangers	ABC	10.3/21	53.	Hotel	ABC	7.9/15
12.	Newhart	CBS	14.5/26	33.	Highway To Heaven	NBC	10.2/20	54.	Sunday Night Movie	ABC	7.4/14
13.	Moonlighting	ABC	14.4/25	34.	Head Of The Class	ABC	9.8/19	55.	Scarecrow & Mrs. King	CBS	7.2/14
14.	Who's The Boss?	ABC	14.3/27	35.	MacGyver	ABC	9.7/18	56.	Sledge Hammer!	ABC	6.9/16
14.	Amen	NBC	14.3/30	35.	Thursday Movie	CBS	9.7/18	56.	AFI Salute-Fred Astaire	CBS	6.9/14
16.	Miss Teen USA	CBS	14.2/25	35.	News Special-Sun	NBC	9.7/21	58.	Webster	ABC	6.2/15
17.	Valerie	NBC	14.0/26	38.	Crime Story	NBC	9.6/20	59.	Starman	ABC	5.9/11
18.	L.A. Law	NBC	13.4/26	39.	Sunday Night Movie	NBC	9.4/18	60.	Our World	ABC	5.8/11
19.	Matlock	NBC	13.3/25	40.	Friday Night Movie	ABC	8.9/18	61.	Saturday Movie	CBS	4.9/11
20.	Cagney & Lacey	CBS	12.7/23	40.	Movie Of The Week	NBC	8.9/16				
21.	20/20	ABC	12.2/23	40.	Bennet Brothers	NBC	8.9/17				

\*indicates premiere episode



## Stay Tuned

■ This month PBS will introduce *One Village in China*, a three-part documentary on life in the rural Chinese village of Long Bow, produced by The Long Bow Group and KOED(TV) San Francisco. Airing Aug. 25 at 9 p.m., the first installment, *Small Happiness*, looks at the lives of women whose experiences range from footbinding to tractor driving. Next, *To Taste a Hundred Herbs* focuses on a Catholic doctor trained in the West whose practice blends modern and ancient treatments. *All Under Heaven*, the final episode, takes a look at the impact on the village of China's newly opened door to the West. Carma Hinton, Richard Gordon, Kathy Kline and Dan Sipe are the producers.

The BBC's series, *Eastenders*, will make its American debut on PBS in January. The contemporary drama chronicling life in London's working class East End captured an average audience of 40% of the British population during 1986. Distribution of the BBC production in the U.S. will be handled by Lionheart Television International. Series creator Julia Smith serves as producer.

*America By Design*, a PBS five-part series, will air on successive Mondays beginning Sept. 28. Filmed in 30 states and three years in the making, it tells the story of the people and events that gave shape to America. Architectural historian and author Spiro Kostof, hosts the series. *America By Design* was produced and directed by Werner Schumann and made possible by grants from the National Endowment for the Arts, Hayworth Inc., The American Institute of Architects, the Andrew W. Mellon Foundation, the Corporation for Public Broadcasting and the Public Broadcasting Service. Guggenheim Productions Inc. and WTTW(TV) Chicago co-produced.

■ *Eye On The Sparrow*, a two-hour telefilm set to air on NBC, has begun production with actors Mare Winningham (*Amber Waves*) and Keith Carradine (*Murder Ordained*) starring. The story is based on the life of a blind couple, Ethel and James Lee, and their struggle to adopt children. *Eye on the Sparrow* is a Sarabande Production in association with Republic Pictures. John Korty directs with David Manson as executive director and Cyrus Yavneh co-producing.

Tony Danza (*Who's the Boss*) will star as an American G.I. in *Wall of Tyranny*, an NBC production currently being filmed in Germany and England. Danza's character hopes to encounter the woman he loves among the East Germans he helps to flee the eastern sector of Berlin. Desmond Davis directs this teleplay by Gerald DiPego with Frederic Golchan producing. Bill McCutchen is the executive producer and Danza is co-executive producer.

■ CBS-TV will air the first animated mini-series on prime time network television this fall with *Charlie Brown and Snoopy's History of America*. The four-hour, eight-part mini-series will be created and written by Charles Shultz and produced by Lee Mendelson and Bill

Melendez.

*The Long Journey Home*, a CBS-TV motion picture for television, is currently in production in Los Angeles starring Meredith Baxter Birney (*Family Ties*) and David Birney (real life husband and wife) who are also co-executive producers. The plot deals with a missing-in-action Vietnam veteran returning home under violent and mysterious circumstances. It is an Andre Baynes Production and Grail Productions film in association with Lorimar Telepictures Productions Inc. Producer is Erv Zavada, and Rod Holcomb directs.

CBS will air the Pan American Games over three weekends beginning Saturday, Aug. 8. Over 4,000 athletes from 38 countries in North and South America will participate in 27 sports taking place around Indianapolis. CBS sports commentator Brent Musburger will host the broadcasts live from the Indiana University-Purdue University Broadcast Center.

■ ABC-TV has announced that on Sept. 16 at 8 p.m. David Brinkley, Ted Koppel and Peter Jennings will anchor *The Blessings of Liberty*, a three-hour examination of constitutional history, interpretation and forecast that will also feature dramatizations of constitutional debates by as yet unannounced screen and stage actors. Av Westin is the executive producer.

■ Fox Broadcasting Co. has named Don Ohlmeyer as executive producer of the *39th Annual Prime Time Emmy Awards* telecast originating live from Pasadena, Calif., on Sunday Sept. 20. Ohlmeyer, winner of 11 Emmy awards, brings some experience to the job, having produced the *29th Annual Prime Time Emmy Awards* for NBC-TV in 1977.

■ New Dimensions Radio will air 13 new programs in its weekly *New Dimensions* series from September through November. The coverage of life-enhancing topics is available via the public radio satellite and will be hosted by Michael Toms. The series has been sold to 130 stations at \$10 per program.

■ Jazz recording artist Herbie Hancock will host Showtime's new performance magazine series, *Showtime Coast To Coast*, set to debut on Saturday, Aug. 29. The 90-minute program features a wide range of performers in pop, jazz, comedy and rock and will showcase established acts as well as newcomers to the musical scene. Ken Ehrlich directs. Co-producer Marty Schwartz is associate producer Eva Depperschmidt and executive in charge of production Greg Sills.

■ Walt Disney's classic animated fairy tale, *Sleeping Beauty*, will make its television debut on Saturday, Oct. 3, on the Disney Channel. Finished in 1959, the film took six years to complete and cost \$6 million to produce, an unprecedented amount for an animated feature in 1959.



**Children's hour.** FCC commissioners and congressmen were on hand with their children last week for a Capitol Hill reception introducing *The Kidsongs TV Show*. The syndicated program, debuting in September in 75 markets, is produced by Together Again Productions and is based on a series of Warner Bros. videocassettes designed for children ages 2-10. The live-action musical variety program is hosted by children who introduce music videos featuring such songs as "I'd Like to Teach the World to Sing" and "Old MacDonald Had a Farm." The first 26 episodes will be produced for \$900,000. *Kidsongs* is distributed by Orbis Communications and Peregrine Entertainment.

Above left (l-r): Diane Hofbauer, legal assistant to FCC Commis-

sioner Patricia Diaz Dennis; Commissioner Dennis, and Sandy Smith, wife of Paul Smith, minority counsel and staff director, House Energy and Commerce Committee (whose children, Andrew and Katie, were present), join children watching *Kidsongs*.

Above center (l-r): Susan Quello, granddaughter of FCC Commissioner James Quello and intern in the public affairs department of the National Association of Broadcasters; Hal Brown, president, Peregrine Entertainment; Commissioner Quello; John Rank, Orbis executive vice president, and Dick Block, consultant.

Above right (l-r): Washington children Oliver Nicholas, Sarah Nicholas and Katie O'Sullivan with John Summers, NAB senior executive vice president for government relations.

# Business Briefly

## TELEVISION

### Friendly Ice Cream Corp. □

Manufacturer and retailer will begin flight this week for three weeks in 12 markets. Commercials will appear in fringe and prime segments. Target: adults, 25-54. Agency: Ingalls/Quinn & Johnson, Boston.

**M. Polaner Inc.** □ Company began four-week flight last week for its fruit jams and jellies in eight markets. Commercials will be positioned in daytime and fringe slots. Target: women, 25-50. Agency: Lowe Marschalk, New York.

**Handy Andy TV & Appliances** □ Late summer sales will be highlighted in one-

week flight in four Midwestern markets. Daytime, early and late fringe, prime-access and prime periods will be used for commercials. Target: adults, 25-54. Agency: Wardrop Murtaugh Temple & Frank, Chicago.

**Grossman's Lumber & Building Products** □ Company has prepared campaign to run from July to early October in markets throughout New England and upstate New York for one week or more. Various building suppliers are tying in with campaign. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Emerson Lane Fortuna, Boston.

## AdVantage

**Eastman's report card.** Eastman Radio reports that in first half of 1987, 13,438 availability requests were recorded by representative firm, down from 14,270 in first half of 1986 and 17,099 in same period of 1985. Eastman spokesman said decline reflects, in part, shorter market lists. In first six months of 1987, one-week campaigns are becoming increasingly popular, accounting for 31% of all requests. In first half of year, 25-54 age group led all others with 40% of requests, followed by 18-49, 18%, and 18-34, 10%.

**Beatles revolt.** Use of original recording of Beatles' song, "Revolution," as basis for TV commercial for Nike sneakers is allegedly without permission of three living former song idols and John Lennon's widow, Yoko Ono. They filed suit last week in New York State Supreme Court, asking that TV commercial, which has been playing since last March, be removed from air. Leonard Marks, attorney for their companies, Apple Corps. Ltd. and Apple Records Ltd., said Beatles don't sing jingles "to peddle sneakers, beer, pantyhose or any other commercial products." He said Nike paid EMI-Capital Records, which distributes Beatles records, \$250,000 for rights to original version of song. He added that Beatles "never received a cent" and had not authorized use of song. He said filing of suit is warning to other companies rumored to be considering commercials based on Beatles songs. Named in suit were EMI-Capital and Wieden & Kennedy, Portland, Ore., agency handling the Nike account.

## SPIN-OFF SOUTHWEST FM

Fully competitive property being spun-off as part of larger deal. Excellent opportunity to enter this growth market with population of 800,000. Station is still being developed but has significant potential for near-term revenue and cash-flow growth.

## BLACKBURN & COMPANY I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036 ATLANTA, GA 30361 CHICAGO, IL 60601 BEVERLY HILLS, CA 90212  
1100 Connecticut Ave., NW 400 Colony Square 333 N. Michigan Ave. 9465 Wilshire Blvd.  
(202) 331-9270 (404) 892-4655 (312) 346-6460 (213) 274-8151

## RADIO

**John Morrell & Co.** □ Three-week flight kicked off last week in El Paso and Albuquerque, N.M., to promote frankfurters and luncheon meats. Commercials will appear in all dayparts on weekdays and weekends. Target: women, 24-54. Agency: HCM/Dawson, Johns & Black, Chicago.

## RADIO & TV

**Banfi Vintners** □ To support introduction of three new wine products—Natural Peach, Royal Raspberry and Sunny Apple—company is investing about \$5 million in seven-week campaign on all three TV networks and on spot radio in about 10 major markets. Emphasis will be on network television in prime time on news programs and major sports events. Target: adults, 18-49. Agency: Ketchum, Hicks & Greist, New York.

## RepReport

WNYW-TV New York, WFLD(TV) Chicago and KDAF(TV) Dallas: To Petry Television from Katz.

WFL-TV Raleigh, N.C., and WTVZ(TV) Norfolk, Va.: To Seltel from MMT Marketing.

WCAY-TV Nashville, WTAZ-TV Philadelphia, WCIX(TV) Miami and WDCATV Washington: To Seltel from Telerep.

WPWR-TV Aurora, Ill.: To MMT Sales from Telerep.

Wxxv-TV Biloxi-Gulfport, Miss.: To Independent Television Sales (no previous rep).

KOIA-TV Ottumwa, Iowa: To Adam Young Inc. (no previous rep).

**Seattle move.** Petry Television has relocated its Seattle office to 2001 Sixth Ave., 1600 Westin Building, 98121. Phone is (206) 728-1747.



# Changing Hands

## PROPOSED

**WOMP-AM-FM Bellaire, Ohio** □ Sold by First Valley Broadcasting Inc. to Heritage Broadcasting Co. for \$4,360,000. **Seller** is owned by Robert Dodenhoff and Daniel Wachs, who also own WKLX(FM) Rochester, N.Y. WOMP-AM-FM were sold last year to Justice Broadcasting for \$4.5 million ("Changing Hands," Oct. 27, 1986) but deal fell through. **Buyer** is owned by Mario F. Iacobelli, who also owns WXXA(TV) Albany, N.Y., and is buying KEZB-AM-FM El Paso ("Changing Hands," June 22). WOMP is daytimer on 1290 khz with 1 kw. WOMP-FM is on 100.5 mhz with 14 kw and antenna 550 feet above average terrain. **Broker:** Richard A. Foreman Associates.

**WBBG(AM) Cleveland** □ Sold by Jacor Communications Inc. to Robinson Broadcasting Inc. for \$1.9 million. **Seller** is publicly owned Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. It recently purchased KOA(AM)-KOAQ(FM) Denver ("Changing Hands," April 20). **Buyer** is owned by Larry J.B. Robinson, former owner of KGLD(AM) St. Louis and KWK(FM) Granite City, Ill., which were sold to Belo Broadcasting ("Changing Hands," Aug. 25, 1986). WBBG is on 1260 khz full time with 5 kw.

**WJXW(AM) Jacksonville, Fla.** □ Sold by DeFuniak Communications Inc. to Potomac Florida Broadcasting Co. for \$500,000. **Seller** is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla., and WJFC-AM-FM Jefferson City, Tenn. It purchased station in February 1986 for \$380,000. **Buyer** is owned by Peter Gureckis and Arthur Brisker. Gureckis owns WPGV(AM) Boonesboro and WBZE(AM) Indian Head, both Maryland, and WDER(AM) Derry, N.H. Brisker is general manager of WBZE(AM). WJXW is daytimer on 1530 khz with 50 kw.

## CABLE

**System serving Los Angeles** □ Sold by Hollinger Inc. to Cablevision Industries Inc. for \$103.5 million (In Brief, July 6). **Seller** is subsidiary of Toronto-based Ravelston Inc. It is owned by Conrad Black and has no other cable interests. **Buyer** is Liberty, N.Y.-based MSO owned by Alan Gerry. It is 21st largest MSO with over 500,000 subscribers. System passes 150,000 homes with 85,000 subscribers and 1,257 miles of plant. **Broker:** Daniels & Associates.

**Systems serving Sebastian and Palm Bay, both Florida; Carolina Beach and North Wilkesboro, both North Carolina; Sedalia, Mo.; Lowndes County, Ga.; Benton, Ark.; Marshall, Tex.; Shawnee, Okla.; Azusa, Calif., and Maywood, Ill.** □ Sold by Jones Intercable Inc. to Falcon Cablevision, Falcon Telecable and Falcon Cable Media for estimated \$65-\$75 million. **Seller** is publicly owned, Englewood, Colo.-based MSO headed by Glenn Jones, president. It is 12th largest

MSO with almost 900,000 subscribers. **Buyers** are affiliates of Falcon Cable TV, Pasadena, Calif.-based MSO and 26th largest with over 400,000 subscribers. It is headed by Marc Nathanson, president. Systems serve approximately 58,000 subscribers. **Broker:** Jones Intercable Inc.

**Systems serving Toledo, Ohio and Cleveland** □ Sold by First Carolina Communications Inc. to Cablevision Systems Inc. for estimated \$20-\$25 million. **Seller** is Rocky Mount, N.C.-based MSO with systems in seven

states serving approximately 160,000 subscribers. It is owned by Edward J. Baysden, E.B. Chester, Chuck Jarrett, Gary Phillips and David Smith. First Carolina was recently purchased by Jack Kent Cooke, owner of McCaw Communications (In Brief, June 15). **Buyer** is publicly owned MSO headed by Charles Dolan. Based in Woodbury, N.Y., it owns cable systems in five states with more than 575,000 subscribers. Two weeks ago it purchased Adams-Russell Co. for \$474 million and systems serving Islip and Babylon, both New York ("Changing Hands," July 27). Toledo and Cleveland systems pass 31,780 homes with 14,100 subscribers and 482 miles of plant. **Broker:** Communications Equity Associates.

## Knowing what it is doesn't tell you how to use it.



A paintbrush in the hands of a Sunday painter is an amusement. But in the hands of a master, it is an expressive medium. The difference is more than talent and reputation, it's creativity and expertise.

Heller Financial's experience in lending money to the communications industry is why we feel "Professionalism is Priceless." We bring to each meeting the willingness and the flexibility to make things work.

For comprehensive financing programs to facilitate the acquisition, development and refinancing of broadcast properties and cable television systems, call Matt Breyne at 312/621-7665 or Doug Zylstra at 312/621-7638.

 **Heller Financial**  
Equipment Finance Group • Chicago, IL

## NAB reverses course, says nonbroadcast auction OK

### Association, fearing revenue raising alternatives, would accept auction of nonbroadcast spectrum

The National Association of Broadcasters last week revised its stand on a proposal to permit the FCC to auction nonbroadcast spectrum. The proposal is one of many Congress is examining as a means to raise new revenue to reduce the federal deficit (BROADCASTING, July 6).

Initially, NAB opposed the concept of any spectrum auctions because of the precedent they would set. But now the association's executive committee feels the auction might not be as onerous as some other options under review, including proposals to impose a license transfer fee and an across-the-board increase in the FCC's cost-of-regulation fee schedule, and said that NAB won't actively oppose the auction plan as long as it doesn't apply to the broadcast spectrum.

The Senate Commerce Committee is currently reviewing the revenue-raising options, but no immediate action is planned. Last week, Commerce Committee Chairman Ernest Hollings (D-S.C.) indicated there would be no decisions on the matter until after Congress returns in September from its August recess. (Neither the House nor Senate will act until after the recess.)

According to industry sources, it is unclear which proposal, if any, will be endorsed. Hollings and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) are on record as opposed to spectrum auctions. Both the House and Senate Commerce Committees, responsible for reauthorizing the FCC, have been instructed to come up with an additional \$600 million in revenues for fiscal 1988-89. The findings are to be included in a budget reconciliation package. In the House, the Commerce Committee recommendations for the reconciliation package did not include the auction

proposal or any of the cost-cutting measures that would affect the FCC. It's no secret that Commerce Chairman John Dingell (D-Mich.) also does not favor auctions.

In a position paper circulated on Capitol Hill, NAB outlined its concerns about spectrum auctions, but said that as long as an auction "is clearly restricted to assigning licenses for nonmass-media spectrum uses," the association will not fight it. The association maintained that if auctions are used to assign broadcast licenses, it would "undermine" those policies adopted by the FCC to encourage minority and female ownership of broadcast properties. Also, NAB said it would be "unfair" to force broadcasters to bid for their licenses when the industry is regulated and obligated to "use those licenses to serve their communities in the public interest."

As for an across-the-board increase in the FCC's fee schedule, NAB feels such increases "would be no more than taxes, to be raised whenever more revenues are needed." According to the current law, changes in the fee schedule are permitted only in relation to changes in the consumer price index.

In addition, the position paper knocked the suggestion of a transfer fee. "Such transfer fees could be increased virtually at will, and would make long-term planning by station owners difficult and uncertain."

On another front, broadcasters are resisting congressional efforts to limit the deductibility of advertising expenses in business taxes. The House Ways and Means Committee and Senate Finance Committee are exploring ways to meet the deficit reduction levels and it has been suggested that businesses be allowed to deduct only 80% of their advertising costs, with the remaining 20% deferred to the following tax year. Disallowing advertising deductions for alcohol and tobacco products has also been recommended. No final action is expected until Septem-

ber at which time the committees's recommendations will also be part of the reconciliation package.

NAB and the advertising industry have formed a coalition to block these tax deductibility proposals (BROADCASTING, July 6) and NAB has launched a major grass-roots campaign. In a speech to the California Broadcasters Association last week, NAB President Eddie Fritts warned that broadcasters would lose up to \$1.3 billion a year in advertising revenue if Congress limits the deductibility of advertising expenses. □

## Patrick reaffirms commitment to the marketplace

### In California speech, chairman says consequences of recent years of deregulation have benefitted industry and public and should not be undone by reregulation

FCC Chairman Dennis Patrick urged broadcasters last week to work against "reregulators" who would like to see the FCC reverse direction and take a larger role in the regulation of broadcasting industry.

"There are some in Washington and, in fact, there are some in your own industry who would ignore the lessons of history, who would begin again the cycle of fruitless regulation leading then to deregulation... who would fail to seize the historic opportunity to move forward and not back and free broadcasters permanently to better serve their community," Patrick said in a speech at the California Broadcasters Association convention in Monterey, Calif.

"Despite greater competition and an increased number of voices in the marketplace, the reregulators would impose content regulation by and through a number of mechanisms, including a number of comparative renewal proposals that are now pending, to return to some mirage of the past that I hear a lot about in Washington... called the Golden Age of Broadcasting," he said.

According to Patrick, the FCC's heavy regulation of spectrum use and broadcast ownership and content has failed in the past because it has "tried to do too much with too little information.... It's my contention that this mistake stems from the acceptance of the conventional and mistaken wisdom about the inherent efficacy of governments in markets...."

Recognizing the inadequacy of regulation

### MOST VALUABLE PLAYER!

With more than 40 years of broadcast experience, only Rounsaville can get you the best value from your property.

**Robert W. Rounsaville & Associates**  
**MEDIA BROKERS AND CONSULTANTS**

CALL TOLL FREE: ATLANTA, GA 1-800-531-1500  
 ORLANDO, FL 1-800-328-3500



to achieve its goal, the FCC has begun to defer to the "superior mechanism" of the marketplace, he said. "The marketplace can assemble and assess information in a way that is more likely to enhance consumer welfare."

Since the *Mayflower* decision in 1941, "a precursor of the fairness doctrine," Patrick said, the FCC has exhibited "a curious fear of broadcast editorial freedom, especially in the areas of political or public issues."

Such fear is unwarranted, he said. "Granted, broadcasting is a very powerful medium. But, without minimizing this fact, I suggest that the commission overstated the uniqueness of [the broadcasting] industry. . . . Not only are there alternative broadcast outlets in every community, but political information on issues is available from numerous local and national print medium sources as well as other electronic sources such as cable . . . [that] are all beyond the control of broadcasters," he said. What's more, he continued, "the First Amendment tells us that a government-controlled press poses a far greater threat to a free society than does abuse of private freedom."

Patrick said he favored giving broadcasters "flexibility" in how they use spectrum so they are free to meet the demands of the marketplace and cited the FCC's rules allowing FM broadcasters to use subcarriers for nonbroadcast services as an example. □

**Funding levels.** The House Energy and Commerce Committee last week passed legislation that would reauthorize the FCC and National Telecommunications and Information Administration for fiscal 1988 and '89. The FCC would receive up to \$107.25 million in FY '88 and \$109.25 million in FY '89. The FCC bill (H.R. 2961) also would bar the agency from applying its ex parte rules to Congress.

During the Telecommunications Subcommittee's markup of the measure, several amendments surfaced but were withdrawn (BROADCASTING, July 27). However, one amendment was adopted by the parent Commerce Committee. It approved a proposal by Representative Jack Fields (R-Tex.) that would permit the FCC to hire older Americans on a part-time basis. Also, language will be added to the committee's report to encourage the FCC to liberalize its rules in granting licenses for low-power television stations in mountainous regions. Originally, Representative Howard Nielson (R-Utah) intended to address the issue as an amendment but agreed to drop it.

As for NTIA, it would receive up to \$14.7 million for FY '88 and \$15 million for FY '89. That measure was amended in the subcommittee to direct the agency to establish minority hiring goals and report the results to Congress semiannually. And the bill calls on the FCC and NTIA to coordinate efforts to eliminate obstacles preventing LPTV applicants from gaining quick approval of NTIA's PTFP grants. The House may act this week on the authorization bills.

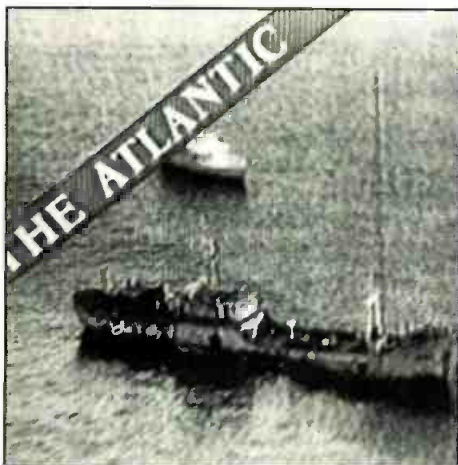
## FCC scuttles pirate station

**Outlaw broadcaster off Long Island coast casts signal from Michigan to Florida; commission shuts down operation with Coast Guard boarding**

A rusting trawler at anchor four-and-half miles off the coast of New York with a powerful transmitter aboard broadcast rock 'n' roll to millions of New Yorkers for almost a week before the FCC, with the aid of the Coast Guard, the State Department and the Honduran government shut the operation down.

The aging Japanese fishing vessel, *Sarah*, flying the Honduran flag, had been anchored in international waters broadcasting on 103.1 mhz; 1620 khz; shortwave 6.2 mhz and on low frequency 190 khz.

The end came for Radio Newyork International (RNI), as the broadcasts identified the operation, when the Coast Guard cutter, *Cape Horn*, went alongside the 200-foot ship at 5 a.m. Tuesday (July 28), and arrested the station's engineer, Allan Weiner, 34, of Monticello, Me., and disk jockey Ivan Rothstein, 24, of Brooklyn. Also arrested and



The 'Sarah'



Inside the 'Sarah'

ABC News photos

**THE DAYTONA GROUP**

has acquired

**KRIX-FM**

**Brownsville, Texas**

**from H&H COMMUNICATIONS**

The undersigned acted as broker in this transaction and assisted in the negotiations



**Kalil & Co., Inc.**

3438 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

quickly released was *Village Voice* reporter, R.J. Smith, who was on board at the time. Weiner and Rothstein were arrested for oper-

ating a station illegally and conspiring to impede the functions of the FCC. They were arraigned Tuesday before U.S. Magistrate

John Caden in U.S. District Court and released on their own recognizance.

Richard M. Smith, chief of the Field Operations Bureau, said the station was first detected by an FCC monitoring station in Allegan, Mich., on July 23. Smith said the broadcasts were on July 23, 24, 26 and 27 from 6 p.m. to midnight. The ship was warned Saturday to shut down operations, but refused. "This was a deliberate attempt to test and avoid the authority of the FCC," said Smith. "These individuals said they had over \$100,000 invested in the ship. They looked like they were set to operate for some time."

The station manager, Randi Steele, of Queens, told wire services that the station was inspired by the poor quality of New York radio and that the operators wanted to protest FCC regulations. Steele said: "As far as I'm concerned this entire action [the seizure] is illegal," because the ship was in international waters and flying the Honduran flag. "I'm flabbergasted," said Steele. "The FCC has never been given power of arrest." The station was the product of two years planning by about 20 people, said Steele. "It's not going to cause me to give up," said Steele, speaking about the boarding, "but obviously this is a major setback." Smith said one of the operators of the ship had a background in unlicensed broadcast operations, but declined to name him.

Describing the seizure as one with complex legal questions, Smith cited U.S. civil code sections which specify violations of the International Telecommunications Convention as criminal acts and designate jail terms of five years plus fines of up to \$250,000. "Acting through the State Department, we contacted the Honduran government and they gave their permission," said Smith. Although the pirate broadcasters had promised to defend the ship, the boarding was uneventful. Smith said that pirate broadcasters are rare in the U.S., "mostly college students with transmitters in their basements," but this was a serious attempt. "They were talking about accepting advertising," Smith said.

At present the ship "is just sitting out there," said Smith. "The original plan was to seize the vessel and take it to Staten Island," said Coast Guard spokesman, Joe Gibson, "but we couldn't raise the anchor." Rothstein was reported to say that the ship had a huge anchor but no winch powerful enough to lift it.

Offshore radio stations rarely operate in U.S. waters, but in Europe, particularly off the coast of Great Britain, broadcasts from pirate (unlicensed) radio stations on ships has been more commonplace. Perhaps the most successful pirate radio ship in recent times is Radio Caroline, which has been anchored for several years in international waters in the North Sea off the coast of England. The station beams contemporary music programming to various western European countries.

In 1984, American disk jockeys launched an "American-oriented" top 40 rock station called Laser 558 (558 on the AM dial) aboard a ship christened the MV Communicator anchored about a mile away from Radio Caroline. ("Riding Gain," June 4,

**State's view of Intelsat.** The State Department sees the role of the International Telecommunications Satellite Organization over the next decade as one of continuing to provide a single global commercial telecommunications satellite system as part of an improved telecommunications network. But the department says it is working within the organization "to encourage the possibility it will become the facility of choice, rather than the facility a user must choose" because of U.S. or Intelsat regulations. Intelsat, the department contends, can thrive only through competition, not by relying on regulatory barriers. But in that connection, it indicates sharp differences of opinion with other members of the 114-member organization.

The department expressed its views in belated comments filed with the Senate Communications Subcommittee in connection with its inquiry into U.S. international telecommunications policy. Some 80 comments were filed by the original deadline of June 26 (BROADCASTING, July 13). The comments will provide material for a report the subcommittee plans to draft. The report could lead to legislation.

The department expressed confidence that Intelsat "will adapt new technology to serve its objectives while competing with fiber optic undersea cables and with the other satellite systems envisaged by the Intelsat Agreement," a reference to the separate systems that would compete with Intelsat that are being authorized by the U.S.

But, State added, Intelsat, "in part because of the parochial bias of its signatories...now faces the challenges of fiber optic cable competition with a \$1.3 billion sunk investment in a sixth generation of satellites that may well prove to fall short of being 'the most efficient and economic facilities possible,' as required by the preamble of the Intelsat Agreement." State cited an Intelsat-commissioned study to make the point that Intelsat has tremendous excess capacity in orbit: The study, by Walter Hinchman, who is now on the Intelsat staff, indicates that Intelsat used only some 30% of its space segment capacity during the 1981-1983 period.

State was harsh in its treatment of Intelsat signatories, describing them as "monopoly-oriented" and charging that they "energetically guard their lucrative 'bottleneck' access to undersea cable facilities for their country." As a result, State said, Intelsat is driven by interests that "are often not coincident with the end-users' interests in the availability of flexible, cost-effective services, nor with the full implementation of the most efficient end-to-end system architecture."



## R.C. Crisler & Co., Inc. is pleased to announce that Dick Chapin has joined the firm.

A past Chairman of the National Association of Broadcasters, Mr. Chapin brings over 33 years of broadcast experience to our firm. He will operate from our newest office in Lincoln, Nebraska. (402) 475-5285.



**R.C. CRISLER & CO., INC.**

580 Walnut Street, Cincinnati, Ohio 45202  
(513) 381-7775



*This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.  
The offer is made only by the Prospectus.*

**\$46,000,000**

 **Infinity Broadcasting Corporation**

**7¼% Convertible Subordinated Debentures Due July 15, 2012**

Convertible into Class A Common Stock at \$28½ per Share

---

**Price 100%**

---

*Copies of the Prospectus may be obtained from the undersigned  
in any State where the securities may lawfully be offered.*

**Shearson Lehman Brothers Inc.**

*July 22, 1987*



**International AIDS.** The Voice of America offered the U.S. Surgeon General, Dr. C. Everett Koop, and two other experts a worldwide audience with whom to discuss AIDS on a two-hour, call-in program on July 26. Koop, center, and Dr. Jeffrey Akman (l), a psychiatrist at George Washington University Hospital, were joined by Dr. Fernando Zacarias of the World Health Organization, who is not shown. Seated at right in the photo is Jim Slade, the program's moderator. Richard Carlson, VOA director, said the purpose of the program was "to counter ignorance" about the disease, as well as "misinformation and disinformation." Among the charges Koop answered was one circulated by the Soviet Union that U.S. scientists had manufactured the AIDS virus for biological warfare purposes.

1984.)

Pirate radio ships that are anchored in international waters off Great Britain—usually 12 miles from shore—and operate on open frequencies, generally have been considered legal operations.

However, about a year after Laser 558 made its debut, the Communicator ran into trouble and headed for shore. The ship was registered to Panama. (Radio Caroline is also believed to be registered to Panama.)

"The reason pirate radio ships can succeed in Europe is because there is a marketing hole for contemporary music programming that is due to a limited number of music outlets," said Roy Lindau, former president

of Music Media International, a sales representation company based in New York that directed American advertising efforts for Laser 558. Lindau currently is director of sales for the New York-based Concert Music Broadcast Network. "It could work off the coast of New York if New York had only three radio stations and listeners were looking for an alternative," he said.

One of the last documented cases of an unlicensed pirate radio ship off the U.S. shores occurred in 1973 when Rev. Carl McIntire, a fundamentalist preacher and religious broadcaster, converted a World War II minesweeper into a 10 kw radio station off Cape May, N.J. BROADCASTING, Sept. 24,

**Looking ahead.** The board of the National Association of Public Television Stations, meeting last week in Washington, approved and sent to the Corporation for Public Broadcasting a plan for "Public Television in the 1990's" and a recommended federal funding figure for fiscal 1991. The plan, based upon a polling of public television licensees, anticipates that public television would expand to a \$2.636 billion industry by 1991, and calls for the federal government to contribute, through CPB, between \$676.1 million and \$797.1 million of that. NAPTS Chairman Richard Ottinger, executive director of the Georgia Public Telecommunications Commission, called the plan "very ambitious" but said it "truly represents the need of public television" in an era when education will become increasingly important in the U.S. The document sets forth specific figures needed for funding in four categories—\$275 million for support of current services, between \$40 million and \$161 million for replacement of a satellite that will end its useful life in 1991, \$254.35 million for an expanded basic programming service and \$106.75 million to put greater emphasis on learning technology. During discussion of the plan, NAPTS board member Tony Tiano, president and general manager of KOED-TV San Francisco, stressed that the members of the board "really are approving more of a framework than a specific map." Several members expressed discomfort over being asked to approve a document they had had 10 days at most to read (although the issues have been under discussion by public broadcasters for some time); the board was asked to vote on the document the day of the meeting because CPB needed figures to prepare its request for funding from the Office of Management and Budget on Sept. 1. CPB has been authorized \$254 million for FY 1990, and is currently seeking full appropriation from Congress for that year. NAPTS Chairman Ottinger stressed that it is misleading to compare FY 1990 and 1991 figures, however, because, while the jump "seems awesome," CPB asked for much more than \$254 million in its FY 1990 budget request three years ago.

In other business, the NAPTS board voted to let the executive committee serve as a search committee to fill departing president Peter Fannon's spot (BROADCASTING, June 29), and determined that Baryn Futa, vice president and general counsel, will serve as acting president in the event that the position is not filled by Aug. 31, when Fannon leaves. Fannon will be retained for six months as a consultant. The board also passed a resolution honoring Fannon, who Tiano said was "responsible for setting this industry on a whole new course."

1973). The station, dubbed "Radio Free America," operated only briefly before a government order barred its transmissions.

However, a number of pirate radio stations exist on land in the U.S., some of which are set up at residences. Last year the FCC issued a public notice seeking help to locate pirate outlets and said such stations were operating in at least 14 markets (BROADCASTING, Jan. 6, 1986). At any time, usually about a half-dozen pirate stations come to the attention of the commission, an FCC spokeswoman said. □

## Showtime slogan stopped by court

**Cable service must add disclaimer to ads with HBO link**

The U.S. District Court for the Southern District of New York has enjoined Showtime from using its advertising slogan, "Showtime & HBO, It's Not Either/Or Anymore," and related slogans "unless a prominent disclaimer, appropriate to the selected medium accompanies their use."

The court also prohibited further use of material distributed by Showtime/The Movie Channel at the National Cable Television Association convention in Las Vegas last May, including a commercial videotape, posters, tote bags, buttons, sunglasses and chocolate chip cookies bearing the Showtime tag line, unless they, too, exhibit a prominent disclaimer. (A Showtime spokesman said those products were intended only for the NCTA convention.)

On July 1, HBO filed suit against Showtime, seeking a preliminary court injunction against the advertisements using the "Either/Or" slogan ("In Brief," July 13). According to court papers, HBO feared that consumers would misconstrue the ads, believing that HBO had merged with Showtime, or that HBO was "endorsing, sponsoring or co-sponsoring" Showtime, or that HBO had ceased to offer its services individually or with Cinemax, HBO Inc.'s other pay cable service.

HBO said last week that the court approved "certain redesigned print materials" which contain "explicit disclaimers appropriate to the selected medium and in large type not easily overlooked" and a TV commercial that carries a full-screen visual disclaimer accompanied by a voice-over:

"HBO is a television service of Home Box Office Inc. which also distributes the Cinemax service. HBO is not affiliated with Showtime, and does not sponsor this advertisement or recommend that Showtime service in combination with HBO."

Following the court's decision, Matt Blank, HBO senior vice president of consumer marketing, said HBO "was gratified that the court found the Showtime slogan misleading and enjoined the use of the offensive materials distributed at the NCTA convention. We remain skeptical that any disclaimer can effectively dispel the confusion created by this slogan, but the wording and prominence of the disclaimer required by the court, which resembles the Surgeon Gener-



al's warning in the style of its display in the print materials, demonstrates to some extent the confusion inherent in the message." Blank added: "Quite honestly, we're baffled that anyone would go forward with a campaign like this, so burdened with disclaimers

and confusion." A Showtime spokesman said the cable service's campaign, with disclaimers, is expected to launch as early as this week and is "basically on schedule." He said the materials planned for use in the campaign already fall under the judge's defini-

tion of "reasonable clarity. As others are developed, they will meet these same criteria." According to the spokesman, "as long as we use the right disclaimers," as long as they are "done properly, there are really no limitations on this campaign." □

In prior year's second quarter **Ackerley Communications** had net loss of \$835,000. In most recent quarter, operating profit before depreciation, amortization and interest was up 15%, to \$8.6 million. ■ Cable division of **Centel Corp.** had second quarter operating revenue of \$32.7 million and operating income of \$4.3 million. ■ **Chris-Craft Industries** said television division's second-quarter operating income fell 16%, on 10% revenue increase. Company said that KCOP-TV Los Angeles had record earnings, but that "most other Chris-Craft stations were adversely affected by mediocre market conditions and escalating programming costs." Company's net income was bolstered by increase, to \$9.3 million, in dividend and equity income from company's investment in Warner Communications. Also, expense associated with stock appreciation rights fell to \$825,000, from \$4.6 million in second quarter of last year. ■ Cash flow for **Clear Channel** in second quarter was up 87%, to \$1.9 million. ■ **Cohu** said second-quarter profits and sales declined, "while registering an improvement in orders received. . . . Quote activity remains high in all of the company's operations, particularly in television products and microwave antenna tracking systems." ■ Second-quarter operating income for **Dow Jones** was up 5% to \$79.9 million. Company said larger percentage gain in net income came from "equity investments and a reduction in the statutory federal income tax rate." Second-quarter revenue for information services segment rose 23%. ■ **Dun & Bradstreet** said Nielsen Market Research had "substantial" increase in second-quarter revenue. ■ In previous first quarter, **Faircom** had net loss of \$502,000. Pro-forma results—if recent acquisitions had been completed prior to previous first-quarter—showed 5% decline in revenue, which was attributed to "continued weakness in the Charleston [S.C.] advertising market and additional station and format competition in the market." ■ **Financial News Network** said third-quarter revenue jump was due to "the sale of more advertising time, higher cable affiliate fees due to the expanded number of cable systems carrying FNN's broadcast and revenue from FNN:Telshop product sales." ■ Second-quarter operating income for **Knight-Ridder** was up 12%, to \$88 million. Broadcasting revenue was down 2%, to \$27.8 million. ■ **Lee Enterprises** Chairman Lloyd G. Schermer said: "Our income from operations was about flat during the period [third quarter]. Interest costs associated with the television stations acquired more than offset any breaks in income taxes this year." ■ Second-quarter net income for **LIN Broadcasting** included \$31.1-million net gain on sale of radio stations. Media revenue and operating income inched up 1%. Company said media revenue for current third quarter is "currently flat, reflecting the generally weak Texas economy." ■ **MCA** posted 58% gain in second quarter operating income, to \$63 million. Television programming revenue jumped 76%, to \$172.3 million, which company attributed to recognition of syndication revenue from *The A-Team*, which is available for local airing as of June. Broadcasting revenue representing WOR-TV New York was \$32.4 million, while operating income, including expenses related to the station's acquisition, was \$3.8 million. ■ **Media General** said revenue and operating income from Fairfax (Va.) cable were "running ahead of forecast and the system is approaching a financial breakeven," with revenue per subscriber averaging \$31.70 per month. Company's television stations showed 9% operating income increase over first half of last year, "led by a 15.3% increase at NBC Tampa [Fla.] affiliate wxFL." Company said Media General Broadcast Services had "its second profitable month of the

## Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Ackerley Comm.	Second	\$35,400	17	\$806	NM	\$0.10
Centel	Second	\$363,394	7	\$35,579	—	\$1.22
Chris-Craft Industries	Second	\$64,569	8	\$5,701	296	\$0.26
Clear Channel	Second	\$7,946	52	\$716	42	\$0.22
Cohu	Second	\$7,332	-5	\$417	30	\$0.23
Dow Jones	Second	\$313,053	10	\$49,115	17	\$0.51
Dun & Bradstreet	Second	\$811,452	6	\$102,451	15	\$0.67
Faircom	First	\$997	97	(\$966)	NM	(\$0.14)
FNN	Third	\$10,267	176	\$1,010	185	\$0.08
Grey Advertising	First	\$65,521	15	\$1,421	8	\$1.02
Interpublic Group	Second	\$249,556	16	\$20,256	12	\$0.92
King World	Third	\$37,610	63	\$4,328	98	\$0.14
Knight-Ridder	Second	\$526,886	8	\$43,026	12	\$0.73
Lee Enterprises	Third	\$61,798	8	\$8,493	-1	\$0.33
LIN Broadcasting	Second	\$61,614	23	\$46,826	309	\$0.83
MCA	Second	\$611,397	17	\$38,845	38	\$0.51
3M	Second	\$2,381,000	9	\$240,000	21	\$1.05
Media General	Second	\$186,967	16	\$12,651	10	\$0.44
Multimedia	Second	\$107,265	10	\$4,194	56	\$0.35
N.A. Philips	Second	\$1,066,200	—	\$5,100	NM	\$0.17
Park Comm.	Second	\$38,777	9	\$5,092	15	\$0.37
Pico Products	Third	\$8,571	27	\$200	NM	\$0.06
Pulitzer Publishing	Second	\$26,675	1	\$4,971	-15	\$0.47
SMN	Second	\$3,661	-16	(\$94)	NM	(\$0.01)
Telecrafter	Third	\$2,274	25	\$216	NM	\$0.14
Times Mirror	Second	\$793,447	6	\$83,001	-57	\$1.28
Unitel Video	Third	\$5,916	25	\$575	44	\$0.26
Washington Post	Second	\$399,126	8	\$42,362	39	\$3.29
Wavetek	Third	\$20,872	9	\$1,116	83	\$0.12
Zenith	Second	\$538,500	41	\$300	NM	\$0.02

year." ■ **Multimedia** said second-quarter operating cash flow was up 13%, to \$38.5 million. Interest expense was flat at \$28.2 million. Broadcasting division had revenue of \$38.4 million, and operating cash flow of \$15.4 million. Cable division had revenue of \$22.6 million, and operating cash flow of \$10.4 million. Entertainment division had revenue gain of 8%, to 14 million, and cash flow gain of 10%, to \$7.1 million. ■ In previous second quarter, **North American Philips** had net loss of \$10.6 million. For just completed quarter, manufacturer cited "improved results in cable television operations." ■ **Park Communications** said second-quarter operating cash flow (net income plus depreciation and amortization) was \$8.1 million, up 21%. ■ In previous third quarter, **Pico Products** had net loss of \$1.8 million. ■ **Pulitzer Publishing's** second-quarter operating income increased 3% to \$16 million, and operating cash flow was \$17.8 million. Broadcasting revenue for period was up 1%. ■ In previous year's second quarter, **Satellite Music Network** had net income of \$369,648, including \$158,949 tax benefit from loss-carry-forward. In most recent quarter, advertising revenue dropped 24%, to \$2.3 million, while affiliates fees increased 2%, to \$1.3 million. ■ In previous third quarter, **Telecrafter Corp.** posted net loss of \$466,000. ■ Net income for **Times Mirror** in second quarter of previous year included \$133.8 million after-tax gain from asset sales. Operating income for just completed quarter was \$165.4 million, up 20%. Cable television operations had revenue of \$59 million, and operating profit of \$7 million. Respective figures for broadcasting operations were \$30.9 million and \$18.1 million. Company said: "Broadcast television continued to experience soft advertising demand and a sluggish Texas economy." ■ **Washington Post Co.** posted 23% increase in second-quarter operating income, to \$81.6 million. Company said TV station revenue for period was up 8%. ■ In previous year's second quarter, **Zenith** had net loss of \$10 million, on operating loss of \$13.2 million. Most recent results show operating income of \$10.4 million. Company said division was profitable in second quarter.

## ATSC meets

The newly merged improved-NTSC and enhanced-NTSC group of the Advanced Television Systems Committee met for the first time during the committee's meeting last Tuesday (July 28) in Washington. ATSC decided to fold improved-NTSC into the enhanced group during the last meeting in May (BROADCASTING, June 1) because less work was being done on the improved side and it was felt that improved-NTSC issues discussed with enhanced systems at the meetings would be more efficient organization.

The first two items at the meeting, chaired by Comsat's Dan Wells, were improved-NTSC issues. Walt Bundy, director of engineering, WPHL-TV Philadelphia, and chairman of the specialists group on the removal of setup (a measure of brightness from the NTSC signal), led the discussion, which centered on the results of tests done on the effect of no setup on different TV receivers. TV sets ranging in age from one to 12 years were used for the tests at WPHL-TV. Following discussion on the tests, the specialist group was assigned questions for further study: How would setup removal affect scrambled signals? How would it affect the use of camcorders and VCR's? How much time would be needed for stations and studios to make the transition? Would FCC action be needed to insure that all stations stop transmitting setup in their signals? A decision on the central question of whether

setup should be removed will be made at future meetings.

ATSC also decided to form a new specialists group to study digital sound broadcasting and some present showed interest in participating in the group. A chairman will be selected for it before the next ATSC meeting, which will be Wednesday, Sept. 30, in Washington.

Status reports were also presented by the specialist groups on production and origination and transmission and distribution. The newly formed specialists group on cable transmission systems presented their objectives and goal, which is to provide recommendations to ATSC on standards for delivery of TV signals over cable.

Following a short adjournment, the committee reconvened with the high-definition television group, chaired by Renville McMann, former head of advanced TV research at the now-defunct CBS Technology Center, and presently a consultant to RCA Labs. There was a presentation by Arpad Toth of North American Philips Corp. on the research Philips has done on its MAC-60. The proposed system is a method of transmitting enhanced TV signals via satellite. A white paper on MAC-60 will be released by Philips in the fall.

Ben Crutchfield of the National Association of Broadcasters, chairman of the specialist group on HDTV transmission, said that it will begin extensive testing in early 1988. Tests on terrestrial bands before the end of the year are planned to determine the

extent of possible ghosting and fading problems. Presently, most of the effort being spent in organization of the testing program is in the gathering of equipment and software, Crutchfield said.

Members of the group who attended the June Montreux Symposim in Montreux, Switzerland, reported to the committee on events there involving HDTV. Robert Hopkins, ATSC executive director, reported to the committee on the details of the recent actions of the FCC meeting in which an inquiry into HDTV and advanced television systems was launched (BROADCASTING, July 20).

## Business up

Sales of color television sets in the United States have increased 8.1%, according to the Electronics Industries Association, Washington. EIA figures show that 8,768,844 color sets were sent to dealers from January to June 1987 compared to 8,113,441 over the same period in 1986. In June 1987, 1,733,236 sets were delivered, a 10.3% jump over June 1986. Experiencing a 29.1% increase during the first half of 1987 were color TV's with built-in stereo. There were 1,606,765 delivered compared to 1,245,012 in the first half of 1986. In June 1987 there was a 57.8% increase in stereo TV sales over June 1986 with 335,607 sold. Slightly declining were home VCR deliveries. They were down .5% in the first half of the year and 3.1% in June.

## FCC hears pros and cons of AM all-nighters

**Comments received on proposal to allow 1,600 daytimers to go all night at reduced power; NAB wants FCC to hold new nighttimers to interference standards**

The National Association of Broadcasters urged the FCC last week to permit most AM daytimers to broadcast at night on an "interim basis" until the FCC completes its review of the AM interference standards. If the review leads to new interference standards, the NAB said, the FCC should require the daytimers' nighttime operation to conform to them.

The NAB's comments came in response to an FCC rulemaking proposing to allow some 1,600 Class II and Class III daytimers that may now broadcast for one or two hours after sunset at reduced power to broadcast all night at reduced power. The rulemaking excludes between 200 and 300 Class II daytimers primarily because their nighttime signals would cause "unacceptable interfer-

ence" to Class I stations, which provide primary service on clear channels. Class II stations provide secondary service on clear channels; Class III stations operate on regional channels. The rulemaking was triggered by a March 1986 petition from the NAB and the Association of Broadcast Engineering Standards that asked the FCC to extend nighttime service to Class III daytimers only.

ABES, which represents a group of powerful AM stations, told the FCC it should defer action on the Class II daytimers until it completes its review of interference standards. "To dabble with elements of those standards in this proceeding, without addressing the many issues involved in the future of Class I clear channel service is inefficient and threatens to prejudice the issues in the proceeding just initiated," it said.

The FCC launched a comprehensive review of AM interference standards on July 16. The FCC's principal goal is to see what changes can be made in the standards and in

the power of stations to improve the quality of AM service and make it more competitive with FM (BROADCASTING, July 27).

Instead of allowing the daytimers to broadcast all night at whatever power they now use for the last hour of their two-hour "post-sunset" operation as the FCC had proposed, the NAB suggested that the FCC recalculate nighttime power levels for the daytimers to make sure they meet existing interference standards.

But to speed the conversion of daytimers to full-time stations, the NAB asked that the FCC give blanket permission to the daytimers to make the switch so that stations would not have to file individual applications. The NAB said it "trusts" that the calculation of nighttime powers will not "further delay" the FCC grant of nighttime authority to the daytimers.

The NAB also said the FCC should not authorize new daytimers. "NAB agrees with the commission view that daytime-only AM stations simply are inefficient uses of the



AM radio spectrum, when compared to the overall public interest benefits of full-time service."

The NAB also asked that the FCC not require AM daytimers upgrading to fulltime to broadcast a minimum number of hours each day, as it does other radio broadcasters.

The Clear Channel Broadcasting Service went further than the NAB and ABES in urging the FCC to proceed with caution. It said the FCC should hold off on authorizing any new nighttime service until it had completely revamped its interference standards to insure that the new service doesn't aggravate "clutter" in the AM band and "cause more listeners to abandon AM radio at night."

"Existing standards of interference protection for skywave signals may have been adequate at a time when few interfering signals were present, but the standards fail to protect AM reception from today's insidious clutter that results from a multiplicity of interference sources," CCBS said.

In particular, the CCBS said, the FCC should adopt new interference standards that take into account the full effects of multiple interfering signals ("cumulative interference"), improvement in signal propagation after two hours after sunset and skywave and groundwave interference from adjacent channels.

Individual broadcasters also urged caution. Fisher Broadcasting Inc., licensee of KOMO(AM) Seattle, said the FCC's proposal "to authorize large numbers of new nighttime AM services will result in only minimal levels of new service and at the same time cause existing AM services like that provided by KOMO to suffer...The commission should not act rashly...at the risk of jeopardizing other promising potential improvements to the AM service."

Hearst Corp. said daytimers operating at night will "increase the amount of interference that Hearst's [three full-time] stations are already receiving at night. Disturbingly, these changes will pave the way for scores of new unlimited time stations with authority to operate at night without the minimum hourly nighttime operating restrictions that are imposed on existing full-time stations." Hearst's three full-time AM's: WBAL Baltimore, WTAE Pittsburgh and WISN Milwaukee.

But others felt that the FCC had not gone for enough. Saga Communications Corp., owner of WLDS, a daytimer serving Jacksonville, Ill., criticized the FCC for excluding between 200 and 300 daytimers because of anticipated interference to Class I stations. The FCC dismisses several hundred daytimers to protect the secondary skywave service of clear channel stations, it said. "Thus, the need, the determination, commitment and willingness of local broadcasters to better serve their local communities through additional hours of operation continues to be held hostage to the FCC's tenacious attachment to preserving, on an across-the-board blanket basis, the preclusive secondary skywave service of domestic clear channel stations," it said. Without any evidence that such distant signals "provide meaningful locally relevant service," it said, "they preclude establishment of needed first, second, third or fourth local nighttime service."

Radio New Jersey, licensee of WRNJ(AM) Hackettstown, N.J., told the FCC it has a better idea. RNJ said the FCC proposal, while "laudatory," cannot solve AM's basic problem: "too many AM stations and deteriorating AM signal quality due to increased manmade interference." If the FCC wants to help daytimers, it said, it should act on RNJ's earlier request to reallocate the "lightly used" band between 225 mhz and 230 mhz to FM broadcasting and award channels in the band to daytimers.

RNJ said its "FM2" scheme would reduce

the number of AM stations, reduce interference to the remaining AM stations, restore the clear channel stations' ability to provide long-distance service and provide FM service to communities now serviced by daytimers only.

But most daytimers that stand to benefit from the FCC's proposal voiced strong support for it. And WRGM(AM) Ontario, Ohio, explained why: "With the ever increased pressure of competition from the FM band, unless daytime stations receive some form of relief in the way of added hours of operation, their days of continuing will be numbered." □

## For the Record

As compiled by BROADCASTING, July 22 through July 29, and based on filings, authorizations and other FCC actions.

### Ownership Changes

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. \*—non-commercial.

### Applications

■ WRJM(FM) Troy, Ala. (105.7 mhz; 100 kw; HAAT: 1,847 ft.)—Seeks assignment of license from Shelley Broadcasting Co. to New South Communications Inc. for \$3 million. Seller is owned by H. Jack Mizell, who also owns WRJM-TV Troy, Ala. Buyer is is Meridian, Miss.-based group of two AM's and three FM's owned by F.E. (Eddie) Holladay. It recently sold WVMI(AM)-WQID(FM) Biloxi, Miss. ("Changing Hands," June 15). Filed July 17.

■ KKCX(FM) San Francisco (98.9 mhz; 4.3 kw; HAAT: 1,450 ft.)—Seeks assignment of license from Olympic Broadcasting Corp. to Pacific FM Inc. for \$11 million. Seller is publicly held. Seattle-based group of five AM's and seven FM's headed by Ivan Braiker. Buyer is owned by Jim Gab-

## New South Communications, Inc.

*has contracted to purchase\**

# WRJM(FM)

Troy, Alabama

*from*

## Shelley Broadcasting Company, Inc.

*for*

# \$3,000,000

Chapman Associates initiated the transaction  
and assisted in negotiations.



## CHAPMAN ASSOCIATES

Nationwide Media Brokers

8425 Dunwoody Place, Atlanta, GA 30338 • (404) 998-1100

*\*subject to FCC approval*

bert and Michael Lincoln. It also owns KOFY(AM) San Mateo, Calif., and KOFY-TV San Francisco. Filed July 17.

■ **WJXW(AM)** Jacksonville, Fla. (1530 khz; 50 kw-D)—Seeks assignment of license from DeFuniak Communications Inc. to Potomac Florida Broadcasting Co. for \$500,000. Seller is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla., and WJFC-AM-FM Jefferson City, Tenn. It purchased station on Feb. 24, 1986, for \$380,000. Buyer is owned by Peter Gureckis and Arthur Brisker. Gureckis owns WPVG(AM) Boonesboro and WBZE(AM) Indian Head, both Maryland, and WDER(AM) Derry, N.H. Brisker is general manager of WBZE(AM). Filed July 21.

■ **WPLA(AM)** Plant City, Fla. (910 khz; 1 kw-U)—Seeks assignment of license from WPLA Broadcasting Co. to Harmon Broadcast Partners for \$850,000. Seller is owned by Ercelle Smith and Al Berry, who have no other broadcast interests. Buyer is owned by Brent Harmon and E.L. Harmon. Clearwater, Fla.-based investors with no other broadcast interests. Filed July 15.

■ **WHGH(AM)** Thomasville, Ga. (840 khz)—Seeks transfer of control of CP from Robert Holton and Benjamin Hatcher to Moses Gross for \$1.351. Neither buyer nor seller have other broadcast interests. Filed July 16.

■ **KBEQ(FM)** Kansas City, Kan. (104.3 mhz; 100 kw; HAAT: 986 ft.)—Seeks assignment of license from Capitol Broadcasting to Noble Broadcast Group for \$9,250,000. Seller is Raleigh, N.C.-based group of two AM's, seven FM's and one TV principally owned by James F. Goodmon. Buyer is San Diego-based group of three AM's and four FM's headed by John Lynch. It is also buying WMRE(AM) Boston. Filed July 16.

■ **WKJY(FM)** Biddeford, Me.—Seeks assignment of license from Gold Coast Broadcasting Inc. to Metro-Management Inc. for \$1.4 million. Seller is principally owned by James McCann. It also owns colocated WIDE(AM) Biddeford, Me., and WEMJ(AM) Laconia, N.H. Buyer is owned by Lewis L. Lloyd and Richard W. Borel. It also owns WXXX(FM) South Burlington, Vt. Filed July 16.

■ **WNYB-TV** Buffalo, N.Y. (ch. 49; ERP vis. 4,236 kw; 414 kw; HAAT: 1,235 ft.)—Seeks assignment of license from TVX of Buffalo Inc. to Aud Enterprises for \$4.9 million. Seller is Virginia Beach, Va.-based group of 13 TV's headed by Gene Loving and Tim McDonald. Station is being operated under temporary waiver of 12-station rule. Buyer is Rochester, N.Y., group of five TV's owned by Malcom Glazer. Filed July 17.

■ **WBBG(AM)** Cleveland (1260 khz; 5 kw-U)—Seeks assignment of license from Jacor Communications Inc. to Robinson Broadcasting Inc. for \$1.9 million. Seller is publicly owned Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. It recently purchased KOA(AM)-KOAQ(FM) Denver ("Changing Hands," April 20). Buyer is owned by Larry J.B. Robinson, former owner of KGLD(AM) St. Louis and KWK(FM) Granite City, Ill. ("Changing Hands," Aug. 25, 1986). Filed July 16.

■ **KUTA(FM)** Blanding, Utah (790 khz; 1 kw-D)—Seeks assignment of license from Smith Media Corp. to Mueller Broadcasting Inc. for \$30,000. Seller is owned by Shelby Smith, who has no other broadcast interests. Buyer is owned by Phillip R. Mueller and family. It has no other broadcast interests. Filed July 17.

## Actions

■ **KABN(AM)** Long Island, Alaska (830 khz; 10 kw-U)—Granted assignment of license from Valley Radio to Korly Broadcast Properties for \$200,000. Seller is owned by Thomas N. Locke. It has no other broadcast interests. Buyer is owned by J.K. Hage, Kent Byus and Bill Lawrence. It also owns KXDZ(FM) Anchorage. Action July 20.

■ **KTZ(FM)** Oracle, Ariz. (103.1 mhz; 580 kw; HAAT: 610 ft.)—Granted assignment of license from Coronado Broadcast Corp. to Golden State Broadcasting Corp. for \$750,000. Seller is owned by Ted Tucker. It has no other broadcast interests. Buyer is owned by Laurie N. Weisert, A. Barry Witz, Frank Cihak and Patty Ruiz. It also owns KHYT(AM) South Tucson, Ariz. Action July 6.

■ **KAIR(AM)-KJYK(FM)** Tucson, Ariz. (AM: 1490 khz; 1 kw-U; FM: 94.9 mhz; ERP 96.5 kw; HAAT: 1,952 ft.)—Granted assignment of license from Citadel Communications Co. to Duchossois Communications Co. for \$10,120,000. Seller is owned by Lawrence Wilson and Fritz Beesemeyer. It also owns KKFM-FM Colorado Springs and KBOZ-AM-FM Bozeman, Mont. Buyer is Chicago-based group of two AM's, three FM's and one TV owned by Richard L. Duchossois and family. Action July 14.

■ **KZRQ(TV)** Pine Bluff, Ark. (CP)—Granted assignment of license from KIKX Inc. to Agape Church Inc. for \$40,611. Seller is principally owned by Charles Ray Shinn, who also has interest in KIKX(FM) El Dorado, Ark. Buyer is owned by H.L. Caldwell; his wife, Jeanne, and Mary S. Keleman. It has no other broadcast interests. Action June 30.

■ **KIDD(AM)** Monterey and KWST(FM) Carmel, Calif. (AM: 630 khz; 1 kw-U; FM: 101.1 mhz; 800 w; HAAT: 590 ft.)—Granted assignment of license from Walton Radio Inc. to Carmel Broadcast Associates Inc. for \$1.6 million. Seller is owned by John B. Walton, who owns Kermit, Tex.-based group of four AM's and three FM's. Buyer is owned by Jack L. Woods and seven others. It has interest in KOGO(AM)-KBBY(FM) Ventura, Calif. Action July 10.

■ **WQQW(AM)** Waterbury, Conn. (1590 khz; 5 kw-U)—Granted assignment of license from Waterbury Radio Inc. to The Taft Group Inc. for \$1.5 million. Seller is headed by Marshall Pite. It has no other broadcast interests. Buyer is owned by Vinal S. Duncan, Richard D. Barbieri and John A. Corpaci. Barbieri is director of Security Savings & Loan. Waterbury, Duncan and Corpaci are local businessmen. It has no other interests. Action July 8.

■ **KFN(FM)** Oberlin, Kan. (101.1 mhz; 100 kw; HAAT: 450 ft.)—Granted assignment of license from Jerry T. Venable and Ernest McRae to Oberlin Broadcasting Inc. for \$300,000. Sellers also own KSWN(AM) McCook, Neb. Buyer is owned by John Allee and Marty Martinson. It has no other broadcast interests. Action July 6.

■ **KVOB(AM)-KJBS(FM)** Bastrop, La. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 3 kw; HAAT: 182 ft.)—Granted transfer of control of Hagan Broadcasting Inc. to George Warner Grubbs, et al. for \$475,000. Seller is owned by Stanley R. Hagan and five others. Buyer is owned by Grubbs and five others. Neither have other broadcast interests. Grubbs is promotion manager at WNOE(TV) Monroe, La. Action July 20.

■ **WBCK(AM)** Battle Creek, Mich. (930 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Wolverine Broadcasting Co. to Liggett Broadcast Inc. for \$430,000. Seller is principally owned by Nat A. Sibbold, who has no other broadcast interests. Buyer is Williamston, Mich.-based group of two AM's and six FM's owned by Robert G. Liggett. Action July 8.

■ **WGR(AM)-WMFG(FM)** Hibbing, Minn. (1240 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 600 w; HAAT: 270 ft.)—Granted assignment of license from Hibbing Broadcasting Co. to DNS Broadcasting Inc. for \$110,000. Seller is owned by Frank Befer. It has no other broadcast interests. Buyer is owned by Dennis Rice and family. It has no other broadcast interests. Action July 7.

■ **WPNH-AM-FM** Plymouth, N.H. (AM: 1300 khz; 5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 380 ft.)—Granted transfer of control of Pemigewasset Broadcasters Inc. from Richard F. Morse Jr. to Northern New England Communications Inc. for \$1,350,000. Seller has no other broadcast interests. Buyer is owned by Elmer H. Close, former president of seller, who also owns WKNE(AM)-WNBX(FM) Keene, N.H. Action July 15.

■ **KKJY-FM** Albuquerque, N.M. (100.3 mhz; 100 kw; HAAT: 4,110 ft.)—Granted assignment of license from Roughrider Broadcasting Inc. of New Mexico to MBC Southwest Inc. for \$3.3 million. Seller is owned by Thomas L. Letizia, Sig Rogich and Mike O'Callaghan. It also owns KPAH(FM) Tonopah and KROL(AM) Laughlin, both Nevada. Buyer is owned by Richard Dean, David G. Hinson and Norman Fisher. It also owns WFMZ-FM-TV Allentown, Pa., and WELQ(FM) Hertford, N.C. Action July 13.

■ **KXAK(AM)** Corrales, N.M. (1310 khz; 5 kw-D; 500 w-N)—Granted assignment of license from Radio Property Ventures Inc. to The Daytona Group of New Mexico Inc. for \$425,000. Seller is owned by George Spicer, Burt Kaufmann and Dirk Hallemeier, and owns five AM's and one FM. Buyer is owned by Carl Cuomo Tuter, Norman S. Drubner and Ron Samuels. It owns three AM's and two FM's. Drubner also owns two AM's and four FM's. Action July 8.

■ **WNYQ(FM)** Rotterdam, N.Y. (98.3 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from River Valley Broadcasting Co. to WNYQ Associates for \$1,250,000. Seller is owned by Dennis Jackson, who also has interest in WREF(AM) Ridgefield, Conn. Buyer is principally owned by John J. Long, who also owns WJJR(FM) Rutland, Vt. Action July 15.

■ **KTYX(FM)** Healdton, Okla. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Thomas Broadcasting Inc. to B&D Communications Inc. for \$295,000. Seller is owned by Kinnon Thomas, who has no other broadcast interests. Buyer is owned by Don Furr and Bob Holladay, who also own KWZD(FM) Hamlin, Tex. Action July 6.

■ **KDRV(TV)** Medford, Ore. (ch. 12; ERP vis. 190.5 kw, aur. 38.1 kw; HAAT: 2,690 ft.)—Granted transfer of control of Sunshine Television to Love Broadcasting for approximately \$8.25 million. Principal is owned by Dunbar Carpenter, Richard H. Lytle, Dan Agnew, Ann D. Cheng and three others. It has no other broadcast interests. Buyer is Biloxi, Miss.-based group of two AM's, three FM's and one TV owned by James S. Love, Jo Love Little and Mary Eliza McMillan. Action July 17.

■ **KWVT(TV)** Salem, Ore. (ch. 22; ERP 1,702 kw, vis., 170 kw aur.; HAAT: 1,187 ft.)—Granted assignment of license from Emerald City Broadcasting to Silver King Broadcasting of Oregon Inc. for \$5 million. Seller is principally owned by Robert A. Finkelstein, who has no other broadcast interests. Buyer is owned by Home Shopping Network, Clearwater, Fla.-based station group of eleven TV's. Action July 17.

■ **WVLV(AM)** Lebanon, Pa. (940 khz; 1 kw-D)—Granted assignment of license from Pennsylvania Communications Corp. to Kapp Advertising Service Inc. for \$400,000. Seller is principally owned by Albert R. Boscov. It has no other broadcast interests. Buyer is owned by Robert S. Kapp and family. It owns Lebanon-based advertising agency and has no other broadcast interests. Action July 16.

■ **WJFX-AM-FM** Aiken, S.C. (AM: 1300 khz; 5 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 314 ft.)—Granted assignment of license from Amici Broadcasting Co. to The Guardian Corp. for \$1.5 million. Seller is owned by Christine Harvel and Richard Bellaire. It has no other broadcast interests. Buyer is headed by Bob Manny. It also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. Action June 22.

■ **KKAA(AM)-KQAA(FM)** Aberdeen, S.D. (AM: 1560 khz; 10 kw-D; 5 kw-N; FM: 94.9 mhz; 100 kw; HAAT: 1,383 ft.)—Granted assignment of license from Sunset Communications Corp. to KSOO Radio Inc. for \$1,198,000. Seller is owned by David S. Lausten. It has no other broadcast interests. Buyer is owned by estate of Morton H. Henkin, his wife, Sylvia R. Henkin, and her son, Joseph. It also owns KSOO(AM)-KPAT(FM) Sioux Falls, S.D. Action July 17.

■ **KTAM(AM)-KORA-FM** Bryan, Tex. (AM: 1240 khz; 1 kw-U; FM: 98.3 mhz; 3 kw; HAAT: 503 ft.)—Granted assignment of license from KTAM-KORA Radio to Clear Channel Communications Inc. for \$4,233,000. Seller is principally owned by David C. Jones and Carolyn G. Vance, who have no other broadcast interests. Buyer is group owned by Lowrey Mays. Action June 30.

■ **KDSX(AM)-KDSQ(FM)** Dennison-Sherman, Tex. (950 khz; 500 w-U; FM: 101.7 mhz; 3 kw; HAAT: 260 ft.)—Granted assignment of license from KDSX Inc. to Transcontinental Broadcasting Co. for \$900,000. Seller is principally owned by John Mahaffey, who has interest in four AM's and four FM's. Buyer is owned by George A. Jenne and four others. Jenne is general manager of WJBO(AM)-WFMF(FM) Baton Rouge. Action July 8.

■ **KZZN(AM)** Littlefield, Tex. (1490 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Littlefield Broadcasting Co. to Lamb County Broadcasting Co. for \$92,500. Seller is owned by James G. Vandenberg, who has no other broadcast interests. Buyer is owned by Dave C. Stebbins, who has no other broadcast interests. Action July 8.

■ **KFMX-AM-FM** Lubbock, Tex. (1340 khz; 1 kw-U; FM: 94.5 mhz; 100 kw; HAAT: 817 ft.)—Granted assignment of license from Southern Minnesota Broadcasting Co. to Delier Broadcasting Ltd. for \$1,250,000. Seller is group of three AM's and three FM's owned by G. David Gentling. Buyer is principally owned by Michael Delier, former owner of KCRC(AM)-KNID(FM) Enid, Okla. Action July 10.

■ **WODY(AM)** Bassett, Va. (900 khz; 500 w-D)—Granted assignment of license from WODY Inc. to S&T Media Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Stewart Edwards and his wife, Theresa. It has no other broadcast interests. Action July 10.

■ **WMVP(AM)-WBGK(FM)** Milwaukee (AM: 1290 khz; 5 kw-U; FM: 95.7 mhz; 34 kw; HAAT: 610 ft.)—Granted assignment of license from American Family to Fairwest Communications for \$4.4 million. Seller is subsidiary of Amos Press, Sydney, Ohio-based publisher headed by J. Oliver Amos. Buyer is owned by brothers, George and Reg Johns and William Yde. It is former owner of WZPL(FM) Indianapolis and KKCW(FM) Portland, Ore., and at present has no other broadcast interests. Action June 25.

## New Stations

### Applications

#### AM's

■ **Rosamond, Calif.**—KDOL Broadcasting Corp. seeks 890 khz; 500 w-D; 1 kw-N. Address: 2739 Parton Circle, Lancaster, Calif. 93536. Principal is owned by Alton and Monica Kennedy, who have no other broadcast interests. Filed July 22.

■ **San Marcos, Calif.**—San Marcos Radio seeks 890 khz; 2.5 kw-D; 1 kw-N. Address: 613 S. LaGrange Rd., LaGrange, Ill. 60525. Principal is owned by Janice L. O'Brien, who also owns KJOR(AM) Sun Valley, Idaho. Filed July 22.

■ **Ensley, Fla.**—Willie J. Martin seeks 950 khz; 5 kw-D; 1



kw-N. Address: 2640 San Diego Rd., Jacksonville, Fla. 32207. Principal also owns new AM in Destin, Fla. Filed July 22.

■ Dakota City, Neb.—Donald A. Swanson seeks 1250 kHz; 500 w-D; 700 w-N. Address: Box 102-A, Route 2, Sioux City, Iowa 51106. Principal owns KTFC(FM) Sioux City, Iowa and KUSR(FM) Rapid City, S.D. Filed July 21.

#### FM's

■ Marietta, Pa.—Peoples United Christian Way Church of Faith, Hope and Love, Inc. seeks 88.7 mhz; 5 kw; HAAT: 470.3 ft. Address: 246 Front St., 17547. Principal is headed by Jesse C. Wagner and has no other broadcast interests. Filed July 20.

■ Corpus Christi, Tex.—Family Educational Radio of South Texas Inc. seeks 88.7 kHz; 245 w; HAAT: 872.5 ft. Address: Route 3, Box 440-F, 28415. Principal is headed by David R. Walkden and has no other broadcast interests. Filed July 20.

#### Actions

##### AM's

■ Kinston, Ala.—Returned app. of Rene Wambles for 1490 kHz; 660 kw-U. Action July 20.

■ Mount Holly, N.C.—Returned app. of Mt. Holly Inspirational Broadcasting for 850 kHz; 1 kw-D; 700 w-N. Action July 20.

■ Myrtle Creek, Ore.—Returned app. of Gee Jay Broadcasting for 1560 kHz; 5 kw-D. Action July 21.

##### FM's

■ Cross City, Fla.—Granted app. of Women in Florida Broadcasting Inc. for 106.3 mhz; 3 kw; HAAT: 328 ft. Action July 22.

■ Hiawatha, Kans.—Granted app. of Hiawatha Educational Broadcasting Foundation for 91.9 mhz; 398 w; HAAT: 134.5 ft. Action July 21.

■ Lafayette, La.—Dismissed app. of American Radio Broadcasting Network Inc. for 95.5 mhz; 3 kw; HAAT: 328 ft. Action July 22.

■ Ozark, Mo.—Dismissed app. of James Lynn Garner for 92.9 mhz; 3 kw; HAAT: 328 ft.

■ Irondequoit, N.Y.—Returned app. of Nanette Markunas for 106.7 mhz; 3 kw; HAAT: 288.6 ft. Action July 21.

■ Raleigh, N.C.—Returned app. of Rebecca C. Washburn for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Russell Kinney for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Shirley N. Hill for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Robert Darling for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Pete Douglas for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Maria K. McKay for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Dismissed app. of Marsha O. Barr for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of FM Carolina Inc. for 102.9 mhz; 3 kw; HAAT: 328 ft. Action July 16.

■ Raleigh, N.C.—Returned app. of Bernard Dawson for 102.9 mhz; 3 kw; HAAT: 328 ft. Action July 16.

■ Raleigh, N.C.—Returned app. of Rem Malloy Broadcasting for 102.9 mhz; 3 kw; HAAT: 282 ft. Action July 16.

■ Raleigh, N.C.—Dismissed app. of Allen L. Guin Jr. for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Christiansted, V.I.—Dismissed app. of Flamboyant Ltd. Partnership for 94.3 mhz; 3 kw; 1,076.8 ft. Action July 17.

■ Tomah, Wis.—Dismissed app. of Pirate Broadcasting Co. for 94.5 mhz; 3 kw; HAAT: 326 ft. Action July 15.

■ WHKP (1450 khz) Hendersonville, N.C.—Seeks CP to and make changes in ant. sys. Filed July 27.

■ WDAD (1450 khz) Indiana, Pa.—Seeks CP to change TL. Filed July 27.

■ WMZK (93.5 mhz) Merrill, Wis.—Seeks CP to change TL; change ERP to 1.74 kw and change HAAT to 437.5 ft. Filed July 23.

#### FM's

##### Tendered

■ KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change ERP to 895 kw and change HAAT to 604.8 ft. Filed July 27.

■ KTXR (101.5 mhz) Springfield, Mo.—Seeks CP to and make changes in ant. sys. Filed July 27.

■ KDUK (104.7 mhz) Florence, Ore.—Petition for reconsideration against grant (July 15) to change TL; change ERP to 83.2 kw and change HAAT to 2,104.5 ft. Filed July 23.

■ WJRH (104.9 mhz) Easton, Pa.—Seeks CP to change freq. to 104.9 mhz. Filed July 23.

■ WMOT (89.5 mhz) Murfreesboro, Tenn.—Seeks CP to change ERP to 80 kw; change HAAT to 1,020.1 ft. and change TL. Filed July 23.

#### TV's

##### Accepted

■ WBRC-TV (ch. 6) Birmingham, Ala.—Seeks CP to change HAAT to 1,377.6 ft. and change TL. Filed July 27.

■ WCCU (ch. 27) Urbana, Ill.—Seeks MP to change ERP vis. to 3,360 kw; change HAAT to 455.9 ft. Filed July 24.

■ KSCE (ch. 38) El Paso—Seeks mod. of CP to change ERP vis. to 50 kw and make changes in ant. sys. Filed July 24.

#### Actions

##### AM's

■ WYFX (1040 khz) Boynton Beach, Fla.—Granted app. to make changes in ant. sys. Action July 21.

■ WJIR (90.9 mhz) Key West, Fla.—Granted app. to change HAAT to 49.2 ft.

■ WJKB (780 khz) Sarasota, Fla.—Dismissed app. to increase day power to 2.5 kw and make changes in ant. sys. Action July 20.

■ WKLK (920 khz) Midway, Ky.—Dismissed app. to

change TL. Action July 20.

■ WXXT (1500 khz) Sardis, Miss.—Granted app. to change TL. Action July 15.

■ WARO (540 khz) Canonsburg, Pa.—Granted app. to increase night power to 500 w and increase critical hours to 1 kw. Action July 22.

■ WISM (1050 khz) Eau Claire, Wis.—Granted app. to change TL and reduce power to 900 w. Action July 22.

#### FM's

■ WGSY (100.1 mhz) Phenix City, Ala.—Granted app. to change TL.

■ KEWB (94.3 mhz) Anderson, Calif.—Returned app. to change freq. to 94.7 mhz; change TL; change ERP to 3.31 kw and change HAAT to 1,682.6 ft. Action July 21.

■ KKCX (98.9 mhz) San Francisco—Granted app. to change HAAT to 1,354.6 ft and make changes in ant. sys. Action July 22.

■ KMBY-FM (107.1 mhz) Seaside, Calif.—Returned app. to change TL; change ERP to 330 w and change HAAT to 2,434.4 ft. Action July 22.

■ KWKS (94.3 mhz) Winfield, Kan.—Granted app. to change ERP to 2 kw. Action July 22.

■ KXKZ (107.5 mhz) Ruston, La.—Granted app. to change TL; change ERP to 97.7 mhz and change HAAT to 1,066 ft. Action July 22.

■ WMRX-FM (97.7 mhz) Beaverton, Mich.—Granted app. to change ERP to 2.031 kw and change HAAT to 400.1 ft.

■ KAN-FM (95.9 mhz) Bethany, Mo.—Granted app. to change freq. to 95.9 mhz; change ERP to 26.4 kw and 357.5 ft. Action July 21.

■ WOBM-FM (92.7 mhz) Toms River, N.J.—Granted app. to change ERP to 1.4 kw and change HAAT to 484.8 ft. Action July 22.

■ WPCX (106.9 mhz) Auburn, N.Y.—Granted app. to change TL; change ERP to 1.3.8 kw and change HAAT to 939.7 ft. Action July 20.

■ WTWR-FM (98.3 mhz) Monroe, Wis.—Granted app. to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Action July 21.

■ WJMC-FM (96.3 mhz) Rice Lake, Wis.—Granted app. to replace damaged antenna. Action July 22.

#### TV

■ WCEU (ch. 15) New Smyrna Beach, Fla.—Granted app. to change ERP to 708 kw; change TL and change HAAT to 576 ft. Action June 11.

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

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

### In Contest

#### Applications

ALJ Thomas B. Fitzpatrick made following decisions

Leland, Mich. (Pyramid Communications, Ltd. et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Yolanda M. Juarez Naismith and Stone Communications Inc. for FM station on channel 232A (94.3 mhz). Pyramid's app. will remain in hearing status. By MO&O, July 15.

ALJ James F. Tierney made following decision.

Granite Falls, N.C., and Pendleton, S.C. (Freedom Broadcasting Corp. [WYCV] and Pendleton Broadcasting) AM proceeding. Granted motion by Pendleton Broadcasting for new AM facilities at Pendleton, S.C., and deleted air navigation issue designated against it. By order, July 13.

ALJ Joseph Chachkin made following decision

Paris, Tex. (Sudduth Media Inc., et al) FM proceeding. Granted request by Blacksmith Broadcasting and dismissed its app. with prejudice. By order, March 12.

ALJ John M. Frysiak made following decision:

Calhoun City, Miss. (Franklin Broadcasting and Ramona J. Miller) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Ramona J. Miller; granted app. of Franklin Broadcasting for new FM station on channel 272A at Calhoun City; and terminated proceeding. By MO&O, July 7.

ALJ Joseph P. Gonzalez made following decisions:

Gulf Breeze, Fla. (Breeze Broadcasting Co. Ltd., et al) FM proceeding. By order entered on record of prehearing conference, dismissed with prejudice app.'s of Gail Rose Schroeder, Sherry Ann Scott, Gulf Breeze FM Group Ltd. Partnership, Dee Wetmore, J-4 Broadcasting Ltd., and Gulf

### Facilities Changes

#### Applications

##### AM's

##### Accepted

■ KKJZ (700 khz) Soledad, Calif.—Seeks MP to reduce day power to 330 w and make changes in ant. sys.

■ WEXY (1520 khz) Wilton Manors, Fla.—Seeks mod. of lic. to operate trans. by remote control. Filed July 23.

Radio Ltd. By Order, July 8.

Jacksonville, Tex. (George Edward Gunter) FM proceeding. Reopened record in this proceeding and enlarged issues against Victoria Broadcasting to determine whether George Edward Gunter was undisclosed real party-in-interest in Victoria Broadcasting's app. for new television station on channel 31 at Victoria, Tex., and if so, effect thereof on his basic qualifications to be commission licensee. By MO&O, July 13.

*ALJ Edward Luton made following decisions:*

Kingman, Kan. (Vera L. Dunn, et al) FM proceeding. By separate orders, granted motion by Bliss Communications and dismissed with prejudice app.'s of Small Market Minority Radio for failure to prosecute; granted motion for summary decision by Bliss and resolved air hazard issue in its favor. By orders, July 6.

Atlantic City, N.J. (ACTB, Inc., et al) TV proceeding. Approved settlement agreement and dismissed with prejudice app.'s of Surf City Broadcasting Associates, Boardwalk Broadcast Associates Inc., and ACTV Inc. app. of Garden State Communications remains in hearing status pending resolution of short-spacing issue. By MO&O, July 8.

*ALJ Walter C. Miller made following decisions:*

Pinetop and Pinetop-Lakeside, Ariz. (New Life Christian Services Association, et al) FM proceeding. By separate orders, granted motions by Patricia Ann Suaro and D&M Communications Inc. and dismissed with prejudice app. of New Life Christian Services Assoc. for failure to pay required fee; granted motion for summary decision by D&M Communications and resolved transmitter site issue in its favor; approved settlement agreement and dismissed with prejudice app.'s of Barbara J. Marovich and Patricia Ann Suaro, and granted app. of D&M Communications for new FM station on channel 294C1 (106.7 mhz) at Pinetop; and terminated proceeding. By MO&O's, July 10, July 13 and July 15.

Banner Elk, N.C. (Columbia Radio Services Group, et al) FM proceeding. By separate orders, granted requests by

Ratcliff Broadcasting, General Partnership and Media South Broadcasting, a General Partnership and dismissed their app.'s with prejudice; granted request by Columbia Radio Services Group and dismissed its app. with prejudice. By Orders June 29, July 7, and July 13.

Bend, Ore. (Richard L. Oberdorfer, et al) FM proceeding. Deleted environmental issues designated against Richard L. Oberdorfer. By MO&O, July 10.

Sioux Falls, S.D. (Darryl Madlock, et al) TV proceeding. Granted request by Biz-Com Inc. and dismissed its app. with prejudice. By Order, July 8.

Appomattox, Va. (Lovie McAuslan, et al) FM proceeding. By separate orders, granted motions by James A. Pounds and dismissed with prejudice app.'s of William Stephen Gotchev, Susan H. Kincannon, and J. Scott Broadcasting for failure to prosecute; granted motion for summary decision by Elaine Eicher and resolved air hazard issue in her favor. By MO&O's, July 9.

Vienna, W.Va. (William E. Bennis III, et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app.'s of Vienna Broadcasting Co. and Lower Ohio Valley Educational Corp.; granted amended app. of Bennis for a new FM station on channel 261A (100.1 mhz) at Vienna; and terminated proceeding. By MO&O, July 13.

*ALJ Richard L. Sippel made following decisions:*

Honolulu (Scott Gerard Mahalick, et al) FM proceeding. By separate orders, granted motion by Completely Sound Co. and enlarged issues against Scott Gerard Mahalick to determine whether Mahalick possesses requisite reasonable assurance that site specified in its app.'s will be available for proposed antenna and transmitter; and whether it misrepresented or lacked candor by proposing a site without first having obtained a reasonable assurance of its availability; partially granted motion by Radio Representatives Inc. and enlarged issues against Mahalick, Radio Pacific Inc., and Completely Sound Co. to determine whether there is reasonable possibility that tower locations proposed will constitute a hazard to air navigation; dismissed with prejudice app. of Tzeitel Broadcasting Co. for failure to respond to show

cause orders; all issues previously designated against Tzeitel are dismissed as moot. By MO&O's, July 2 and July 8, and by order, July 14.

Ellettsville, Ind. (Indiana Communications, Inc.) AM proceeding. Granted app. of Indiana Communications for a new AM station at Ellettsville; and terminated proceeding. By order, July 7.

*ALJ Joseph Stirmer made following decisions:*

Salisbury, Conn. (Chartcom Inc., et al) FM proceeding. Granted request by Victor F. Germack and Lori Shepard and dismissed their app. with prejudice. By order, July 15.

Waterloo, Iowa (Hawkeye Broadcasting Ltd. Partnership and Waterloo Television) TV proceeding. Approved settlement agreement between Hawkeye Broadcasting and Waterloo Television and dismissed with prejudice app. of Hawkeye; Waterloo's app. remains in hearing status pending resolution of air hazard issue. By order, July 6.

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
KKRP	Delhi Broadcasting Ltd. Partnership, Delhi, La.
KMIQ	Cotton Broadcasting, Robstown, Tex.
<b>New TV</b>	
KHLU	Nicholson Broadcasting, Lihue, Hawaii
<b>Existing AM's</b>	
KFRM	KICT HRH Broadcasting Corp., Salina, Kan.

### Grants

Call	Sought by
<b>New FM's</b>	
WFCE	Florida Christian Educational Association Inc., Tarpon Springs, Fla.
WAAH	Finlplander Broadcasting, Houghton, Mich.
<b>New TV's</b>	
KVBM	Vision Broadcasting Corp., Minneapolis
KGym	Simpson Broadcasting, Guymon, Okla.
KTMW	MWT Ltd., Salt Lake City
WEUX	Family Group Limited III, Chippewa Falls, Wis.
<b>Existing AM's</b>	
KGTL	KPEN Peninsula Communications Inc., Homer, Alaska
KMRR	KHYT Golden State Broadcasting Corp., Tucson, Ariz.
KLFE	KDIG Inland Radio Inc., San Bernardino, Calif.
WOIR	WRBA Continental Broadcasting Corp., Homestead, Fla.
WWNN	WHR 777 Communications Ltd., Pompano Beach, Fla.
WQUE	WMKJ Clear Communications Inc., New Orleans
WSSH	WMRE Noble Broadcast of Ballyunion Inc., Boston
KMIK	KAFE Classic Radio Inc., Santa Fe, N.M.
KSVY	KXXR Harold Leasing, Spokane, Wash.
<b>Existing FM's</b>	
WVVE	WORQ Shoreline Communications Inc., Stonington, Conn.
WSTI-FM	WGAF-FM Nankin Broadcasting Co., Quitman, Ga.
WSSH-FM	WSSH Noble Broadcast of Boston Inc., Lowell, Mass.
WGMZ-FM	WGMZ Radiocom Ltd., Frankenmuth, Mich.
KUKU-FM	KWCJ One Hundred and One Communications Inc., Willow Springs, Miss.
<b>Existing TV's</b>	
KYMA	KCAA Manning Telecasting Inc., Yuma, Ariz.
WCOM	WCEO-TV COM III TV Inc., Mansfield, Ohio

# Services

FCC ON-LINE DATABASE  
**dataworld**<sup>®</sup>  
Allocation Terrain Studies  
AM • FM • TV • LPTV • ITFS  
4827 Rugby Ave., Suite 200  
Bethesda MD 20814  
(301) 652-8822 1-800-368-5754

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
Including  
Data Base Allocation Studies  
Terrain Profiles  
A Div. of Moffet, Larson & Johnson, Inc.  
703 824-5666

UNUSED  
CALL LETTERS  
CALL  
**dataworld**<sup>®</sup>  
1-800-368-5754

**Talatech, Inc.**  
BROADCAST CONSULTANTS AND ENGINEERS  
• FCC Applications and Field Engineering  
• Frequency Searches and Coordination  
• Tower Erection and Maintenance  
• Facility Design and Construction  
Contact  
KENNETH W. HOEHN 23400 Mich Ave  
(313) 562-6873 Dearborn, MI 48124

301-731-5677 Complete  
Broadcast Facility  
Design & Installation  
**Harrison**  
systems Ltd.  
7515 Annapolis Road Suite 411  
Havattsville Maryland 20784

**RAMTRONIX, INC.**  
Connector Supplier  
to the Broadcast Industry  
**Kings/ITT Cannon**  
67 Jeffry Blvd. E.  
Deer Park, N.Y. 11729  
(516) 242-4700

**Stephen Raleigh**  
Broadcast Services  
Full Service Technical Consulting  
Specialists in Audio & RF Systems  
Facility Design & Installation  
P.O. Box 3403, Princeton, N.J. 08540  
(609) 799-4357

**VOICE OVER, INC.**  
The right voice for TV & radio:  
■ NEWS (Promotions)  
■ Entertainment (Promotions)  
■ COMMERCIAL SPOTS  
■ I.D.'s  
SAVE \$, TIME, CONTACT US FIRST!  
(901) 272-3468 Telex 62601580



# Professional Cards

**A.D. RING & ASSOCIATES, P.C.**  
**CONSULTING RADIO ENGINEERS**  
 Suite 500  
 1140 Nineteenth St., N.W.  
 Washington, D.C. 20036  
 (202) 223-6700  
 Member AFCCCE

**SAIC** Carl T. Jones  
 Corporation  
 A Subsidiary of Science Applications International Corporation  
**CONSULTING ENGINEERS**  
 7901 YARNWOOD COURT  
 SPRINGFIELD, VA. 22153  
 (703) 589-7704  
 MEMBER AFCCCE

**LOHNES & CULVER**  
 Consulting Engineers  
 1156 15th St., N.W. Suite 606  
 Washington, D.C. 20005  
 (202) 296-2722  
 Member AFCCCE

**COHEN and DIPPELL, P.C.**  
**CONSULTING ENGINEERS**  
 1015 15th St., N.W., Suite 703  
 (202) 783-0111  
 Washington, D.C. 20005  
 Member AFCCCE

**SILLIMAN AND SILLIMAN**  
 8121 Georgia Ave. #700  
 Silver Spring, MD 20910  
 ROBERT M. SILLIMAN, P.E.  
 (301) 589-8288  
 THOMAS B. SILLIMAN, P.E.  
 (812) 853-9754  
 Member AFCCCE

**Moffet, Larson & Johnson, Inc.**  
**Consulting Telecommunications Engineers**  
 Two Skyline Place, Suite 800  
 5203 Leesburg Pike  
 Falls Church, VA 22041  
 703 824-5660  
 Member AFCCCE

**ANDRUS AND ASSOCIATES, INC.**  
 ALVIN H. ANDRUS, P.E.  
 351 SCOTT DRIVE  
 SILVER SPRING, MD. 20904  
 301 384-5374  
 Member AFCCCE

**HAMMETT & EDISON, INC.**  
**CONSULTING ENGINEERS**  
 Box 68, International Airport  
 San Francisco, California, 94128  
 (415) 342-5200  
 Member AFCCCE

**JOHN B. HEFFELFINGER**  
 9233 Ward Parkway, Suite 285  
 816-444-7010  
 Kansas City, Missouri 64114  
 Member AFCCCE

**JULES COHEN  
& ASSOCIATES, P.C.**  
 Suite 400  
 1730 M St. N.W.  
 Washington DC 20036  
 (202) 659-3707  
 Member AFCCCE

**CARL E. SMITH  
CONSULTING ENGINEERS**  
 AM-FM-TV Engineering Consultants  
 Complete Tower and Rigging Services  
 "Serving the Broadcast Industry  
 for over 50 Years"  
 Box 2727 Bath, Ohio 44210  
 (216) 659-4440

**VIR JAMES  
CONSULTING ENGINEERS**  
 Applications and Field Engineering  
 Computerized Frequency Surveys  
 3137 W. Kentucky Ave. - 80219  
 (303) 937-1900  
**DENVER, COLORADO**  
 Member AFCCCE & NAB

**E. Harold Munn, Jr.,  
& Associates, Inc.**  
 Broadcast Engineering Consultants  
 Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

**ROSNER TELEVISION  
SYSTEMS  
CONSULTING & ENGINEERING**  
 250 West 57 Street  
 New York, N.Y. 10107  
 (212) 246-2850

**Mullaney Engineering, Inc.**  
 Consulting Telecommunications Engineers  
 9049 Shady Grove Court  
 Gaithersburg, MD 20877  
 301-921-0115  
 Member AFCCCE

**HATFIELD & DAWSON**  
 Consulting Engineers  
 Broadcast and Communications  
 4226 6th Ave., N.W.,  
 Seattle, Washington, 98107  
 (206) 783-9151  
 Member AFCCCE

**ENTERPRISE ENGINEERING P.C.**  
 Consulting Engineers  
 FW HANNEL, PE  
 PO Box 9001 Peoria, IL 61614  
 (309) 691-4155  
 Member AFCCCE

**STRUCTURAL SYSTEMS  
TECHNOLOGY, INC.**  
 MATTHEW J. VLISSIDES, P.E.  
 PRESIDENT  
 TOWERS, ANTENNAS, STRUCTURES  
 New Tall Towers, Existing Towers  
 Studies, Analysis, Design Modifications,  
 Inspections, Erection, Etc.  
 6867 Elm St., McLean, VA 22101 (703) 356-9765  
 Member AFCCCE

**C. P. CROSSNO & ASSOCIATES**  
 Consulting Engineers  
 P.O. Box 18312  
 Dallas, Texas 75218  
 (214) 669-0294  
 Member AFCCCE

**JOHN F.X. BROWNE  
& ASSOCIATES, P.C.**  
 525 Woodward Ave.  
 Bloomfield Hills, MI 48013  
 (313) 642-6226  
 Washington Office  
 (202) 293-2020  
 Member AFCCCE

**D.C. WILLIAMS  
& ASSOCIATES, INC.**  
 Consulting Engineers  
 AM FM TV LPTV CATV  
 POST OFFICE BOX 700  
 FOLSOM, CALIFORNIA 95630  
 (916) 933-5000

**R.L. HOOVER**  
 Consulting Telecommunications Engineer  
 11704 Seven Locks Road  
 Potomac, Maryland 20854  
 301-983-0054  
 Member AFCCCE

**J. S. SHERMAN & ASSOC., INC.**  
 APPLICATIONS,  
 CONSULTING &  
 FIELD SERVICES  
 204B CROSS KEYS RD  
 BERLIN, NEW JERSEY  
 (609) 767-7070 08009

CLARENCE M. BEVERAGE  
**COMMUNICATIONS TECHNOLOGIES, INC.**  
 BROADCAST ENGINEERING CONSULTANTS  
 SUITE 15 123 CREEK ROAD  
 MOUNT HOLLY NJ 08060  
 (609) 722-0007

**LAWRENCE L. MORTON  
ASSOCIATES**  
 21071 SUPERIOR LANE  
 LAKE FOREST CALIFORNIA 92630  
**LAWRENCE L. MORTON, P.E.**  
 AM • FM • TV  
 APPLICATIONS • FIELD ENGINEERING  
 (714) 859-6015

**SELLMEYER ENGINEERING**  
 Consulting Engineers  
 P.O. Box 205  
 McKinney, Texas 75069  
 (214) 542-2056  
 Member AFCCCE

**PAUL DEAN FORD, P.E.**  
 BROADCAST ENGINEERING CONSULTANT  
 R.R. 12, Box 351  
 WEST TERRE HAUTE, INDIANA 47885  
 812-535-3831  
 Member AFCCCE

**D.B. COMMUNICATIONS, INC.**  
 Broadcast/RCC/cellular/satellite  
 Telecommunications Consultants  
 4401 East West Highway, Suite 308  
 Bethesda, Maryland 20814  
 (Located in Washington, D.C. Area)  
 (301) 654-0777  
 contact: Darrell E. Bauguess

**EDM & ASSOCIATES, INC.**  
 B/cast AM FM TV LPTV ITFS Translator  
 Frequency Searches & Rule Makings  
 C/Carrier Cellular, Satellites  
 MMDS, P/P Microwave  
 Friendship Station, P.O. Box 9426,  
 Wash., D.C. 20016 Phone (202) 364-7042  
 Member AFCCCE

**George Jacobs  
& Associates, Inc.**  
 Consulting Broadcast Engineers  
 Domestic & International  
 Member AFCCCE  
 Suite 410 8701 Georgia Ave.  
 (301) 587-8800 Silver Spring, MD  
 20910

**WILLOUGHBY & VOSS**  
 BROADCAST TECHNICAL CONSULTANTS  
 SUITE 100-A  
 15102 JONES - MALTSBERGER  
 SAN ANTONIO, TEXAS 78232  
 (512) 525-1111 OR 490-2778  
 APPLICATIONS • FIELD SERVICES  
 Member NAB

**COURTRIGHT  
ENGINEERING, INC.**  
 ELECTRICAL AND BROADCAST  
 PO BOX 2201 • GLENDALE,  
 ARIZONA 85311-2201  
 MORRIS "COURT" COURTRIGHT,  
 Ph D., P.E., President  
 Member AFCCCE (602) 937-5213

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales-oriented general manager.** Expanding major group broadcaster needs a "take charge" leader for our Easy Listening AM/FM combo in Minneapolis. Excellent facilities and ratings. Successful applicant must have solid sales and management track record. Send resume with salary history and requirements to Entercom, Two Bala Plaza, Suite 908, Bala Cynwyd, PA 19004. Attn: R. Scott Frothingham. EOE.

**KANZ/KZNA-FM,** community licensed, seeks executive director responsible for all aspects of operating and expanding strong listener supported radio service for a five state region. System includes two 100,000 watt stations, 17 translators, \$400,000 operating budget, 11 fulltime staff, and plans for capital drive to relocate studios. Responsible to board of directors. Strong finance, management skills required. Competitive salary and benefits. Deadline: September 4. Contact: Judy Seligson Keller, Kanza Society Inc., Pierceville, KS 67868. 316-335-5120.

**WNOE AM and FM,** New Orleans' only country station and an EEO employer, seeks an experienced local sales manager. Resumes only: 529 Rue Blenville, New Orleans, LA 70130.

**General manager and GSM** for 110th market SE, exciting building opportunity with new group owned FM. Excellent sales and budgeting skills necessary. Send resume to Bob Manning, Guardian Broadcasting, P.O. Box 7397, Rocky Mount, NC 27804. EOE.

**Development director - Albany, NY.** WAMC, soon to be a three station public radio network, seeks a development director. Primary responsibilities: underwriting, program guide advertising and production, grants and public information. Minimum B.A. 2-3 years development experience. Open immediately. Salary commensurate with experience. Resume, references and salary history to: Development Search, WAMC, 318 Central Avenue, Albany, NY 12206.

**General manager:** Top 15 major Midwest market for established AM/FM for leading group operator. Supervision of two other stations in top 25 markets involved. Solid business skills with financial background. Proven sales and management record, with major market experience. Send resume to Box X-3.

**Development & promotion manager.** Creative fundraiser/promotions person needed for noncommercial university/community radio station. Able to work well with student, volunteer and professional staff. Computer and publication experience helpful. Deadline August 10. Related degree and 3 years professional experience required. Salary commensurate with experience. WFUV, Dr. Jennings, Fordham University, Bronx, NY 10458.

### HELP WANTED SALES

**Ready to move up** with a growing company? We're looking for motivated sales pros with at least two years experience to sell for the #1 urban in SE coastal top 100 market. Letter & resume to Dean Mutter, Millennium Communications, P.O. Box 30669, Charleston, SC 29417. EOE.

**Central Florida closer** for class AM station - will cut a very good deal for right person. Unique rich med. market with no FM competition in beautiful area. WQBC, 29820 C.R. 25A Leesburg, FL 32748 or 904-787-1410 if you're hot to trot. The Boss!

**AM/FM combo 175+ market.** Long established leader. Seeking highly motivated sales representative. Resume & narrative of sales philosophy to Box W-87.

**I'm looking for you!** That's right, are you currently in a top 150 market? Do you have lots of enthusiasm? Do people tell you that you have a very positive attitude? Do you possess superior sales skills? Do you have a burning desire to be the most successful radio advertising consultant in the country? Do you ask a lot of questions? If so I want to talk to you. I can offer to you the top radio stations in this market and all the support and tools you'll need to make all your career dreams come true. Write to me today, won't you? Send resume and references to Brad Leggett, Sales Manager, WJBO/WFMF, P.O. Box 496, Baton Rouge, LA 70821. Write today...this could be the break you've been dreaming about!

**General sales manager.** FM in beautiful Missouri college town has opening for crackerjack general sales manager. Opportunity for advancement with budding chain. Send complete resume, references and salary information. Admiral Broadcasting Corporation, 8229 Maryland Avenue, St. Louis, MO 63105.

**Local sales manager:** Top 50 market. Top producing and highly rated FM station in Alabama looking for a local sales manager who can lead an already assembled professional team. To qualify, candidates must be able to train and motivate as well as manage inventory. Company and compensation package are excellent. Station is part of a small group looking for expansion opportunities. Send qualifying resume to Frank Taylor, General Sales Manager, WAPI-FM, P.O. Box 10886, Birmingham, AL 35202.

**Northeast group operator** looking for experienced sales manager. Opportunity to move up to G.M. very quickly. Excellent opportunity for the right person. Box X-8.

**Free lancers, moonlighters, PT. FT...** Our syndicated service has time banked on stations throughout NY state, NJ, CT. Help us move spots on one station or several. Call 1-201-363-4919.

**Attention A/E winners!** Tops on your staff, but seeking greater rewards? Join our growing group of California stations. Resumes to: President, P.O. Box 5600, Ventura, CA 93003.

**Beautiful LaCrosse/Winona market, with hot formats.** Needs hard working, self-motivated, experienced sales rep's. Send resume to: Margie Neader, WKBH-AM/FM Radio, Box 510, Holmen, WI 54636.

**Sales managers needed.** Class A FM in 100,000 population market, South Carolina/Virginia. Send resume, current salary to Box X-12.

**Atlanta.** We're looking for a successful radio salesperson who knows Atlanta, is strong with concept selling, views numbers a "plus" not necessity, is excited about helping us build a new office. We offer challenge, opportunity, good income, benefits. Write President, Regional Reps Corp., One Playhouse Square, Cleveland, OH 44115.

**Radio station sales manager wanted.** Western Wisconsin radio station is seeking an individual currently employed as a radio station sales representative to become sales manager. This individual will have a knowledge of the radio business, a successful sales history and a desire to progress in the industry. Opportunity for station management with ownership possible. Excellent compensation package and benefits. Wonderful area to live and work with hunting, fishing and recreation. Send resume and salary history with first letter to: Michael A. Phillips, Owner and General Manager, WMNE-WMEQ Radio, P.O. Box 1360, Menomonie, WI 54751. EOE, M/F.

**Top billing station** seeks experienced sales pros. Only team players w/good communication skills and problem solving attitude need apply. Our company provides excellent opportunities for success and advancement. All inquiries confidential. Send resume to WOWW 107, PO Box 2788, Pensacola, FL 32513.

**Unlimited opportunity.** Classical radio sales position available at Pittsburgh's only commercial classical station. Aggressive, articulate and tenacious people contact Jeffrey Warshaw, V.P., Universal Broadcasting Corp., 40 Roselle St., Mineola, NY 11501. 516-741-1200. EOE, M/F.

**Experienced, aggressive, enthusiastic sales pro** who is looking to move up to FM sales management. Excellent compensation and future for right person in the Southwest Sunbelt at stable operation. Call GM 505-863-4444.

### HELP WANTED ANNOUNCERS

**Experienced announcer-production person** with good voice for quality 5kw full time small market operation. Excellent opportunity with successful, expanding company. Beautiful area, new facilities. Resume & tape to Michael Slink, P.O. Box 744, Burnsville, NC 28714.

**We need air personality/PD now!** Atlantic City area AM/FM looking for pro with creativity & proven track record. If you like a challenge & seek stability, lets get together. Resume & salary history to Box W-105.

**Experienced morning personality** for A.O.R. in world class resort community, send resume and air check to operations manager, 620 East Hopkins, Aspen, CO 81611.

**Virginia,** small market stations need team player to do morning drive and possible part time sales. Good benefits, above average pay, great working conditions and a great place to live. T&R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835.

**CHR/A-C talent** with personality. New Albany, NY FM. Excellent production required and liking for public appearances. Send tape and resume including past and present salary to: Lee Sommers, 3WD Radio, 433 State Street, Schenectady, NY 12305.

**Coastal Carolina FM** now accepting resumes - Tapes requested AFTER review of resumes. Future announcing positions. Great facility, team players only. All styles encouraged. EOE. Box X-30.

**Class and charisma.** Solid personality for PM drive and production at lite A/C WGCH. Must possess positive attitude and be team player. To \$20k. T/R: Chris Lucas. Box 1490, Greenwich, CT 06836.

### HELP WANTED TECHNICAL

**Chief engineer wanted** for small group in the upper Midwest. Automation and directional experience a must. Call 715-588-3852.

### HELP WANTED NEWS

**KARN Newstalk 92: News & program director.** Our strong news-talk station wants to be stronger. If you can lead and motivate while taking care of administrative duties, we are looking for you. Successful candidate has news and/or programming experience, and understands ratings, promotions, news, programming, and sales. Some air work involved. Rush T & R and cover letter with philosophy to Neal Gladner, KARN, P.O. Box 4189, Little Rock, AR 72214. EOE M/F.

**Prestigious news organization** seeks experienced reporters and writers of business news. Should be knowledgeable in areas of finance, economics and consumer information. Send resumes to Box X-9.

**News coordinator:** Manager daily operation of news and special events for University radio station. Supervise and train student news reporters and anchors. Requires bachelor's degree (B.A. preferred) in broadcasting; writing skills; audio recording, production, computer word processing and telecommunication skills. Minimum of two years professional news experience, preferably in public broadcasting. Position available: August 31, 1987. Send resume, audition tape, and writing samples to: Director of Human Resources, Administration Building, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/equal opportunity employer.

**News anchor.** Akron's top rated news/talk WNIR-FM has opening for news person with our award winning news department. Call Bill Klaus 216-673-2323 EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Good pay for exciting talk/music host.** WVOC Radio, which has served South Carolina's capitol city for 57 years, seeks an experienced, friend-sounding, informed talk host who can work with occasional music and take direction. For possible future opening. Rush tape and resume to: Andy Thomas, PD, WVOC Radio, Box 21567, Columbia, SC 29221. WVOC is an equal opportunity employer.

**WCHY AM/FM:** commercial copywriter/production coordinator. Must possess creative skills that can sell. Team player. Samples of copywriting and resume to Randy Bush, P.O. Box 1247, Savannah, GA 31402.

**Program director** for Rocky Mountain AM/FM, salary based on experience and production creativity. Call 406-761-2800 9am - 11am mdt...Bob or Julie.

### SITUATIONS WANTED MANAGEMENT

**Career broadcaster** with programming, sales and management background. Major market experience. Team leader and trainer. 20 years experience. GM GSM position desired. Employed now. 513-242-6821.

**Top 10 urban general manager.** Now employed. Seeking new challenge. Excellent track record in sales, programming, promotions and community involvement. Bottom line oriented. Box W-67.

**GM** with single station, combo and group experience looking for new challenge at a medium or large market station, or group level. Strong sales, programming, personnel and administrative background. Reply Box W-96.

**Need someone to manage** your radio station(s) who has taken a property from a value of \$250,000 up to \$2,100,000? Want a hands on GM with 15 years experience? Will consider move. Phone 414-738-7750.

**Versatile, seasoned professional** seeks a new challenge in combination on-air/management position. My experience includes news, news management and executive management. Prefer market of 100,000+. For tape and resume, write Box X-22.

**Seasoned broadcaster** with youthful enthusiasm seeks GM post in college town. 15 years experience from small to major markets. 35, family, stable. 703-951-2373.



# TELEVISION

## HELP WANTED MANAGEMENT

**General manager:** WCBB, Lewiston, Maine. WCBB is accepting applications for president and general manager. WCBB is owned and operated by the Colby-Bates-Bowdoin Educational Telecasting Corporation as a public television community licensee serving south central Maine. The station began broadcasting on channel 10 in 1961 and is a member of PBS and EEN. The president and general manager is responsible for the overall operation of the station; is a member of and reports directly to the Board of Trustees. Position available early fall. Salary negotiable and commensurate with experience. Deadline to apply is August 17, 1987. Send application to: WCBB-TV, Selection Committee, 1450 Lisbon St., Lewiston, ME 04240. WCBB in an affirmative action/equal opportunity employer.

**Director of promotion:** West Coast CBS affiliate lost one of the best, but is looking to find one better. Responsibilities encompass the planning and execution of the creative marketing and promotional functions with emphasis on the news, programing and community relations departments. The individual selected must possess creative writing and communications skills in others. A working knowledge of the use of production equipment a must. This position reports directly to the general manager. Please send resume tape with examples of your best work, a resume and cover letter explaining your personal philosophy on promotion to: Dennis Williamson, VP & GM, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. No phone calls, please. An equal opportunity employer.

**General manager for WNPB-TV,** Morgantown, WV. Requires: Masters or equivalent, five years experience (two in management) in noncommercial broadcasting or related field. Applications must be postmarked no later than August 31, 1987. Letter and resume to Executive Director, Educational Broadcasting Authority, Building 6, Capitol Complex, Charleston, WV 25305. No phone calls. EOE.

**National sales manager.** WHNS-TV21, Pappas Telecasting, is seeking to fill the position of national sales manager in the Greenville-Asheville-Spartanburg market. Qualified applicants should have either 3 years national rep or NSM independent experience. Send resume to Carole Sloan, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE. M/F/H.

**General sales manager** needed for medium market network affiliate. Must have 2-3 years prior television station sales management experience. Position calls for expertise in national sales. Must be strong manager and administrator. EOE. Box X-19.

**Promotion director:** Outstanding opportunity to display your creative talent. We're looking for the right person to take on a challenge. Located in the Southeast. Send resume and salary requirements Box X-6 EEO.

**General manager:** For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary + incentive plan. State present salary. Send resume Box X-14.

**Business manager:** Top 50 sunbelt independent needs business manager with strong computer and accounting skills. Ideal position for experienced assistant ready to move up. Send resume and salary history to Box X-16.

**Wanted: Local sales manager** for CBS television affiliate in Flint-Saginaw-Bay City, Michigan, market. This is a tremendous opportunity with a sales oriented growing company. We need an aggressive, self-starter to help train an enthusiastic sales staff. Send resume to Mark Sonderman, General Sales Manager, WEYI-TV, P.O. Box 250, Clio, MI 48420. EOE.

**Production manager** for public television station in the Shenandoah Valley of Virginia. Qualifications include thorough knowledge of contemporary video production techniques and equipment including CMX editor, demonstrated creative production ability, supervisory experience, no less than five years production experience, four-year degree in communications, journalism or related field and the ability to work effectively as part of a creative team. Send resume by 17 August 1987 to Arthur Albrecht, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801-3052. No phone calls. EOE.

**Director of marketing:** Northeast ABC affiliate seeks an aggressive manager to lead the marketing department. Job includes supervision of writers, producers, art department and outside services in providing total station marketing. Proven creative skills and two years of marketing management experience are a must. Send resume and tape to: Dow Smith, President/General Manager, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

**Creative, self-motivated promotions mgr.** wanted. Must be able to shoot, edit, and write. Send non-returnable tape to WCBI-TV, P.O. Box 271, Columbus, MS 39703

**Station manager/program manager.** Small market group owned NBC affiliate. The successful candidate will have primary responsibilities for all station departments (except news, sales and engineering) and report directly to the general manager. Applicant must have 8-10 years network TV station experience and be familiar with programing, promotion and basic television production equipment. EEO. Women and minorities are encouraged to apply. Interested parties for the manager position should send resume and salary history to: General Manager, Box X-23.

**Local sales manager.** KTVU-TV, San Francisco. Outstanding career opportunity at one of the country's leading independent TV stations. Excellent compensation package and benefits. Contact General Sales Manager, KTVU, 2 Jack London Square, Oakland, CA 94623. A Cox Enterprises station.

## HELP WANTED SALES

**Emerging Christian entertainment,** sports, information and inspirational cable television network is looking for one good marketing professional to assume the responsibility of director of network sales and marketing. Must have previous cable network experience and/or seven to ten years commercial television experience. Serious inquiries will be given every consideration. Box W-63.

**Emerging Christian entertainment,** sports, information and inspirational cable television network is looking for three solid sales professionals to assume the responsibility of network affiliate and cable sales representatives. Must have previous cable network experience and/or seven to ten years commercial television experience. Serious inquiries will be given every consideration. Box W-64.

**Affiliate rep.** Los Angeles area. New start-up network looking for enthusiastic and aggressive individuals to contact UHF stations nationwide for development as affiliates. Min. 3 years experience in network affiliate or media sales req'd. Send resume: 990 S. Fair Oaks Ave., Pasadena, CA 91105, ATTN: Frank O'Neil.

**Sales pro needed to lead and manage AM/FM** combo in Northern Wyoming. Send resume to: Dana Kehr, Drawer D, Hardin, MT 59034. EOE.

**Sales manager:** For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary + incentive plan. State present salary. Send resume. Box X-15.

**Television account executive:** Local sales list available with significant earnings potential. Prior radio or television sales experience required. EOE. Write: Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**TV account executive:** CBS affiliate. Entry level position with emphasis on direct and new business. Send resume to Bill Shepard, GSM, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. No phone calls.

**Underwriting & special projects director.** If you're our candidate you'll report directly to the general manager. You'll sell statewide TV and radio program concepts and sponsorship to corporations and ad agencies. You'll build on existing good local relationships and expand in a market (Metro-NY that has unlimited potential). The successful candidate will be organized, sharp, energetic, and conscientious with a minimum of 3 years experience selling to corporations with some sales management experience. Experience with PTV fundraising or program sales preferred. Applicants write: Walter C. Nichol, General Manager, Connecticut Public Broadcasting, WEDW-TV, P.O. Box 10210, Stamford, CT 06904-2210. EOE, M/F.

## HELP WANTED TECHNICAL

**Assistant chief engineer:** Television maintenance opportunity in God's country. Can you contribute UHF transmitter experience and 3/4" background? WXOW-TV, LaCross, WI, has the position for you. Forward resume to: WXOW-TV, P.O. Box C-4019, LaCross, WI 54602-4019 ATTN: Dale Scherbring, C.E. 507—895-9969.

**Chief engineer.** Small market network UHF needs take-charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box W-104

**Chief engineer.** Hands-on position for talented and motivated individual with expertise in both television and radio. Must be capable of RF and studio installations and maintenance as well as supervisory functions. FCC general class license required, SBE certification desirable. Send resume and salary requirements to Box W-113. EOE.

**Chief engineer** for small market mountain states TV station. Must have hands-on experience in both studio and transmitter with minimum of 7 years. Latest technology. Excellent salary and benefits. EOE. Resume and references to Box W-112. Replies treated confidentially.

**Successful, professional** wants return to broadcasting (radio, TV, cable). Former small market owner/GM. Built and sold for state radio and sports networks. Group sales/marketing and sales trainer for Midwest group of 13 stations. Most recently VP marketing/broadcasting, Minnesota Twins. Will relocate. Don Schiel 612—831-5074.

**VP/general manager:** Hands-on renaissance man seeks "sweat equity" ownership position tied to performance in start-up, underperforming or absentee-owned station or group situation. Seasoned broadcast veteran with strong sales, programing, promotion and people skills. Check my credentials and make me an offer. Box X-28.

## SITUATIONS WANTED ANNOUNCERS

**Talented, hard working sports announcer** seeks advancement 4 years PBP football, basketball, baseball, hockey, wrestling. Will accept short air-shift. Box W-98.

**In need of an air personality?** Also solid PBP and sales background. College graduate plus 3 years experience. Bryan at 312—554-2084.

**Jock needs change:** same radio station three years, three ownerships. George Belmore, Ben Hur Stables, Crawfordsville, IN 317—364-1550

**Sports, news, DJ.** Versatile, dependable 13 year pro seeks creative opportunity. Will relocate. Mike 602—293-8453.

**Professional attitude and sound** with three years experience anytime. call Bill. 308—534-1211.

**Personality, charm, voice, desire, charisma, communication skill.** one slight draw-back. limited experience in the field. I am a well-educated, success oriented minister looking for an opportunity to change my field. I am ready to leave the pulpit for the studio. My goal is to host a talk/call-in program. I also have an interest in sports that verges on obsessive. I am not a complete novice and I have talent. I'm willing to put my future on the line because I am success prone. If you're interested I would delight in hearing from you now! Box W-61.

**Dallas Metroplex driving area,** any shift. Now nights, medium market CHR, 25 share. Brian 817—548-7626

**Morning man, or any shift,** professionally trained top 40 DJ. Contact Timothy Osborn 414—452-0292. Resume and tape available upon request.

**Looking for the announcer** who does more than spin records? Male broadcaster with 7 years experience in top 40 and jazz, including production, programing, and talk shows is looking for full-time work anywhere in Southeast, Southwest, Hawaii, or Guam. Call Martin at 404—634-2852.

**Seven years experience,** all formats speech background, college graduate, good imagination, writing ability. Bill 804 - 253-5889.

## SITUATIONS WANTED TECHNICAL

**Dependable Midwest chief** lifelong broadcaster 27 years experience all phases radio. will relocate. Box X-1.

**Eng. experienced and certified.** Contact Tim Low, 2946 Amanecer Place, Escondido, CA 92027. 619—741-1054.

## SITUATIONS WANTED NEWS

**Fast learner, diligent worker.** Will relocate. Seeking position as news or sports reporter. I have nine months experience with the industry. Call 301—582-0479.

**Hard-working sports director,** with 8 years experience behind the mike is looking to relocate immediately. Call Mike @ 618—654-4449

**Proven sportscaster** seeks move to combine play-by-play with sales. Anywhere. Very experienced, very sharp, very motivated. Box W-72

**NYC freelancer** looking for news-telephone/talk slot. 30 years experience. Network & local. Solid air, reporting & writing skills. Box W-69.

**Veteran sportscaster** seeking position in your college market. Can do sports or news-sports combo. Play-by-play is a state award winner. Call Bob 712 274-7332

**Veteran sportscaster** seeks anchoring and/or play-by-play job. Top 50 markets only. Box X-13

## MISCELLANEOUS

**Attention small market stations:** Customized voice ID's and station promo's by a top ten market professional. Give your station the professional sound it deserves. Package prices start at \$100.00. For sample tape and information write Entertainment Communications of America, Inc., 450 Old Lake Alfred Road, Polk City, FL 33868. 813—956-3559.

**Chief engineer** for established New England ABC affiliate. Prefer UHF transmitter experience and knowledge of studio and ENG maintenance. Resume to Tom Hansen, WVNY-TV, Box 22, Burlington, VT 05401, or call 802-658-8022 for further information. EOE.

**WHNS-TV21** is now accepting applications for studio maintenance engineers to perform routine and emergency maintenance of all studio equipment with emphasis on broadcast VTRs. Should also have knowledge of digital electronics. Require minimum two years broadcast experience and FCC general class license. Send resume and salary requirements to Steve Crook, Chief Engineer, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

**Master control operator.** KRIV-TV Fox Television is seeking a qualified master control operator. Requirements include a minimum of 3 years television experience. FCC license or SBE 5 year certification required. Knowledge of GV1600 Beta cart machines, and Ampex 2A&B 1 inch machines. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227 ATTN: Engineering Dept. No phone calls. EOE.

**Maintenance supervisor:** A strong background in ENG/EFP Sony 3/4" and Sony & Ampex 1", live news, microwave, UHF transmitter. Must be capable of repair of state-of-the-art broadcast equipment down to the component level. Hardware/software knowledge of PC's a plus. West Coast Florida ABC net affiliate. Resume & salary requirements to Mike Burnham, Chief Engineer, WWSB, 5725 Lawton Dr., Sarasota, FL 34233. EOE.

**Chief engineer** with minimum of five years experience in the television industry, related to engineering. Should have strong background in maintenance and operation of VHF transmitters and Ma/Com microwave systems, experienced in installation and maintenance of television studio equipment, supervisory experience of maintenance and operations personnel, and an in depth understanding of FCC rules and regulations. This is an immediate opening with requirements in confidence to: Jim Hopkins, WLBZ-TV, P.O. Box 934, Bangor, ME 04401. EOE.

**Maintenance engineer:** Top 50 market VHF affiliate is looking for a person with minimum two years TV broadcast experience or SBE certification. VPR-6, TK-47B, GVG, Chyron IV studio equip. RF experience a big plus. Send resume and salary requirements by August 14, 1987 to: Ted Hand, CE, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. No calls accepted, please. M/F, AA/EOE.

#### HELP WANTED NEWS

**News director:** ABC affiliate in the beautiful Colorado Rockies seeks an individual with solid news, production, and people skills. Background should include reporting, producing, and personnel management. Will consider a qualified individual looking to move up. Small market experience a plus. Send resume, references, and salary requirements to: Jan Hammer, KUCT-TV, P.O. Box 3788, Grand Junction, CO 81502. EOE.

**News director:** Direct a staff of 22 in the production of three daily newscasts. Looking for a dedicated news professional who can motivate and guide a young news department. Send letter and resume to Doug Padgett, Vice-President and General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

**Anchor:** We're looking for a strong anchor to keep our ratings and prestige climbing. Must be a strong yet comfortable communicator. We have SNV, ENG, chopper and computerized newsroom to aid the working journalists we select to become part of our hustling news team, minimum 5 years experience. Tapes and resumes to Jim Church, WYQU-TV, 415 Lackawanna Ave., Scranton, PA 18503. EOE.

**Number one Midwest CBS affiliate** looking for weeknight weatherperson with personality. If you can turn jet stream jargon into common sense information, send resume to: Box W-92.

**Weatherperson:** wanted for a good #2 working to be #1. Nice growing market. Meteorologist a plus but not necessary. Great opportunity for a good on-air person to work in a great newsroom. Resume & photo to Box W-110.

**Producing:** KRIV-TV, Fox Television, Houston, Texas, is seeking a qualified newscast producer. Minimum 2 years regular news producing a must. Send tape, resume, and salary requirements to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: Kim Montour. EOE.

**Co-anchor:** To work with our strong male anchor. News is top priority at this New York Times group station. Send resumes & tapes to John Riches, ND, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. EOE.

**Major news organization** seeks experienced reporters. Producers and writers with knowledge of business news. Must be able to explain finance, economics and consumer information to television viewers. Send resumes to Box X-10.

**Newscast producer:** Must be able to write and creatively package a daily newscast. Commercial TV experience required. Send resume and non-returnable tape to Stew Kasloff, WTVB-TV, P.O. Box 2009, Durham, NC 27702. EOE.

**Sports anchor/producer.** Top rated Palm Springs television station seeking ambitious, creative sportscaster who does it all - shoot, edit, produce and anchor - from high-school competition to the pros. EOE. No phone calls, please. Send resume to News Director, KESQ-TV, P.O. Box 4200, Palm Springs, CA 92263.

**News director:** Major market independent TV station is seeking an experienced news director to head up strong news operation. Competitive salary and benefits. Please send resume and salary requirements to: Box X-2. EOE.

**Morning news co-anchor** for Reno, must have one year experience in daily reporting and some anchor experience. Be responsible for helping write, produce and air half hour local newscast, Monday through Friday. Send tapes to: News Director, KCRL-TV, P.O. Box 7160, Reno, NV 89510. EOE.

**Producer.** Top 20 aggressive #1 affiliate seeking person w/ minimum 2 years show producing experience; self-starter, creative, excellent writer. Communications degree. Must be willing to work various shifts. Willingness to learn and grow will help you get this job. No show stackers! Send resume to Box X-7. Equal opportunity employer.

**Photographer/editor:** Washington news bureau needs photographer with strong editing skills and management abilities. Minimum of four years experience. Washington experience a plus. Deadline: August 17th. Send resumes and non-returnable tapes to: P.O. Box 44484, L'Enfant Plaza, Washington, DC 20026.

**Meteorologist** needed for group owned radio and TV station in northern California and southern Oregon. Excellent opportunity, equal opportunity employer. Please send audition tape to Patricia Smullin, P.O. Box 5M, Medford, OR 97501.

**Assignment editor reporter**—Public TV station WIPB is expanding its news department to include someone to assign photographers and reporters for news coverage; to produce two news features a week. BS degree or equivalent with at least 1 year of broadcast experience in radio or TV required. Starting salary to \$17,288. Application deadline 8/14/87. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

**Director of news and public affairs.** Aggressive state public television network seeks director of news and public affairs to provide managerial direction to news and public affairs activities. Will serve as New Jersey Network's chief journalist; executive in charge of all current news and public affairs programming. Successful candidate must have proven credentials and strong leadership ability. Submit resume and salary requirements to Mr. Robert G. Ottenhoff, Executive Director, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE.

**Sports news reporter**—Public TV station WIPB is expanding its news department to include someone to produce, write and report sports and news stories. 2 years of college or equivalent plus one year broadcast experience needed. Starting salary to \$15,872. Application deadline 8/14/87. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity affirmative action employer.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Expanding Midwest teleproduction facility** seeks experienced professionals for the following positions: videographers, lighting designers and video technicians. Resumes only, please. Box W-65.

**Director of research.** WBBM-TV seeks experienced director of research. College degree plus 6-8 years media research necessary. Requires knowledge of current audience research methodologies, statistical research methods and sampling techniques. Excellent writing and presentation capabilities and knowledge of PC applications required. Responsibilities include strategic forecasting for programming, news and sales, and marketing support of all station functions. Send resume to: Sam Stallworth, Director of Sales, WBBM-TV, 630 N. McClurg Ct., Chicago, IL 60611. An equal opportunity employer.

**Art director:** Network affiliate in top 25 market is seeking an experienced art director. Must have hands-on experience. The right person will have the opportunity to make our print and on-air graphics shine. Good interpersonal and communication skills are essential. Please send resume, tape, and work examples to Rod Porter, 1000 N. Maridian St., Indianapolis, IN 46204. EOE, M/F.

**National talk show** seeks audience coordinator. Requires 1-2 years of audience booking experience. Submit resume to Box W-106. An equal opportunity employer. M/F.

**Director** for fast paced newscasts. One year experience. Salary mid-teens. Send tape and resume to Production Manager, WMUR-TV, 1819 Elm St., Manchester, NH 03104.

**Production manager:** Southeast UHF looking for strong hands-on production manager to oversee news, commercial, promotion and location production. Must have strong motivational and managerial skills. EEO employer. Resume to Box X-5.

**Commercial director** to direct live broadcasts and/or work as a film photographer/editor on film production. H.S. diploma or equivalent plus 3 years prior related experience. Tapes/resumes to P.O. Box 14159, Okla. City, OK 73113. EOE, M/F. Tapes returned.

**Promotions director:** WLSL-TV seeks production oriented promotions director to supervise two person department. Good opportunity for affiliate assistant or indie-person to move up. Send tapes and resumes to: James DeSchepper, General Manager, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

**Senior director:** WLSL-TV is looking for experienced director to switch early and late news. Experience required. Rush resumes to Jim Dickey, Production Manager, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

**Television producer/director** to produce and direct videotape and videodisc programs is a state-of-the-art, one-inch facility at the National Technical Institute for the Deaf at Rochester Institute of Technology. Bachelor's degree plus 5 years experience in video, film, or instructional development or master's and 2 years experience. NTID at RIT is the world's largest technological college for deaf students. Nearly 1,300 college-age deaf students from all 50 states, the District of Columbia and several U.S. territories study together with 14,000 full and parttime hearing students. Sign language skills or willingness to learn. Send resumes by August 7, to Rochester Institute of Technology, Personnel Office, #0332-B, P.O. Box 9887, Rochester, NY 14623-0887. AA/EOE.

#### SITUATIONS WANTED MANAGEMENT

**Broadcast or cable management.** My background includes responsible management positions at NBC, ESPN, HSN, CBS, O&O and ABC affiliate. Over 12 years experience as producer/director at network O&O's. I would like to use this experience in a production/operations type position. I have strong interest and knowledge in sports/news, and station operations with good people skills. Will consider any challenge in broadcasting, cable or corporate sector. Let's talk at 813-796-4916.

#### SITUATIONS WANTED NEWS

**Young, Asian American female** seeks opportunity to break in on-air. Any market. Can shoot, edit. Columbia Journalism School graduate. Tape. Ann, 215-348-2866.

**I-team dreams?** Answer this ad. Exceptional, national award-winning investigative reporter/producer seeks new challenge. Confidentiality assured. Box X-11.

**Award winning health, medicine, technology journalist.** Name-brand anchor/correspondent for network TV-radio, 15-years experience, own national program, looking for creative challenge. Warm personality, proven talent, audience grabber. Impeccable credentials and references. Box X-24.

**National award winning reporter.** Eight years experience breaking big stories. Seek top 20 market position as general or investigative reporter with station that has a commitment to news. If you're looking for a hard worker, I'm your reporter. Box X-26.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Post houses:** Ten plus years CMX experience. Great client person, prime-time Emmy nominee. (3 years in major L.A. post production houses.) Currently professionally bored and searching for creative work as editor or as post-house operational manager. Grew up with computerized editing. Reel and resume available. Box W-109.

**Audio/TD** with some directing, over seven years experience in TV and film looking for position doing news, sports, commercials, whatever. 816-331-4787.

#### MISCELLANEOUS

**Attention employers!** List your job availabilities Free in The Hot Sheet for distribution nationwide. Also ask about our affordable, confidential referral plan—we guarantee to find exactly who you are looking for! Media Marketing, P.O. Box 1476-D, Palm Harbor, FL 34682-1476, 813-786-3603.

**Primo People:** Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116 203-637-3653.



## ALLIED FIELDS

### HELP WANTED INSTRUCTION

North Central College, Naperville, Illinois, seeks a part-time instructor in the communications department beginning Fall, 1987. Teaching and professional experience required. M.A. preferred. Will teach mass media and communication law (one course per quarter). Send letter of application and resume by August 15, 1987 (or until position is filled), to John Madormo, Director of Broadcasting, North Central College, 30 N. Brainard Street, Naperville, IL 60566 EOE

### HELP WANTED SALES

Wanted: Experienced sales people to represent one of N.Y.'s top 10 commercial music & video production companies. You must have established contacts with GM's, PD's, & promo directors in radio or TV. You'll sell great products & make big bucks. Call 212-967-6210 ask for Lon.

### PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copy-right 1962. World Wide Bingo P.O. Box 2311, Littleton, CO 80122 303-795-3288.

For Sale -- MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383

Want to broadcast the American Legion Baseball World Series, September 3-7, 1987? Contact Kayla Satellite Broadcasting Network for broadcast rights in your area. Call 608-647-6387.

### EMPLOYMENT SERVICES

Overseas jobs. Also cruiseships, travel, hotels. Listings Now hiring. To 94K. 805-687-6000 Ext. OJ-7833

Government jobs \$16,040 - 59,230/yr Now hiring. Call 805-687-6000 ext. R-7833 for current federal list.

### EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print) Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP)

### WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040 Manuel Flores 512-723-3331

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518

### FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

25/20KW FM \*Harris FM 25K (1986), Harris FM 25K (1983), \*CSI 25000E (1979), \*AEL 25KG (1977) \*\*20 KW FM-CCA 20000DS (1972) \* Transcom Corp. 215-884-0888, Telex 910-240-3856.

1KWAM \*\*Harris MW1A (1983) \*Continental 814-R1 (1983) both in mint condition \*\*Bauer 701 (1983) \*Gates BC-1G, 1T, 1J and BC500\* Transcom Corp. 215-884-0888, Telex 910-240-3856

50KW AM \*\*Gates BC-50C (1966) on air w/many spares, in STEREO.\* Transcom Corp. 215-884-0888, Telex 910-240-3856

10KW AM \*\*Harris BC-10H (1980) Mint condition, spares also \*RCA BT-10H 100% spares just taken off air.\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

FM transmitters \*\*Harris FM-10H (1974) w/MS-15 RCA BTF-10D (1969) \*\*RCA BTF-5B also 3B \*\*Sparta 602A 2.5 FM \*\*Gates FM-1C 1KW\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman Television Technology 303-465-4141.

Excellent equipment! UHF-VHF transmitters: 110KW, 55KW, 30KW—used; 1 KW AM, 5 yrs old—perfect! Grass Valley 950/955 sync, 1400-W 2 switcher Laird 3615A; antennas-TX line: much more! Call Ray LaRue 813-685-2938.

Over 100 MA-FM trans. in stock All powers, all complete, all manufacturers, all spares, all inst. books. AM 1kw thru 50kw. FM 1kw thru 40kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. New # 214-276-9725

Grass Valley 1600-1X fully loaded \$24K; Chyron RGU-2B with all options \$13K, Ikie-ITC-62 B&W title cam with CCU \$1000, BVW-10's and 3/4" machines—all of the above on best offer basis. Must go. Call Brian or Dan at 212-691-1300.

Microwave systems. Brand names. Bought, sold, traded. Call for current availability. Maze Broadcast. 205-956-2227.

RCA TTU-50C 55KW UHF transmitter tuned in mid 40's. Currently on air. Avail late Oct. '87 First \$75,000.00. Maze Broadcast 205-956-2227.

RCA TTU-60 Sixty kilowatt UHF transmitter Mid band, Stainless G-7 936' tower standing, 1100' 6 1/8" line, plus RCA UHF antenna on above tower. All can be inspected on air. \$200,000.00 for entire package. Maze Broadcast. 205-956-2227.

Grass Valley 1600-7K production switcher. Just removed. Excellent condition. \$28,500.00 Maze Broadcast. 205-956-2227.

Sony BVH-1100 1" VTR with 2000 TBC. Clean and ready. \$19,500.00 Maze Broadcast. 205-956-2227.

CMX Edge A/B roll editor, Interfaces for Betacam and BVU-800. 2-1/2 years old. \$5750. Call David 202-722-6101.

ITFS transmitting system: 2.5 GHz Repeater equipment for 3 separate 2 channel repeater sites, transmitting antenna, waveguide, transmitter/communications building, associated cables and connectors. Excellent condition. Paul Sedivy 216-696-6900.

Eventide BD-931 monaural digital audio delay. 6.4 seconds. 16khz Used only 30 days. original price \$2,295. sacrifice \$1,395. RF Specialties 206-363-7730.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Eicon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., 301-845-8888, or call toll free. 800-238-4300.

Keith Monks record cleaning machines and parts 317-962-1471.

Microtime Act 1 squeeze zoom for sale all up-grades, 3 mo. old \$16K/offer, currently on-line. 303-698-1145.

Grass Valley 1600-1L only \$6,500 RCA TK-46 only \$6,900, RCA TK-45s only \$4,900 each. One inch VTR's as low as \$7,500. Ikegami 77, 79s, 730 cameras. Several remote trucks available. BVH-2000 VTR. Several large production switchers available at small switcher prices. Call Marvin or Lynwood at Media Concepts 919-977-3600.

Complete 1" Betacam post-production suite for sale. Pal-tex Esprit editor, 4-Hitachi HR-200 1" VTR's, 2-Thompson Betacam 615 playback VTR's, CDL 680-S SEG, NEC E-Flex/Optiflex DVE, Adda ESPII 2-channel, Dubner 20-K, Grass Valley, Tektronix, Leitch test and distribution. Everything in very good operating condition, offered as a package. Call 616-956-9583 for complete listing, reasonable, best offer.

Complete Dubner CBGII-LX graphics suite for sale. Dubner CVGII-LX, latest software, dual keyboard, digitizing tablet, megomem, Cox encoder, Ikegami CCD B&W camera w/stand, Rembrandt color graphic imager with 35mm camera/Polaroid camera, 3-Videotek 13" color monitors, B&W monitors, custom console. Everything in very good operating condition, offered only as package. Call 616-956-9583 for complete listing, reasonable, best offer.

Complete location EFP video packages for sale. 1-Ikegami HL-79DAL/low hours, 1-1" HR-100 VTR/crash cart, 1-Sony Betacam, 1-Thompson Betacam, (same as Sony) 1-Sony Betacam playback, audio mixers, microphones, Lowell lighting kits, Mole Richardson lights, Moviola crab dolly teleprompters, and much more related production equipment. Everything in very good operating condition. Call 616-956-9583 for complete listing, reasonable, best offer.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

Computer editor. Four serial interfaces, GPI, latest software, switcher interface convergence-104. \$5,000.00. Excellent. 205-837-6659.

Sony Betacam BVW25 9 hours use, mint - \$7,990. Many other items available. Center Video Industrial Co. 1-800-621-4354 (Illinois).

VITC and longitudinal time code generator-reader, EECO VIG-850. Like new. \$1,000. 205-837-6659.

## RADIO Miscellaneous

### ATTENTION GENERAL MANAGERS & SALES MANAGERS ARE YOU TIRED?

Are you tired of working 10 to 12 hours a day...for someone else? Are you tired of worrying what's going to happen to you and your family when the next ownership change comes?...Negotiations are probably going on right now. Are you tired of new pay plans because you made the company too much money? Are you over 40?...How many of your friends are still in the business? Are you ready; mentally, physically, financially to move...to another market or station, usually a smaller one, just so you can stay in the business?

### MAYBE IT'S TIME FOR YOU TO GO INTO BUSINESS FOR YOURSELF.

We have an incredible sales program that is absolutely going to "revolutionize" the broadcasting industry, with a concept that will guarantee, one station in each market, a fantastic "competitive edge". Our 4 month "try out" program will allow you and us to mutually gain confidence in each other before you have to invest in your exclusive geographical distributorship. It costs you absolutely nothing to find out about our program, pick up the phone and call me, Ken Pletz, toll free (800) 225-6812 or in Texas collect (713) 974-4921 or write to:

INSTANT SALES BUILDERS<sup>SM</sup>  
8401 Westheimer, Suite 110  
Houston, Texas 77063

### Help Wanted Management

## BOLTON RESEARCH CORPORATION RADIO RESEARCH VICE PRESIDENT/ MANAGER

Join the most respected national radio research firm in the business. We're looking for a manager who knows how to put customized radio research into action, and motivate others. Research knowledge coupled with radio programming/management experience is required. Salary, benefits, and the opportunity to work with cutting edge broadcasters in major market situations. Tell us what you can do. Send letter and background to:

Box 1A1  
2401 Pennsylvania Avenue  
Philadelphia, PA 19130

### GENERAL MANAGER

wanted for #1 rated premier NE city. Excellent track record required. Please send resumes to Metro-Management, 20 University Rd., Cambridge, MA 02138. No calls, please.

# COMPANY PRESIDENTS

## Four Separate Broadcasting Companies

**A**n established national broadcasting company will be building four new companies in our industry's most vital markets. We are looking for four experienced broadcasters to lead the building of independently incorporated companies in Chicago, Seattle, Los Angeles and New York.

Key to our success in each market is a very special individual... a leader, an achiever, an individual with the energy and confidence to lead his or her own company as President.

This aggressive, innovative company is on the cutting edge of broadcasting and is looking for individuals who share its enthusiasm for the future of the industry.

The principal challenges of the presidency will be: 1) to develop an organization and staff, 2) to promote the concept to broadcasters and advertisers, and 3) to manage the new enterprise to achieve target revenues and profitability.

As President, you will be supported by the resources of the parent organization and a sophisticated management information system. Reporting to you will be Vice Presidents in sales and operations who will manage day-to-day business operations.

To qualify, you must possess detailed knowledge of radio station operations, extensive experience in selling broadcast advertising, well developed human relations skills, and a track record of achievement. Knowledge of the Chicago, Seattle, Los Angeles or New York radio market will be a strong plus.

This position carries a very attractive six-figure compensation, plus incentive profit sharing, bonuses and other executive benefits.

If you meet the above qualifications and are prepared to step in and help build the future of radio broadcasting, we encourage you to reply promptly. Send your current resume to:

## RICHARDSON-WILTON & ASSOCIATES

P.O. Box 3502 Church Street Station  
NY, NY 10008-3502

All replies will be handled in strictest confidence.  
Principals Only  
Fee Paid

## Situations Wanted Announcers

### VETERAN TALK HOST

Controversy? Humor? Sex? Politics?...Authoritative, articulate telephone talk veteran does it all! Outstanding interviewer. Great pipes. Experienced top 10 markets. Prefer Northeast or Mid-Atlantic but all offers considered. Reply to Box X-27.

## Situations Wanted News

### NEWS HOUND

Three years broadcasting, print journalism experience, including overseas. Seeking announcer/writer position with medium, news hungry station. Georgetown U B.A. Team player. References. Call Peter 301-670-1846 or write Box X-18.

## TELEVISION

### Help Wanted Management



### VICE PRESIDENT & TREASURER

The Corporation for Public Broadcasting, a private nonprofit corporation, is seeking a vice president & treasurer to serve as chief financial officer directing treasury, financial, accounting, contracting, budgeting, personnel and administrative operations of the corporation. Requirements include: Bachelor's degree and extensive experience as a financial manager; demonstrated abilities as a leader, administrator, analyst and negotiator; knowledgeable in the fields of federal and nonprofit budgeting and financial management, contracting, current management practices, and general business matters; ability to represent CPB in written and oral presentations at Congressional appropriations hearings, industry gatherings, professional meetings and similar forums; and the ability to work well with others. Familiarity with television and/or radio broadcasting, particularly with respect to the operations, business and financial practices of the industry desired. Resumes must be received by close of business August 28, 1987.

The Corporation for Public Broadcasting  
1111 16th Street, NW  
Washington, DC 20036  
Attention: Marcia Grossman  
Personnel Manager  
AA/EOE

## Help Wanted Announcers

**WNCN 104.3**  
**FM**

#1 CLASSICAL station in NYC/US seeks morning personality. AC jocks encouraged to apply. We'll teach you the names. Forget everything you've heard about classical radio. Tapes and resumes only (no calls) to: Mario G. Mazza, WNCN-FM, 1180 Avenue of the Americas, NY, NY 10036. EOE.

## Help Wanted News

### NEWS DIRECTOR/ANCHOR NEEDED

Maybe you're looking for that perfect place to settle? Maybe you need stability, a professional environment, management support, and tremendous growth opportunity? Maybe you desire to live in an area that offers mountains, lakes, the ocean, and where your dollar goes far? Come work for our group...excellent salary/benefits. Cover letter, resume, salary requirements to: Box W-78.

## Help Wanted Sales

### COME TO FLORIDA!!!

WRGI-FM, in scenic Naples has an opening for experienced sales person. Write C. Weigel, WRGI-FM, 950 Manatee Rd., Naples, FL 33961.

### PROMOTION DIRECTOR

Want to work for a GM who thinks promotion is one of the most important departments at the station? Creative, market-oriented person needed immediately at medium market network affiliate in Midwest. Strong background on-air; news promotion is essential. Prefer previous department head experience. Will consider highly qualified writer/producer with top-notch reel ready to move up. Very competitive salary. Send resume and salary history in confidence to: Box W-90.

**Classified Advertising is Your Best Buy...**

**This space could be working for you at a very low cost...  
and it reaches a most responsive audience.**



Help Wanted Management  
Continued

**GENERAL  
SALES MANAGER**

WCBF-TV, Charleston, SC is seeking a GSM with experience in all areas of TV sales; rep experience highly desirable. College degree or equivalent experience.

Company offers excellent benefits package and salary to be commensurate with experience and performance. No phone calls, please. Guaranteed confidentiality for replies and references to:

WCBF-TV, Channel 2  
P.O. Box 879  
Charleston, SC 29401  
Attn: Personnel Dept.

EOE M/F

**TV MANAGER FINANCE**

WBBH-TV NBC Fort Myers, Fla., seeks CPA to manage financial operations. Five Years + experience. MBA tax experience helpful. Excellent salary & Profit Sharing. Resumes in confidence to:

Steve Pontius  
WBBH-TV  
3719 Central Ave.  
Fort Myers, FL 33901  
EEO Employer.

**GENERAL MANAGER  
WKLQ-KEY LARGO, FLORIDA**

Must have strong sales ability. Contact David W. Freeman Sr., 513 Southard St., Key West, FL 33040. Phone 305-294-2542.

Help Wanted Programing,  
Production, Others

**CABLE TV  
PRODUCTION SPECIALIST**

(\$2555 - \$3154/mo, plus excellent benefits.) City of Santa Monica, CA seeks production professional with proven track record in video production (producing, directing, shooting, editing, writing, maintaining equipment); aesthetic talent; technical know-how; and ability to train and supervise volunteer staff. Bachelor's plus two years related experience. Apply Personnel, 1685 Main St., Santa Monica, CA 90401, 213-458-8246.

Help Wanted Programing, Production, Others Continued

**Director of  
Program  
Production**

Major public TV market seeks an experienced leader for a challenging management position responsible for all program production and activities undertaken by station. This key position provides leadership/direction for local, regional, national and international program production. Represents station in production dealings with various programing and production organizations; is responsible for designing series for national distribution.

Qualified candidates will have 5 years of production experience with demonstrated leadership ability and excellent human relation skills. Salary range \$29,000 - \$47,000/annually, plus liberal benefits.

Please forward two copies of resume and cover letter to KCTS/9 Screening Committee, Director of Program Production, 401 Mercer, Seattle, WA 98109. All applications must be postmarked by midnight, Friday, August 14, 1987. Do not send video tapes. KCTS/9 is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

**KCTS/9**

**CATHOLIC  
TV PRODUCTION HOUSE**

**National company with production opps and affiliates throughout U.S. seeks:**

- **Business/Marketing Manager:** Responsible for budgeting and financial planning, proposal writing, marketing and promotional duties of nationwide operations; member of management team.
- **Senior Producer:** responsible for production of Catholic TV Magazine program; works with affiliates, produces TV specials and spots, and group media; member of management team.
- **Producer and Videographer:** works with senior producer in production of TV Magazine show and assists in TV specials and spots, and group media; responsible to Senior Producer.

Production House moving to Akron, Ohio. Summer/Fall; for more information send resume, references and salary requirements to: P.O. Box 59, Akron, Ohio 44308. Benefits package available.

Deadline for applications is August 17, 1987.

**ATTENTION**

**BLIND BOX RESPONDENTS**

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers.

Such materials are not forwardable and are returned to the sender.

**EVENT PRODUCER**

East-coast sports arena seeks event producer to coordinate in-arena television system, lighting, score boards, music, and intermission activities; will work closely with television department. Candidates should have television and theater background. Strong interest in sports a necessity. Replies confidential. Box X-17.

Help Wanted Technical



**SATELLITE UPLINK  
ENGINEERS**

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with earth station maintenance experience. These positions demand an extensive background in television and satellite uplink engineering. There will be some travel involved. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center, Box 105366  
Atlanta, Georgia 30348-5366  
TBS is an equal opportunity employer

**SATELLITE  
COMMUNICATIONS ENGINEER**

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: Broadcasting engineering (General Class License), truck driving; satellite communications Will train Send resume and photograph to American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452

Help Wanted News

Dominant medium market Midwest affiliate looking for strong anchor with reporting skills. Well developed writing and delivery a must. At least three to five years television experience. Looking for a dynamic anchor eager to get involved in the community. EOE. Box X-4.

**TV NEWS DIRECTOR**

Sunbelt growth market. Great opportunity to expand strong news-public affairs effort. Independent station on the rise. News currently beats network affiliate. Letter and resume only to: General Manager, WKFT-TV, 230 Donaldson, Fayetteville, NC 28301. No phone calls, please. EOE, M/F.

## Situations Wanted Management

### DIRECTOR OF ENGINEERING/CHIEF

Energetic, dedicated engineering leader with BSEE, 20 years experience. Background includes hands-on maintenance to administration. Seeks management position with group or progressive broadcaster. Box W-118.

### GSM POSITION

TV Sales Mgr. in top 10 market seeks GSM position in top 20 market. Many years selling experience both affiliate and independent. Sales management experience for both independent and affiliate, national & local. Reply Box X-29.

## ALLIED FIELDS

### Help Wanted Technical

### HANDS ON SUPERVISING ENGINEER

- Major in 1" & 1/2" tape machine maintenance.
- Minor in Rf transmission systems maintenance.

Please send resume, letter of interest and salary history to Frank Cavallo, VIDEOCOM, 502 Sprague St., Dedham, MA 02026.

# MUZAK

## Sound Business Solutions<sup>SM</sup>

MUZAK<sup>®</sup> is a registered trademark of Muzak Limited Partnership.

### ENGINEERING

A Director of Engineering is needed with satellite expertise and experience. This individual will be responsible for providing technical leadership to Muzak's Operating Divisions for all service transmitted by satellite to the Muzak markets.

Applicants should have a BA in Engineering, with 10 years experience in Audio and Radio frequency engineering, including a primary focus on satellite technology.

Send resume to  
Human Resources Department  
MUZAK LIMITED PARTNERSHIP  
915 Yale Ave., #300  
Seattle, WA 98109  
Equal opportunity employer

### ENGINEERING STAFF CONSULTING ENGINEER

Washington, DC consulting firm is seeking to enlarge its staff with positions from engineer trainee/draftsman through senior staff engineer. All candidates should have a technical education and background, a high degree of initiative and native intelligence and a commitment to learn and advance. Higher level candidates should have a degree, engineer/consulting experience and/or professional engineering registration. Send resume and salary history to: Box W-22.

## Business Opportunities

### FM, LPTV, and TV APPLICATIONS

Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

## BROADCAST YOUR JOB OPENINGS!

## Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



### WE PLACE ENGINEERS

ALL CATEGORIES FOR TV, PRODUCTION, VIDEO, CATV (EXCLUDING OPERATORS)

America's Leading Source for a Decade

TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV

For information phone or write Mark Kornish



### key SYSTEMS

479 Northampton Street  
Kingston, PA 18704

Employer  
Paid Fees

(717) 283-1041

## Help Wanted Sales

### SALES EXECUTIVE FOR TV, RADIO, CONSULTING/ RESEARCH FIRM

Do you have a track record of successful direct selling to TV or radio broadcasters? Can you use your experience, persuasiveness and creativity to capture new clients for a leading national TV, radio, consulting/research firm? Then you are ready for an exciting career change; one that gives you an extraordinary opportunity for financial growth and professional challenge.

Tell us about yourself. Write us at Box X-20.

## Programing



### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS • P.O. Drawer 1737  
Jonesboro, Arkansas 72403 • 501/972-5884

### N.Y. CITY TV TIME

All time \$60 per half hour  
UHF Channel 44  
800-833-7887 or 212-475-1550

## GUARANTEED JOBS

300 listings in each **BROADCASTERS JOB WEEKLY**. **DOUBLE MONEY-BACK GUARANTEE** if annual subscription doesn't put YOU to work! Introductory offer 6 weeks \$33.

**BROADCASTERS JOB WEEKLY**  
2069 Zumbel Rd., Suite 249,  
St. Charles, MO 63303.

## Consultants

## NEED FCC ACTION?

Contact

**BROADCAST MEDIA LEGAL SERVICES<sup>SM</sup>**

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

## For Sale Stations

*P.E. Meador & Assoc.*

MEDIA BROKERS

AM-FM-TV APPRAISALS

P.O. BOX 36

LEXINGTON, MO 64067

KANSAS CITY, MO.

816-259-2544

816-455-0001



For Sale Stations Continued

**EAST**

AM serving over 2.6 million people. Asking \$1,100,00 with \$300,000 down. Contact:

**RON HICKMAN**  
(201) 579-5232

**CHAPMAN ASSOCIATES**  
nationwide media brokers

**STAN RAYMOND & ASSOCIATES, INC.**  
BROADCAST CONSULTANTS  
& BROKERS

OFFERS:

**AM/FM COMBO'S**  
&  
**GREAT BUYS IN AM'S**

CALL or WRITE:

**STAN RAYMOND & ASSOCIATES, INC.**  
1795 PEACHTREE RD., N.E.  
SUITE 220  
ATLANTA, GEORGIA 30309  
(404) 897-1418

Stan Raymond

Nick Imbornone

**WISCONSIN**

Combo serving population of over 200,000. Real estate, good equipment. Asking \$1.05 million with \$300,000 down.

**BERNIE KVALE**  
(312) 490-0470

**CHAPMAN ASSOCIATES**  
nationwide media brokers

**Will You Sell Your AM Station?**

There are Buyers! Our firm is involved in the Nationwide Brokerage of AM stations - only. We invite your inquiry.

**SNOWDEN Associates**

(Eastern Time)  
919-355-0327

**ARIZONA**

5 kw Daytmr. with Class C FM in medium market. Asking \$2 million cash. Contact:

**DAVID LaFRANCE**  
(415) 391-4877

**CHAPMAN ASSOCIATES**  
nationwide media brokers

**Medium Market Combos**

in Tex, La, Miss, Mo, Ok, from \$1.1M to \$8M. Small markets for less. Two UHF TV's...sold.

Appraisals, Financing, Consultancy

John Mitchell or Joe Miot  
**MITCHELL & ASSOCIATES**  
Box 1065 Shreveport, LA 71163  
318-868-5409 318-869-1301

- 100,000 watts. Coastal California. \$1.9 million.
- 100,000 watts plus powerful AM. Colorado. \$1.5 million.
- AM/FM. South Central OH. \$440,000. Terms.

**Business Broker Associates**  
615-756-7635, 24 hours

**MAJOR MARKET TELEVISION**

- Full-power UHF CP
- \$60 million market
- \$300,000 Box W-86

**MEDIA BROKERS • APPRAISERS**

Put my over 30 years of service to work for you ...

**BURT SHERWOOD INC**  
3125 Maple Leaf Dr • Glenview, IL 60025  
312-272-4970



**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department 1705 DeSales St., N.W. Washington DC 20036

Payable in advance. Check, or money order only Full & correct payment MUST accompany ALL orders

When placing an ad, indicate the EXACT category 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 addressed to (Box number), c/o BROADCASTING, 1705 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 No personal ads

Rates: Classified listings (non-display) Per issue Help Wanted \$1 00 per word, \$18 weekly minimum Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum All other classifications, \$1 10 per word, \$18 00 weekly minimum Blind Box numbers: \$4 00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue Help Wanted \$80 per inch Situations Wanted (personal ads) \$50 per inch All other classifications \$100 per inch For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space Agency commission only on display space

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each Symbols such as 35mm, COD, PD, etc., count as one word each Phone number with area code or zip code counts as one word each

**FOR SALE**

WNOI FM, Flora, Illinois. Asset sale. Priced slightly above gross at \$180,000. \$50,000 down with 10 years at 10%. Contact Stephen McCarthy, Box 368, Flora, Illinois, 62839. 618-662-8126.

**NEW MEXICO FULLTIME AM**

Dominant Small Market Station  
Priced Reasonably  
In The  
Land of Enchantment.  
Box X-21.

**CALIFORNIA**

AM/FM, Central Coast, fastest growing county in state, #1 rated, #1 facility. \$3.0mm.

Box X-32.

**CP FM FOR SALE**

Class C 100 KW  
Bridgeport Nebraska  
\$16,000  
Don Kern 504-566-7485

**RADIO NETWORK**

For Sale - Western group of 3 AM's and a Class C FM. \$2.2 million. Forward inquiry to Box X-25. or call 503-643-4930.

**PROFITABLE TEXAS SMALL MARKET AM.**

City population 15,000. \$250,000.00... \$50,000.00 down. Can be moved to nearby major market... Box X-31.

# Fates & Fortunes

## Media

**U. Bertam Ellis Jr.**, president, ACT III Broadcasting Inc., Los Angeles, owner of WNRW(TV) Greensboro-Winston-Salem-High Point, N.C., and WTAF-TV Charleston, S.C., named president and CEO.

**James D. Boaz**, president and CEO, WXXA-TV Albany, N.Y., joins WTAF-TV Philadelphia as VP and general manager.



Boaz



Kuvin

**N. Neil Kuvin**, station manager, WRAL-TV Raleigh, N.C., joins WHAS-TV Louisville, Ky., as president and general manager.

**Stan Mak**, VP-general manager KINK(FM) Portland, Ore., named VP, radio, King Broadcasting Co., Seattle, overseeing operations of KINK(FM)-KGW(AM) Portland, KING-AM-FM Seattle and KSFO(AM)-KYA(FM) San Francisco.

**William C. Fyffe**, former president and general manager, WABC-TV New York, joins WLUK-TV Green Bay, Wis., as president and general manager.

**Thomas M. Girocco**, VP, broadcasting, Commonwealth Communications Services Inc., Harrisburg, Pa., named to additional post of president WHP Inc., operator of WHP-AM-FM-TV there.

**Rusk K. Evans**, executive director, *Legends of Golf*, syndicated TV series, joins WJAC-TV Port Arthur, Tex., as VP and general manager.

**Shawn Portmann**, station manager, CBS's WSUN(AM) St. Petersburg, Fla., named VP and general manager, WSUN and co-owned WYNF(FM) Tampa, Fla.

Appointments at Capital Cities/ABC Inc., legal department: **Andrea S. Cohen**, assistant general attorney, labor relations department, Capital Cities/ABC Inc., New York, named general attorney, legal and business affairs/broadcasting; **Olivia Cohen-Cutler**, VP, labor relations, RKO General Inc., N.Y., to labor relations as general attorney; **Marian Lindberg**, associate in law firm of Kornstein Veisz & Wexler, New York, to legal department as general attorney for litigation, law and regulation.

**Michael J. LaBonia**, executive VP and station manager, noncommercial WYES-TV New Orleans, and director, marketing, YESCOM Enterprises, subsidiary mobile production unit, named president and general manager.



**New Park president.** Wright M. (Tom) Thomas, executive vice president, finance, of Park Communications, has been named president and chief operating officer of the Ithaca, N.Y.-based owner of seven TV's, nine FM's, 10 AM's, 34 daily newspapers, 31 nondaily newspapers and 36 controlled distribution publications.

Roy H. Park remains chairman, chief executive and majority stockholder. Thomas was financial analyst for Insurance Co. of North America, Philadelphia, before joining Park as VP in 1974. He became executive VP in May of 1986.

**Navarra Williams**, VP and general manager, Delaware Valley, Pa., cable systems, Harte-Hanks Cable, named president, Northeast region. **Phillip A. Roter**, marketing manager, Harte-Hanks Cable Inc., Houston, named VP, sales and marketing.

**Larry A. Levine**, tax partner, Arthur Anderson & Co., Miami, joins Knight-Ridder Inc. there as VP, finance, and treasurer.

**Sandra G. Benton**, VP and general manager, WWCP-TV Johnstown-WWPC-TV Altoona, Pa., joins KEYT(TV) Santa Barbara, Calif., as VP and general manager.

Appointments at noncommercial WLVT-TV Allentown, Pa.: **Shelley Brown Siffies**, development director, to VP, development and community relations; **Donald L. Robert**, program director, to VP, programing; **Jerry A. Richards**, chief engineer, to VP, engineering.

**Tony Garcia**, manager, entertainment and Sports, United Stations Radio Networks, New York, named director, acquisitions and affiliate relations.

**Jack Mazzie**, general manager, WEEK-TV Peoria, Ill., joins WZZM-TV Grand Rapids, Mich., in same capacity, replacing **John DeRoche**, resigned.

**John Blassingame**, general sales manager, WNCI(FM) Columbus, Ohio, joins WGAR-AM-FM Cleveland as general manager.

**Michael K. Williams**, director, programing and

public affairs, Erie Cablevision, Erie, Pa., joins Cablevision of Greater Beloit, Beloit, Wis., as general manager.

**J. Lynn Farr**, disk jockey, WAUD(AM) Auburn, Ala., joins noncommercial WEGL(FM) there as general manager.

**Joe Mitchell**, local sales manager, WFPG(FM) Atlantic City, joins WMVB-FM Millville, N.J., as general manager.

**Vic Scarborough**, VP, marketing, American Television & Communications Corp., Austin, Tex., division, named marketing director, Englewood, Colo.

**Lori Schafer**, senior accountant, Seidman & Seidman, Detroit, joins Fairfield Broadcasting Co., Kalamazoo, Mich., owner of two AM and two FM stations, as corporate controller.

**Bill Gamble**, operations manager, WMAQ(AM) Chicago, joins WEAG(FM) Indianapolis as station manager.

**Raymond F. O'Toole**, president, Palm Comm Inc., Palm Beach county, subsidiary of Telesat Cablevision Inc., multiple cable system operator, adds duties as VP and general manager, Southern Florida region, Telesat.

**Bill Minckler**, program director, KNX(FM) Los Angeles, joins KKCW(FM) Beaverton, Ore., as operations manager.

## Marketing

**Winifred Barnes**, VP, management, McCaffrey & McCall Direct Marketing, New York named executive VP/management supervisor.

Appointments at Katz Communications Inc.: **Peg Mazzarella**, director, Katz Management Accounting Systems, New York, also to VP; **Diane Barrie**, sales executive, Katz Continental Television, Chicago, to manager, sales, Katz Television, Seattle; **John Hendricks**, media planner and buyer, Faulkner Advertising, Baltimore, sales executive, Katz American Television; **Kurt Witt**, account executive, Concert Music Broadcasting, Chicago, to manager, satellite network and syndicated sales, Katz's Christal Radio there; **Jenna Becker**, account executive, Select Radio, Chicago, to account executive, Katz Radio there; **Charlie Lyon**, sales assistant, Blair Television, New York, to research analyst, Katz Continental Television there; **William Idzorek**, research analyst intern, to research analyst, Katz Continental Television, New York.

**Douglas H. Banik**, VP/director, research, Della Femina Travisano, Los Angeles, joins D'Arcy Masius Benton & Bowles Inc., Chicago, as director, research and strategic planning.

**James Higgins** and **Kirk Stirland**, account executives, United Stations Programing and



work and United Stations Radio Networks, New York, named sales managers. **Edward T. Quagliariello**, traffic assistant and continuity director, United Stations Radio Networks, New York, named manager, satellite system sales.



Berkowitz

**Murray Berkowitz**, VP and director, sales, Blair Independent, New York, joins MMT Sales Inc. there as VP and director, sales.

**Richard J. Grunow**, account executive, ABC Radio Network, Detroit, named VP and sales manager there.

Appointments at DDB Needham Worldwide, Chicago: **Timothy (Tim) Kane**, associate creative director, to creative director; **Jan Diamond**, VP and creative department manager, to VP and assistant creative director; **Julie Fotos** and **Matthew Langan**, media planners, to media supervisors.

**Michael J. Rosen**, network TV negotiator, J. Walter Thompson, New York, joins Time Buying Services Inc. there as account manager.

**Kent L. Murray**, copy director, Communications Plus Inc., New York, joins Weightman Advertising, Philadelphia, as senior copywriter.

**Marc Feldman**, broadcast supervisor, Plapler & Associates, New York, joins HCM there as media buyer.

**Evan Sternschein**, manager, prime time sales, Capital Cities/ABC Inc., New York, joins ESPN Inc., Bristol, Conn., as advertising sales account executive.

**Lora Bunis**, senior buyer, Grey Advertising, New York, joins Seltel there as account executive.

**Susan Abramowicz-Duffy**, regional media representative, Stroh Brewery Co., Chicago, joins CPM Inc. there as account executive.

**Jan Morrow**, account executive, Hyett Ramsland Inc., Minneapolis, joins Petry there as account executive.

**Ray Janz**, president, Janz-Mack Advertising & Associates, Shawnee, Kan., joins KSNW(TV) Wichita, Kan., as general sales manager.

**Tom Burkhart**, sales manager, WSOC-TV Charlotte, N.C., joins WJZY(TV) there in same capacity.

**Manuel Fernandez**, president, Ferwin Advertising, Miami, joins WSCV(TV) Fort Lauderdale, Fla., as local sales manager.

**Thomas B. Poole II**, general manager, *Travelhost* magazine, Hilton Head, S.C., joins WOTV(TV) Grand Rapids, Mich., as local sales manager.

**Joseph Salibra**, account executive, WTVH(TV) Syracuse, N.Y., named local sales manager.

**Sarah Simpson**, national sales manager, KOVR(TV) Stockton, Calif., joins KRBK-TV Sacramento, Calif., in same capacity.

**Gary Poole**, local sales manager, WCMH-TV

Columbus, Ohio, named national sales manager.

**Dan Hotchkiss**, account executive, KKCW(FM) Beaverton, Ore., named national sales manager.

**Beverly Adlam**, account executive, WKRS-FM New York, and **Andrea Jacobs**, spot broadcast supervisor, Warwick Advertising, New York, join WYNY(FM) New York as account executives.

**Victoria White**, recent graduate, University of California, Los Angeles, joins KMEQ-AM-FM Phoenix as account executive.

## Programming

**Terry Christensen**, personal attorney for investor Kirk Kerkorian and consultant to Kerkorian's Tracinda Corp., holder of 79% interest in MGM/UA Communications Co., Los Angeles, named president, Tracinda Corp., Beverly Hills, Calif.

Appointments at Showtime/The Movie Channel Inc.: **Jim Miller**, senior VP, scheduling and planning, New York, to senior VP, program acquisitions and planning, there; **Gary Keeper**, director, program development, to VP, original programs, West Coast, joins East Coast VP **Steve Hewitt**, New York, in reorganization of roles; **William F. Rogers**, director, business affairs, Viacom Productions, Los Angeles, to VP, business affairs, supervising original program acquisition negotiations there; **Matthew Duda**, director, program planning, to VP, program planning; **Joan Boorstein**, manager, film acquisition, to di-

rector, film acquisition.



Walden

Appointments at Turner Broadcasting System Inc.: **John Walden**, VP, marketing, Turner Program Services, Atlanta, to senior VP, sales and marketing, there; **William D. Merriam**, production manager, WTBS(TV), Atlanta, to director, production and operations; **Sandra Wilson**, production operations manager, WTBS(TV), to production manager.

Appointments at Casablanca IV: **Jack Allen**, executive VP, Colex Enterprises, TV syndicator, Los Angeles, to senior VP, worldwide sales, New York; **Michael Caponi**, director, Midwestern sales, MTS Entertainment, Chicago, to director, Midwest sales, there; **Bethany Gorfine**, account executive, Colex, Los Angeles, to director, sales, Western region, there.

**Sam Newman**, director, business affairs and administration, HBO Inc., New York, named VP, business affairs.

**R.B. Lerch**, manager, affiliate administration, Lifetime Cabletelevision, New York, joins Video Mall, Jenkintown, Pa., cable home shopping service, as director, affiliate relations.

**Mat Tinley**, recent graduate, Harvard Business School, joins Prime Ticket Network,

# Broadcasting

The Newsweekly of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**

3 years \$190  2 years \$135  1 year \$70  6 mos. \$35

(International subscribers add \$20 per year)

**Broadcasting Cablecasting Yearbook 1987**

The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No

For renewal or address change  
place most recent label here

Inglewood, Calif., as director, program development.



Robinson

**Randy Robinson**, producer, CBS Television Stations, and production executive, WCBS-TV New York, joins Linden Productions, Universal City, Calif., as VP, television.

**Norman Stephens**, VP, movies and mini-series, Warner Bros. Television, Burbank, Calif., named VP, drama development there.

**E.V. (Erni) Di Massa Jr.**, executive producer, Lorimar-Telepictures' *VTV*, Culver City, Colo., joins Orion Television Syndication, Los Angeles, as producer, *Hollywood Squares*.

**Bruce Wermuth**, assistant vocal director, Media General Broadcast Services, Memphis, Tenn., joins TM Communications Inc., Dallas as vocal/music producer.

**Jo Ella Mathis**, sales and marketing representative, ESPN Inc., Bristol, Conn., joins The Nostalgia Channel, Dallas, as director, national accounts, Western region.

**Denise Zeitlow**, manager, film acquisition, Playboy Channel, Los Angeles, named director, film acquisitions and scheduling.

**John Fodor**, marketing and development director, noncommercial KCRW(FM) Santa Monica, Calif., joins Radio Express Inc., Los Angeles, radio syndicator, as director, marketing and planning.

**Jerry Balme**, coordinating producer, ABC-TV's *General Hospital*, Los Angeles, named producer. **Bob Bardo**, associate producer, named coordinating producer. **Marty Vagts**, administrator, ABC Production, joins *General Hospital* as associate producer.

**Gerard Reddy**, client service executive, New England area, A.C. Nielsen Co., joins MCA TV, New York, as research manager, off-network and features. **Steven S. Rosenberg**, sales executive, MCA TV, New York, named manager, East Coast sales.

**Kim Polson**, director, technical services, Broadway Video, New York, joins Paramount Domestic Television there as production manager, *Entertainment Tonight*.

**Dan Seslar**, account executive, Westwood One/Mutual Radio, Los Angeles, joins Premiere Radio Network, New York, as national account manager.

**Dean Richards**, announcer, Satellite Music Network's "StarStation," syndicated, adult-contemporary radio format, Dallas, named operations manager, "StarStation." **Jim Zippo**, from KTKS(FM) Denton, Tex., joins Satellite Music Network as morning announcer, "Pure Gold" format.

## News and Public Affairs

Appointments at Cable News Network: **Gary Campbell**, news correspondent, NBC-TV News, joins CNN Paris bureau (scheduled to begin operation this fall) as bureau chief; **Stuart Loory**, senior correspondent, CNN, Wash-

ington bureau, named executive producer, *CNN World Report*, scheduled to debut in October.

**Steve Blue**, executive editor, KTTV(TV) Los Angeles, named news director. **Andrea Naversen**, correspondent, ABC-TV News, and **Bill Redeker**, correspondent, CBS-TV News, join KTTV(TV) as co-anchors.

**Harvey Nagler**, VP, news and sports, United Stations Radio Networks, New York, joins WCBS(AM) New York, as director, news.



Nagler



Engelman

**Carla Engelman**, supervising producer, NBC-TV *SportsWorld*, New York, named coordinating producer there.

**Christine Sloat**, assistant news director, WJBK-TV Detroit, named news director.

**Liz Talbot**, anchor and reporter, WAOW-TV Wausau, Wis., joins WVTV(TV) Milwaukee as news director and anchor.

**David Isaacs**, news editor, WTVN(AM) Columbus, Ohio, joins WOOD-AM-FM Grand Rapids, Mich., as news director.

**Michael Cutler**, assistant news director, WTVN-TV Columbus, Ohio, joins KVBC(TV) Las Vegas as news director.

**Steve Johnson**, news director, WKFT(TV) Fayetteville, N.C., joins KXLY-TV Spokane, Wash., in same capacity.

**Rosie Oakley**, general broadcast executive, Eastern U.S., Associated Press Broadcasting Services, Washington, named deputy director, sales.

**Dave Rowe**, former NFL defensive lineman and former color analyst, NBC Sports, joins Raycom Inc., Charlotte, N.C., as color analyst for syndicated Southwest Conference college football games.

**Rich Gould**, sports director, Koplak Communications' KRBK-TV Sacramento, Calif., named sports director, co-owned KPLR-TV St. Louis.

**Chris McClure**, sports director, WCXI(AM) Detroit, joins WJR(AM) there as executive director, WJR Sports Network.

**Ken Copper**, anchor, WOBM-FM Toms River, N.J., named assistant news director. **Drew Jacobs**, anchor and reporter, named assignment editor.

**Mike Bono**, from WLBY-TV Bangor, Me., joins The Weather Channel, Atlanta, as on-camera meteorologist.

**Ed Buggs**, reporter and anchor, WBRZ(TV) Baton Rouge, named 10 p.m. anchor. **Margaret Lawhon**, noon anchor, named 6 p.m. anchor.

**Chris Conangla**, weekday anchor and reporter, WBZ-TV Boston, joins KCBS-TV Los Ange-

les as weekend anchor and general assignment reporter.

**Monica Hart**, anchor, noon newscast, KIRO-TV Seattle, named weekend anchor.

**Lynne Jarman-Johnson**, producer, 6 p.m. newscast, WOTV(TV) Grand Rapids, Mich., named public affairs director.

**Roger Fowler**, director, news and information, noncommercial WVTF(FM) Roanoke Va., joins WDBJ(TV) there as director, public affairs.

**Bill Prasad**, from KXXV(TV) Waco, Tex., joins WLOS(TV) Asheville, N.C., as Hendersonville, N.C., bureau chief.

**Mark Nuce**, news director, WKYG(AM) WXXX(FM) Parkersburg, W. Va., joins WMNI(AM) Columbus, Ohio, as anchor and reporter.

**Doug Rubush**, from WSAV(AM) Harrisonburg, Va., joins WANV-AM-FM Staunton, Va., as farm director.

**Daniel Pope**, weather anchor, KOB(TV) Medford, Ore., joins The Weather Channel, Atlanta, as on-camera meteorologist.

**John Belski**, meteorologist, WLKY-TV Louisville, Ky., joins WAVE-TV Louisville as meteorologist.

**Cindy Smith**, reporter and day anchor, KHVH(AM) Honolulu, named newsroom manager.

**Lauren Yee**, anchor/reporter, KCRL(TV) Reno, joins WAVY-TV Portsmouth, Va., as Chesapeake reporter.

**David Stanton**, lawyer with private practice Florence, S.C., joins WIS-TV Columbia, S.C., as business and economics reporter.

**Dave Baum**, from WMAQ-TV Chicago, joins WBBM(AM) there as nighttime interview show host.

## Technology



Bock

**Dick Bock**, president, MZB & Associates, Dallas, video systems and equipment supplier, becomes majority stockholder and CEO, replacing **John Zienkosky**, who will continue as consultant.

Appointments at ColorGraphics Systems Inc., Madison, Wis.: **Kenneth Simmons**,

VP and general manager, to president; **William Schultz**, director of marketing, Autograph Inc., to VP, marketing and sales; **Robert Miller**, Southeast regional sales, to national sales manager; **Doug Hinahara**, Western regional sales, to product manager, Weather Graphics Systems; **Patricia Sprewell**, customer sales representative, to Midwest regional sales manager; **Douglas Sorensen** to Southeast regional sales manager, Atlanta.

Appointments at Wold Communications Inc. **Dorothy A. (Dotty) Marsh**, VP, Western sales, Los Angeles, to VP, domestic and interna-



tional sales there; **Thomas J. Bartunek**, VP Eastern sales, New York, to VP, corporate development, Los Angeles.

**John R. Macedo**, director, financial and operating analysis, sound communications division, Comsat Corp., Bala Cynwyd, Pa., named corporate risk manager.

**Christopher F. Sutphin**, VP, General Instrument Corp., New York, manufacturer of cable TV electronic equipment, adds duties as general manager, power semiconductor division, succeeding **Gary Stein**, named VP, Worldwide Wagering.

**Thomas Noack**, marketing manager, Handy & Harman Electronic Materials, Boston, joins Augat Inc., Attleboro, Mass., as marketing manager, interconnection components division.

**Dan Martin**, video editor and operations manager, Century III Teleproductions, Boston, joins Allied Film & Video, Chicago, as sales representative.

**Clarence Abram**, chief engineer, noncommercial WTVS(TV) Detroit, named director, engineering.

**Martin D. Couch**, assistant chief engineer, KZKC(TV) Kansas City, Mo., named chief engineer.

## Promotion and PR

**Sheila Bowe Sitomer**, VP, The Rowland Co., New York, public relations firm, named senior VP.



Howell

**Kimball Howell**, director, creative services, WABC-TV New York, joins HBO Inc. there as VP, on-air promotion, HBO and Cinemax.

**David Garland**, director, national promotions, 20th Century Fox, Los Angeles, joins Movietime there, cable TV service, as director, promotions.

Appointments at Tribune Broadcasting, Chicago: **Ron McCoy**, creative services director, Tribune's WGN-TV Chicago, to director of promotion and publicity, Tribune Broadcasting; **Pam Pearson**, creative services director, Tribune's KWGN-TV Denver, to same position, WGN-TV; **Charlee Biondo**, creative services director, Tribune's WGNO-TV New Orleans, succeeds Pearson in Denver; **John Allison**, senior promotion producer, Tribune's WPXI(TV) New York, to staff of Tribune Creative Services Group, Atlanta.

**Richard L. Coats**, communications administrator, Harte-Hanks Cable Inc., Houston, named director of communications.

**Antonin Boisvert**, assistant VP, communications, Canadian Broadcasting Co., Toronto, named VP, communications.

**Pam Koopman**, manager, creative services, Viacom International, New York, joins The Leland Co. there, public relations firm, as creative director.

**Lucy Strupp**, president, Cable Concepts, di-

**Quaal gift.** A scholarship has been established following a \$100,000 gift to the University of Michigan, Ann Arbor, by Ward L. Quaal, president of Ward L. Quaal Co., Chicago, and former president, Tribune Broadcasting Inc. Quaal continues to serve the Tribune Co. as a consultant. He is a Michigan graduate who received the school's Distinguished Alumnus Award in 1967. The Ward L. and Dorothy G. Quaal Scholarship to Michigan's College of Literature, Science and the Arts is part of Michigan's Dean's Merit Scholarship Program, formed to aid outstanding undergraduates. The first recipient of the award is Caroline Onischak of Olympia Falls, Ill. Onischak will begin her studies at Michigan in the fall.

vision of Armstrong/Strupp Advertising, Milwaukee, joins Jones Intercable Inc., Englewood, Colo., multiple cable system operator, as director, campaign development.

**Carl Bauman**, from KVBC(TV) Las Vegas, joins WREG-TV Memphis as promotion manager.

**Chenoa Crockett**, producer/writer/director, KITV(TV) Honolulu, named promotion manager.

**Amy Gutmann**, from KKS(N)AM-KKLI(FM) Portland, Ore., joins KEX(AM) there as promotion director.

**Ed Cole**, from WCTI(TV) Greenville, N.C., joins WITN-TV Washington, N.C., as copywriter, creative services department.

**Robert Noble**, promotion director, KCOY-TV, Santa Maria, Calif., joins KRBK-TV Sacramento, Calif., as promotion producer/writer.

## Allied Fields

Appointments in reorganization of Americom Media Brokers, Washington: **Thomas P. Gammon**, president, to chairman; **Daniel T. Gammon**, VP, to president.

**H. Irving Grousbeck**, director and co-founder, Continental Cablevision, Boston, becomes principal, Entertainment-Media Venture Partners Corp./General Partner, Entertainment-Media Venture Partners I, L.P., Los Angeles.

**William R. Rice**, partner, Jamar-Rice Co., Austin, media broker, joins Thoben-Van Huss & Associates Inc., Indianapolis, media broker, as VP specializing in broadcast properties.

**Jay S. Zucker**, sales manager, KDTU-TV Tucson, Ariz., joins Lemmon Rock Communications Inc. broadcast advisory firm there, as president and general manager.

**John J. Fitzpatrick**, VP, human resources administration, and **Bruce A. Hubler**, VP, management resources planning and development, Dun & Bradstreet Corp., New York, owner of Nielsen Marketing and Media Research, named senior VP's. **Charles J. Weillgus**, executive VP, human resources and communications, retires after 31 years with company.

**John G. Johnson Jr.**, **Carl W. Northrop** and

**Jack R. Smith**, former telecommunications partners, Kadison, Pfaelzer, Woodard, Quinn & Rossi, Washington, join Bryan, Cave, McPheeters & McRoberts law firm there as partners.

**Patrice A. Lyons**, senior attorney, Office of General Counsel, United States Copyright Office, Washington, joins Washington law firm of Haley, Bader & Potts.

**Mark Fried**, from performing rights staff, Broadcast Music Inc., New York, named executive, writer/publisher relations.

Officers elected by California Public Radio, San Luis Obispo, association of 20 noncommercial radio stations: **Tom McManus**, KPBS-FM San Diego, president; **Jack Brown**, KCHO(FM) Chico, VP; **Frank R. Lanzzone Jr.**, KCBX(FM) San Luis Obispo, treasurer; **Larry Shirk**, KPCC(FM) Pasadena, secretary.

**Charles W. McConnell**, program manager, noncommercial KUAC-TV Fairbanks, Alaska, joins Southern Educational Communications Association, Columbia, S.C., as director, programing and development.

**Lewis Freedman**, freelance producer, joins The University of Chicago as director, William Benton Broadcast Project.

Appointments at The Kamber Group, communications consultancy, Washington: **Maria DeQuatro**, assistant to general president, Sheet Metal Workers International Association, Washington, to senior associate; **Terri Sahli**, from United Federation of Communications Workers, Minneapolis, and **Pete Stafford**, director, safety and health, AFL-CIO, Washington, to account executives; **Jerry Gorman**, assistant comptroller, American Bankers Association, Washington, to comptroller.

**Steve Lakey**, from KRBK-TV Sacramento, Calif., joins KVBC(TV) Las Vegas as manager, advertising and promotion.

**Kip Cozart**, director, production, Cable Ad Net Inc., Philadelphia, joins WJZY(TV) Charlotte, N.C., as promotion manager.

## Deaths

**Frederick A. (Ted) Bell**, 75, radio and television producer, director and actor, died July 17, following series of strokes, at his home in Hobart, N.Y. Broadway and film actor, beginning in 1930's, Bell was Radio Free Europe program director in early 1950's. His radio and TV executive producer credits included *Truth or Consequences*, *The Gary Moore Show* and Lowell Thomas radio newscasts. He is survived by wife, Janet, son Jeff (promotion manager, WTOL-TV Toledo, Ohio), two other sons and daughter.

**Louis F. DaPron**, 74, film and television choreographer, died July 22 of heart attack at Westlake Community Hospital, Westlake Village, Calif. Donald O'Connor choreographer for 13 years, beginning in 1941 with *When Johnny Comes Marching Home*, he was also an Emmy nominee for his choreography on Milton Berle's *Texaco Star Theater*, worked six years in the 1950's for Perry Como, and in the 1960's for Andy Williams and Jerry Lewis. He is survived by wife, Sue, and daughter, Dian Krull.

## MacNeil and Lehrer PBS's winning team

On the air they are sober, earnest, probing, delivering the nation's only hour of nationally broadcast evening news. Off the air, Robert MacNeil and Jim Lehrer, cohosts of the Public Broadcasting Service's *The MacNeil-Lehrer NewsHour*, are at ease and spontaneous, flowing with laughter and reminiscences and passionately expressing ideals.

Along with their executive producer, Les Crystal, and their team of reporters and producers, public television's newsmen have shaped an alternative to the commercial news that is grounded in their belief that an increasing number of viewers want in-depth discussion of issues and development of ideas. Commercial television networks "feel like they have to sell the news," says Lehrer. "We're there to report the news."

As was the commercial news team of Chet Huntley and David Brinkley in its time, MacNeil and Lehrer are best known as halves of a whole, doing business as a duo since the inception of *The MacNeil/Lehrer Report* in 1976 and occasionally before then, as in public television's coverage of the Senate Watergate hearings in 1973. MacNeil is erudite, fair-haired and blue-eyed, fascinated by language, at one time an aspiring actor. Lehrer is direct, brown-haired and brown-eyed, unpretentious, a prolific writer and practicing playwright. They describe themselves as best friends and interdependent colleagues. They are the yin and yang of noncommercial TV news.

MacNeil describes their relationship as "tremendously relaxing" and says Lehrer is a "constant supply of advice." Lehrer reciprocates: "Unlike most people in this ego-intensive business, I always have somebody by my side," he says. "Robin and I are not competing for air time. Robin and I are not competing for anything."

The partnership is in two businesses—newsgathering and program production. MacNeil, executive editor of *NewsHour*, and Lehrer, associate editor, are also the force behind MacNeil/Lehrer Productions, a six-year-old company they formed to pursue television interests in addition to their five-day-a-week job. The production company has contributed three projects to PBS: last season's nine-part *The Story of English*, a series about the English language that MacNeil co-wrote and narrated; *My Heart, Your Heart*, a 1985 documentary inspired by Lehrer's heart attack at age 49, and wrap-arounds for *The Heart of the Dragon*, a 12-part series about China presented in 1985. The company also produces *NewsHour* with noncommercial stations WNET(TV) New York and WETA-TV Washington.

For the most part, MacNeil and Lehrer concentrate on broadcasting the news, with MacNeil in New York and Lehrer in Arling-



ROBERT BRECKENRIDGE WARE MACNEIL (left)—Executive editor and co-anchor, *The MacNeil/Lehrer NewsHour*, New York, and partner, MacNeil/Lehrer Productions; b. Jan. 19, 1931, Montreal; B.A., Carleton University, Ottawa, 1954; radio actor, Canadian Broadcasting Corp., 1950-52; announcer, CJCH(AM) Halifax, Nova Scotia, 1951-52; announcer, news writer, CFRA(AM) Ottawa, 1952-53; radio announcer and TV host, CBC, 1953-54; subeditor, Independent Television News, London, 1955; subeditor, Reuters, London, 1955-60; London correspondent, 1960-63, and Washington correspondent, 1963-65, NBC News; anchor, NBC's *The Scherer-MacNeil Report*, New York, and NBC-owned WNBC-TV New York's *The Sixth Hour News*, 1965-67; reporter, BBC's *Panorama*, London, 1967-71; senior correspondent, National Public Affairs Center for Television-WETA-TV Washington, 1971-73; reporter, *Panorama*, 1973-75; anchor, *Robert MacNeil Report*, WNET(TV) New York, 1975; co-anchor, *The MacNeil/Lehrer Report*, 1976-83; present position since September 1983; single; children (from previous marriages)—Catherine, 30; Ian, 28; Alison, 20; William, 16.

JAMES CHARLES LEHRER—Associate editor and co-anchor, *The MacNeil/Lehrer NewsHour*, Washington, and partner, MacNeil/Lehrer Productions; b. May 19, 1934, Wichita, Kan.; associate of arts degree, Victoria College, Victoria, Tex., 1954; B.J. Journalism, University of Missouri, Columbia, 1956; U.S. Marine Corps, 1956-59; reporter, *The Dallas Morning News*, 1959-61; reporter, political columnist and city editor, *The Dallas Times-Herald*, 1961-70; director of public affairs and host, editor and executive producer, *Newsroom*, KERA-TV Dallas, 1970-72; public affairs coordinator, PBS, 1972-73; correspondent, NPACT-WETA-TV Washington, 1973-75; Washington correspondent, *Robert MacNeil Report*, WNET New York, 1975; co-anchor, *The MacNeil/Lehrer Report*, 1976-83; present position since September 1983; m. Kate Staples, June 4, 1960; children—Jamie, 25; Lucy, 24, Amanda, 20.

ton, Va., just outside Washington. *NewsHour*, produced at the facilities of WNET and WETA-TV, is fed at 6, 7 and 9 p.m., Eastern Time, and aired by 276 PBS member stations. It is the most expensive series in PBS's lineup, costing \$22.3 million for the current season and paid for with \$6 million from PBS stations, \$5.3 million from the Corporation for Public Broadcasting and \$11 million from AT&T, the largest single-year underwriting grant in history.

AT&T has been a MacNeil/Lehrer sponsor since 1981, when it contributed its first \$1 million for *NewsHour*'s predecessor, *The MacNeil/Lehrer Report*. The *Report* aired over PBS from 1976 to 1983, and was expanded from 30 minutes to an hour only after a fierce campaign waged by MacNeil, Lehrer and then-PBS President Lawrence Grossman. (The stations were reluctant to let an already successful commodity be altered and balked at changing their schedules to accommodate the longer show.) On Sept. 5, 1983, *NewsHour* was introduced with a new set, new logo, new theme music and new format. Not only did the length of the show increase, but its focus changed: Original in-studio discussions of a single issue by several experts were replaced by a news summary, a discussion of three issues, using interviews with experts and footage from the field, and a news recap. The original program had been considered a supplement to the commercial networks' news; *NewsHour* is now considered an alternative. "There's no need to watch any of the other nightly news programs," Lehrer says.

In his autobiography *The Right Place at the Right Time*, published in 1982, MacNeil commented that "in the broadcasting industry and in the press which covers it, commercial television is the 'real world' and public television something else." Yet *NewsHour*'s ratings are increasing slowly but steadily, and "public television isn't in any crisis of identity or crisis of format," says MacNeil. Public television has clearly delineated its market, and it "knows what to come up with, which is simply good, interesting programming," he says.

According to Lehrer, *NewsHour*'s creators "have our costs down to what it really takes" for production: There is more use of the studio, which is cheaper than shooting in the field, and "the machine that moves us is the editorial machine rather than the technical machine." If the program had more money, says MacNeil, it might expand its production of essays, hire more specialist correspondents and do more foreign affairs background pieces. But he and Lehrer are happy with the program. "We have most evenings a pretty wonderful mix," says MacNeil.

MacNeil and Lehrer choose their staff carefully, searching for what MacNeil de-



scribes as "people who are like members of the family." Staffers "can be ambitious; they can be competitive," he says, "but we're not going to let any of them run roughshod over somebody else out of some crazy notion that that kind of competition is more important than the human values and friendship that go with it."

What other qualities do MacNeil and Lehrer believe television journalists should have? Lehrer names curiosity—"If you think you already know everything, you've got to get out of journalism"—and attention to detail: "You have to legitimately care. You can't be laid back about the facts. You've got to really be rabid about getting things right." Training as a print reporter is no longer imperative, MacNeil says, but there is a need for the fundamentals of fact checking that the wire services and newspapers teach. "If a young journalist rises with the froth of public celebrity without having gone through any of those disciplines," says MacNeil, "then one could raise questions about how sound he or she will be when thrown into the big or difficult situation." Can an unaggressive person survive in the news business? "I think it would be very difficult to be happy. You might be able to flourish," Lehrer says.

□

The partners entered journalism from different avenues: MacNeil started as an actor in Canadian Broadcasting Corp. radio dramas, and Lehrer began as a reporter for *The Dallas Morning News*. Lehrer had decided in high school that he wanted to be a fiction writer and a journalist, and he set about getting experience. He was a sports reporter for his high school paper, received an associate arts degree from Victoria (Tex.) College, studied journalism at the University of Missouri and headed a camp newspaper during a tour in the Marine Corps.

MacNeil got a taste of broadcasting when he dropped out of college to work as an all-night disk jockey with CJCH(AM) Halifax, Nova Scotia. In 1950-52, he was a radio actor with the CBC. But he had ambitions to act on the stage and set out for New York. There, says MacNeil, "I lived on grapes and a girlfriend, who was well off." He made the rounds of producers, "a scruffy-looking kid with makeup all over my clothes and hair too long, turning out with all these band-box Broadway types who all looked like Fred Astaire, very nattily dressed." Finally he stood in Times Square in the hot sun on an Indian summer day, and "it was as though a voice spoke to me out of the sky, like the voice of God, and said: 'You're a bloody fool to think of yourself as an actor...What you really are is a writer.'" MacNeil took the voice's advice and went back to Canada, enrolling in Carleton University in Ottawa, Ont., to study English and working full time as a radio announcer at CFRA(AM) Ottawa.

Lehrer's desire to write had been instilled by a slightly more concrete being than MacNeil's voice from the sky, a high school English teacher, and his pursuit of authorship took a similarly concrete form. As one of the "Hemingway" generation, he says, he believed that the "way into fiction writing was through journalism." In 1959 he joined the *Dallas Morning News* as a writer of obituaries

and weather on the 4 p.m. to 1 a.m. shift. He graduated to reporter, then resigned under protest two years later when the paper wouldn't run a controversial series of articles he had written on a Dallas civil defense group dispensing "right wing propaganda." He was picked up by the rival paper, *The Dallas Times-Herald*, where he covered such stories as the assassination of John F. Kennedy, did a political column and acted as city editor. His novel about a Mexican general trying to retake the Alamo, "Viva Max!," was published in 1966 and was made into a 1969 movie that wasn't particularly successful, but brought the Lehrers (wife, Kate, and daughters, Jamie, Lucy and Amanda) a \$45,000 check. Lehrer left the *Times-Herald* in 1970 to devote himself to authorship on a grander scale.

MacNeil's career progressed from radio disk jockey to CBC network radio announcer and host of a 26-week CBC children's television program called *Let's Go to the Museum*, with studying sandwiched between his various jobs. Upon graduating with a degree in English in 1954, he packed up and moved to England because in Canada in those days "it was hopping somewhere else." In London, he planned a career as a playwright, but success eluded him. MacNeil became a sub-editor at the newly established Independent Television News in London because he wanted to get married, and his fiance's father said he had to have a job. After a few months he joined Reuters news agency and spent five years at wire service "drudgery." MacNeil had been considering an offer from the *London Financial Times* when he got an offer he couldn't refuse, from NBC. "NBC just seemed so much more fun, and they offered so much more money," he says. "It was a nice quiet office with a carpet on the floor. It was very civilized."

Lehrer also got an offer that was to change his life. A PBS member station in Dallas, KERA-TV, took him on as a news and public affairs consultant, a part-time job that blossomed into full time when the Ford Foundation contributed a grant for an experimental news program, and Lehrer took on the task. Becoming host, editor and executive producer of *Newsroom* was "really hectic, rewarding work," Lehrer says. It led to a position as the station's director of public affairs, and a long-term relationship with public broadcasting. Lehrer left KERA-TV and Dallas in 1972 to troubleshoot at PBS in Washington, in the newly created position of public affairs coordinator. Less than a year later, he was offered "a better job, which was to work with Robin MacNeil."

MacNeil's tenure with NBC included assignments running the gamut from London-based foreign correspondent to Washington correspondent to documentary host to local news anchor to anchor of the first weekend network news program, the *Scherer-MacNeil Report*. MacNeil says he "wasn't temperamentally ready to be an anchor," and in 1967 he turned to noncommercial television, returning to London to take a reporting job with the British Broadcasting Corp.'s *Panorama* series, a program he describes as "the best program ever...a magazine in the truest sense." In 1971 he came back to the United States to join the National Public Affairs

Center for Television—WETA-TV Washington, then public broadcasting's version of a network news organization, as a senior correspondent covering the coming year's presidential election campaign. It was during that time that MacNeil and his partner at NPACT, Sander Vanocur, became embroiled in public television's battle with the Nixon administration over PBS coverage of public affairs (BROADCASTING, April 17, 1972). Vanocur eventually resigned, and MacNeil threatened to return to the BBC, "where they have learned what freedom and independence are all about" (BROADCASTING, Jan. 29, 1973). Vanocur's resignation opened the door for Lehrer to take over as a correspondent at NPACT. "I was fresh off the bus from Texas, really," Lehrer says. He began working with MacNeil on a documentary magazine series, *America '73*. Soon afterward, the Watergate hearings began, placing MacNeil and Lehrer together in homes nationwide as public broadcasting produced the wall-to-wall coverage that earned a place for non-commercial broadcasting in the national consciousness. Although MacNeil rejoined the BBC's *Panorama* between 1973 and 1975, he and Lehrer had discussed the need for a noncommercial version of the national nightly news. When MacNeil was asked by WNET to host a nightly news program in New York, he agreed, and brought Lehrer on board as a correspondent based in Washington. The local *Robert MacNeil Report* became the national *MacNeil/Lehrer Report* two months later when it was picked up by PBS, launching the partnership.

□

Robert MacNeil and Jim Lehrer, although wedded to television, are offspring of the media that created them: radio and print. "I am a creature of the radio age, and so much of my childhood imagination was formed by listening to radio," says MacNeil. "A reporter on the radio, or a writer, or a poet, or a talker or a thinker, whatever—the product of one mind, journalistic or creative or literary—can communicate without the assistance of a whole army of other people," he says, while television is a collaborative medium and limits the imagination because "you can only see one depiction of a thing."

Lehrer, a writer in his spare time, finds structure in both creative writing and news coverage. In writing plays he has learned to impose his own deadlines. Similarly, "the structure of a news organization is a deadline," he says. "At the end of that day I've had a newspaper I can hold in my hand or a television broadcast that essentially I can hold on videotape, and that's it. The day ends because the clock says it ends...That's a very comforting thing."

The pair's joint belief in public television's formula has kept them in the noncommercial business in spite of past attempts by the commercial networks to lure them away. Lehrer describes *NewsHour* as "the dream job for anybody who's interested in broadcast journalism. We have the right to be wrong. We have the right to experiment, the right to try things that other people haven't tried before. It's like running your own small daily newspaper. The only difference is in television, you're the printing press too." ■

**Successor for Neil Austrian** as head of Showtime/The Movie Channel **was to have been made last Friday**, according to reliable source, but announcement was canceled at last minute. **Selection** by Viacom's new president and chief executive officer, Frank Biondi, is **expected this week**, with leading candidate still said to be Biondi's former Time Inc. colleague and VP, **Tony Cox**. At least one dissenting observer speculated that Biondi, who is very familiar with pay TV business, having run HBO, might not choose someone of Cox's stature to run day-to-day Showtime/TMC operations.

**Memorial service for Commerce Secretary Malcolm Baldrige** last Wednesday (July 29) **delayed start of Iran-Contra hearings, causing them to run until about 8:30 p.m.**, well past evening news period. CBS News, which was carrying live rotation feed for other networks that day, took it in stride. *CBS Evening News* anchor Dan Rather, who has been anchoring hearings from Washington, handed hearings coverage to CBS News correspondent Bob Schieffer at 6 p.m. Rather then anchored 6:30 p.m. and 7 p.m. feeds of *Evening News*, as rotation coverage of hearings continued simultaneously via special satellite hookup, for CBS affiliates that wanted to carry hearings. CBS's coverage ended at 8:27 p.m. Lane Venardos, CBS executive producer of special events, said it was "the first time in our recollection, at least in the Eastern time zone, that congressional hearings were broadcast in prime time." WUSA(TV) Washington was one CBS affiliate that carried full coverage of hearings. It did not air its local news or CBS network news that evening.

CBS-owned **wbbm-TV Chicago will move CBS Evening News from current 5:30-6 p.m. time slot to 6 to 6:30**, beginning Sept. 14. At 5:30, opposite ABC and NBC national newscasts, *CBS News* has placed third. In May sweeps, *CBS News* scored 5.3/12, compared to 6/14 for *NBC Nightly News* and 9.6/22 for *World News Tonight*. In new schedule, local news will run from 5 to 6. *Truth or Consequences* will run at 6:30-7, replacing second half hour of local news that had run from 6 to 7.

Mass Media Bureau of FCC last Friday approved application of **Gillett Broadcasting to spin off six TV stations into trust for four teenage sons of George Gillett**, while at same time Gillett group would own maximum number of TV stations, 12, permitted by FCC's multiple ownership rules. Licensee of six stations will be company headed by Lawrence Busse, current president of Gillett Communications, who will resign to run stations: WRLH-TV Richmond, Va.; WWMT(TV) Kalamazoo, Mich.; WEAU(TV) Eau Claire, Wis.; KOLN(TV) Lincoln and KGIN(TV) Grand Island, both Nebraska, and KOKH-TV Oklahoma City. Busse will own 100% of voting stock and 1% of

**Emmy eligibles.** In prime time Emmy nominations, announced by Academy of Television Arts and Sciences last Thursday, NBC won nearly twice as many nominations, 140, as its network competitors ABC and CBS, which each earned 75. PBS received 25 and Fox Broadcasting took five. Seven nominations went to syndicated programs.

Among individual programs, NBC's L.A. Law led with 20 nominations. ABC's Moonlighting and NBC's Golden Girls received 14 each, NBC's St. Elsewhere had 11 and NBC's Cheers won 10.

Fox will telecast the awards ceremony from Pasadena, Calif. Civic Auditorium on Sept. 20.

PBS led in news Emmy race, earning 35 of 111 nominations announced last Monday, followed by CBS with 32. ABC with 24, NBC with 18, and two syndicated programs (documentary from the Cousteau Society and CBN news segment) received one each.

Regular news and documentary series pulled in multiple nominations for all but NBC. Programs earning more than one nomination for PBS: National Geographic, six, and Frontline, four; CBS: CBS Evening News, eight, and 60 Minutes, five; ABC: Nightline, seven, 20/20, five, Breslin's People, two, and Our World, two.

Academy of Television Arts and Sciences will announce winners in New York. Sept. 7.

equity, while Gillett Family Trust will own 99% of equity. Trust has three trustees, including Gillett.

House Subcommittee on Administrative Law and Governmental Relations last week passed **lottery advertising legislation** that would permit broadcasters to advertise legal lotteries (including, for example, bingo and casino gambling). Under current law, only broadcast advertising of state-conducted lotteries is allowed. Representative Clay Shaw (R-Fla.) was considering offering amendment that would have outlawed lottery advertising unless it is permissible under state statute.

**CBS's remake of The Twilight Zone**, which premiered in September of 1985 and went off air earlier this year, is being **revived in co-venture between CBS International and major domestic syndicator** sources said last week. Venture will produce another approximately 30 episodes which will be packaged with episodes already in can from past two seasons. Syndicator will offer package to stations domestically, while CBS International will distribute it internationally.

**Home Box Office Inc.** said last week that **by September**, its new pay TV service, **Festival, will be offered** in cable systems serving more than three million homes. Among MSO's that are or will be carrying service: ATC Corp., Cable America, Comcast Cable Communications Inc., Enstar Communications, Hauser Communications, Insight Communications Co., Jones Intercable Inc., Media General, Post-Newsweek Cable Inc., Scripps-Howard, SCA Television Inc., TCA Cable, United Cable Television Corp., United Video Management Inc., Vision Cable Communications and Sammor Cable Communications.

**Group W Television Sales**, internal rep arm for Group W Television stations, has entered rep sweepstakes on two available stations in two largest markets—MCA's **wwor-TV New York** and Chris-Craft United's **kcop-TV Los Angeles**. WWOR-TV is currently repped by Black Television, but has been listening to proposals from other firms: KCOP(TV) was repped by TeleRep until it became rep for Tribune KTLA(TV) Los Angeles and all other Tribune stations.

President Reagan on Friday announced appointment of **White House staffer Elizabeth Board** to post of **special assistant to President for media and broadcast relations**. She succeeds Sue Mathes, who has joined Disney World. Board moves into her new assignment from job as director of White House television office. Before joining White House, in 1984, Board had worked for five years for NBC News.



**Salary dispute between Lorimar-Telepictures and actress Valerie Harper**, star of NBC-TV series *Valerie*, could lead to her replacement. Harper, who has four years left on six-year contract that contains automatic salary escalation clause, did not report to work last week for taping of first episode of fall season and was written out of script. Lorimar, which produces program in association with Miller-Boyet Productions, has contacted other "major stars" about replacing lead character in role of relative or friend, and is awaiting their responses, Lorimar spokeswoman said. She added that NBC was pleased with alternatives under consideration and has given assurances show would be on schedule "with or without her." As of Friday (July 31), Lorimar had not set deadline for Harper's return, but officials said even if she is replaced program will retain name *Valerie*. Harper's agent could not be reached for comment.

**Randy Reiss** was named **president of network television for Walt Disney and Touchstone Television, and executive vice president of Walt Disney Studios** last week. Reiss will be in charge of all Disney network television product. With appointment, Reiss also becomes member of newly formed broadcast board. Reiss recently



signed as president and chief executive officer of Norman Lear's Act III Communications, effective Aug. 4, when Reiss assumes his duties at Disney. Prior to Act III, Reiss was president of domestic television and video programming at Paramount.

□

**ack Smith, CBS-TV News VP** and Washington bureau chief, has been named **senior producer, political coverage**, for special events unit, CBS News President Howard Stringer announced last Thursday. Effective Aug. 7, appointment will charge Smith with debates, conventions, election night and inauguration coverage. **Joe Leyronnin**, deputy Washington bureau chief, will succeed Smith.

□

**ton Tindiglia** has joined **CBS's *The Morning Program*** in newly created position of line producer, overseeing day to day production of show. Tindiglia had been consultant to broadcast and was executive producer of now defunct *Today's Business*, syndicated business program. Bob Shanks remains executive producer of *The Morning Program*, which has struggled to hold its audience since replacing *CBS Morning News* last January. Season to date, show has averaged 2.2 rating, compared to 3.7 for *Good Morning America* and 4.6 for *Today*.

□

U.S. Court of Appeals in Washington last week sent back to FCC decision in which commission held that telephone company and cable system in Indiana—owned, respectively, by father and his son—were affiliates and thus in violation of rule banning **telecom-able crossownership rules**. Commission also held that **Northern Indiana Telephone Co.** had violated Section 214 of Communications Act in failing to obtain certification from commission before building three cable television systems for **Northwest Indiana CATV Inc.** Three-judge panel remanded case after determining that commission's finding of affiliation "was based in part on criteria that appear inconsistent with the commission's own rules and precedent."

□

**QVC Network** Chairman and Chief Executive Officer Joseph Segel told security analysts last week that cable home shopping service expects to reach **profitability in third quarter**. In second quarter, ended last Friday, Segel said company expects to post \$1.3 million to \$1.5 million loss, half of what it expected four months ago. Segel said company nearly doubled billings in second quarter (\$21 million) from first (\$11.1 million). Network also announced signing of 30 cable systems to new seven-year affiliation agreements representing 11.8 million of service's 15 million committed homes. QVC currently reaches over nine million homes, with six million to be added, under new commitments, over next three years as cable systems expand channel capacity. Cable companies entering affiliation agreements have supplied infusion of cash (nearly \$5 million) for home shopping service, buying 483,000 shares of convertible preferred stock at \$10 per share. Company said that after certain conditions are met, each preferred share will be converted into 10 shares of common stock. QVC also announced that **Kenneth C. Eich**, controller with H.B. Fuller, St. Paul chemical company, joins QVC as executive VP and chief financial officer.

□

Democratic presidential candidates Governor **Michael Dukakis**, **Leslie Jackson** and **Senator Paul Simon** refused to talk to **NBC reporters** outside **Communications Workers of America** convention this week in Miami Beach in show of solidarity with **National Association of Broadcast Engineers and Technicians**, which is striking NBC. CWA locked out all three networks from convention as result of candidates' refusal to deal with NBC. Federal court had ruled earlier that NBC could not be excluded from coverage by itself.

□

House Appropriations Committee recommended that **Corporation or Public Broadcasting** be funded at **\$238 million for FY 1990**, \$10 million more than FY 1989 figure and **highest figure ever approved or CPB**, which had asked for \$254 million. Office of Management and Budget had proposed that FY 1988 and 1989 appropriations be cut to provide \$132 million for FY 1990 (BROADCASTING, Dec. 22, 1986).

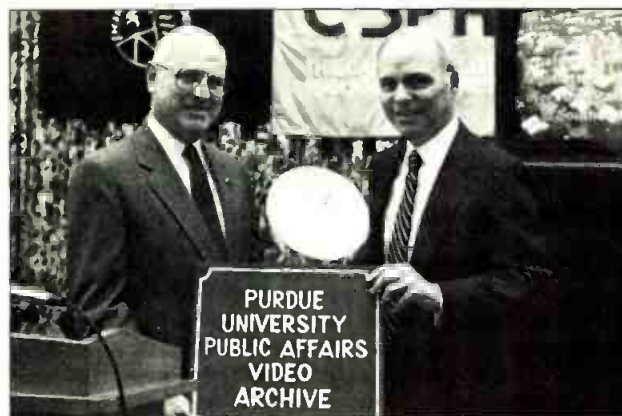
**Public Broadcasting Service programs rank highest in appeal and impact**, according to **survey** of adult television viewers commissioned by Public Broadcasting Service and conducted by Television Audience Assessment Inc., Boston. TAA, established by John & Mary R. Markle Foundation, which funds some public television programming, tabulated results from daily diaries distributed to 1,182 people 18-plus who had viewed public television in past week and control group of 388 who had not. Diaries, filled in between April 30 and May 13, showed that out of 138 programs aired by ABC, CBS, NBC, PBS, Fox and in syndication, public television programs had greatest appeal or made greatest impact on viewers. PBS's *Shoah* was ranked first in categories "This Program Touched My Feelings" and "I Learned Something from This Program." Only PBS program making top 10 in category "I Planned in Advance to Watch" was *Wall Street Week*. PBS plans to repeat survey in future, and will be sending results to networks. John Fuller, PBS director of research, stressed viability of using such surveys as alternative to ratings or people meters, and said: "It's something we plan to really push in the industry."

□

Because Soviet authorities, in unprecedented action, permitted U.S. carrier to bring its own satellite antenna to Soviet Union, **International Telecommunications Satellite Organization** was able to carry **live digital stereo transmission of Billy Joel's concert in Leningrad to U.S.** on Sunday (Aug. 2). IDB Communications Group Inc. of Culver City, Calif., was allowed to use its 1.8 meter "fly-away" transportable earth station for direct uplink from Leningrad, site of concert, to Intelsat V-A (F-10) satellite located at 335.5 degrees east for transmission to U.S. Audio will be downlinked at IDB's teleport in New York for distribution to 300 radio stations in U.S.

□

**Edward Woodward**, 57, star of **CBS's *Equalizer***, is recovering in London from **heart attack**. Woodward was stricken last Tuesday morning (July 28) shortly before he was scheduled to resume work on mini-series, *Code Name Kyril*, for British television, after week off. Spokesman for Universal Television, which produces *Equalizer*, reported last week that heart attack was "much milder than was originally rumored," although full extent of damage won't be known until completion of tests this week. It is unclear whether Woodward will be able to resume work on *Equalizer* in New York when production is scheduled to resume Aug. 27. Show already has five episodes (of scheduled 22) in can for new season, including two-hour season opener with guest star Telly Savalas.



**C-SPAN on file.** Purdue University will house a national educational archive to record, store and distribute all C-SPAN programming. The public affairs video archive, housed in the school of humanities, social science and education, will provide videotapes for research and for use in classrooms across the country, according to Purdue University President Steven C. Beering (l), who dedicated the video archive July 29 with C-SPAN founder Brian Lamb, a 1963 Purdue graduate.

## Editorials

## Beginning of the end

Every broadcaster in America will want to be in the eighth floor meeting room at 1919 M Street in Washington tomorrow morning at 9:30 when the FCC takes up two items: a report to Congress on alternatives to present enforcement of the fairness doctrine, and a decision in the *Meredith* case, which—if all goes well—will eliminate that doctrine from the books and from the back of an industry that has been hobbled in its First Amendment functioning for 38 years—since June 2, 1949, when an FCC presided over by Acting Chairman Rosel Hyde, on a 4-1 vote, released stations to editorialize but said they could do so only if they hewed to a governmentally defined standard of fairness.

This page was quick to comment. In an editorial on June 13\*, it said:

"After eight years of gestation [since the original *Mayflower* decision on Jan. 16, 1941] the FCC has brought into the radio world its editorializing offspring. Obviously, because it labored so long, it has dropped a monstrosity of confused parentage—one that can become a Frankenstein monster to turn against those who toiled so diligently for its arrival.

"The opinion (it is neither definitive regulation nor rule) establishes *fairness* as the yardstick if stations transmit editorials reflecting the views of ownership on public issues. There's no definition of controversy.

"The FCC, in our view, takes the wrong road. The right to editorialize imparts the right to be *unfair* . . . .

"One thing is clear. The opinion does give broadcasters the chance to live dangerously. Stations which venture into editorializing in politics and on public affairs may find themselves in hot water on license renewals—because fairness and balance are chameleons. What might be fair today could be construed as unfair a year hence."

(It is interesting to note, in today's context, that the debate about fairness rarely involves editorializing. Generally, the debate is about a station's [or a network's] coverage, or noncoverage, of controversial issues. The reason editorials don't come into it is that broadcasting has essentially been eliminated as an editorializing medium, with the limited exception of pious pieces on motherhood or excoriations of potholes in the public pavements. Had the 1949 FCC *intended* to rid the ether of opinions, it could not have acted more efficiently than it did in adding the fairness criterion.)

Now it is 1987, and a new chairman is at the helm. Dennis Patrick, whom few would peg as a revolutionary, has called to the agenda what may be the most important vote in the agency's history. A string of circumstances years in the making has brought the fairness issue to a critical mass. The U.S. Court of Appeals, in the so-called *TRAC* case, held that fairness was not congressionally mandated. The FCC, although freed by that dicta, concluded that the doctrine ought to be eliminated but failed to do so, prudently deferring to the will of Congress. Congress, fearing the FCC might act, passed its own bill codifying the doctrine. And then President Reagan, in what until now has been the most dramatic and far-reaching action of all, vetoed that legislation and created a window of opportunity in which the FCC might indeed obey the most recent court edict (when the Court of Appeals remanded *Meredith* eight months ago, charging the commission

to act, regardless of the political consequences, and saying that it was "aware of no precedent that permits a federal agency to ignore a constitutional challenge to the application of its own policy merely because the resolution would be politically awkward.")

And so the stage is set for history. Tomorrow morning, Chairman Patrick will gavel his colleagues to order and put his career on the line. There will ensue a great wailing and gnashing of teeth among certain members of the Congress who have cast their lot against history and change. It may be that a new bill codifying a so-called fairness standard will be passed, and even that the President—who has told friends that he will continue to veto fairness regardless of the legislation to which it is attached—may be forced to allow it into law. But even in that eventuality there would be recourse to the courts. This week's action by the expert agency, acting unfettered, in full possession of its faculties, its courage and its dedication to the public interest, would weigh heavily in that balance.

Regrettably, there are places for only 121 "public members" in the FCC meeting room. All broadcasters—and, indeed, all citizens—should see and hear what takes place there, an opportunity we hope the broadcast industry makes possible. Even more important, from tomorrow forward, all broadcasters, and particularly all journalists among them, should make their demand for First Amendment freedom known, unmistakably, to every member of Congress. This is far too important an issue to be left to the Washington broadcast lobby, and especially to those who failed to fight codification and opposed the President's veto in the first place. The appropriate message to convey, paraphrasing Peter Finch in the movie "Network," is: "We're mad as hell and we're not going to take it anymore."

This page has been "Committed to the First Amendment and the Fifth Estate" from its inception on Oct. 15, 1931. Some of its editors have thought they would never live to see the fairness doctrine repealed; sadly, some of them didn't. But if only for an hour, or a week, or a few months, it looks very much as if present-day broadcasters will know a moment of freedom. Thanks to Dennis Patrick, Mimi Dawson, Patricia Dennis, James Quello and a cast of thousands who have fought that good fight, we may yet overcome.



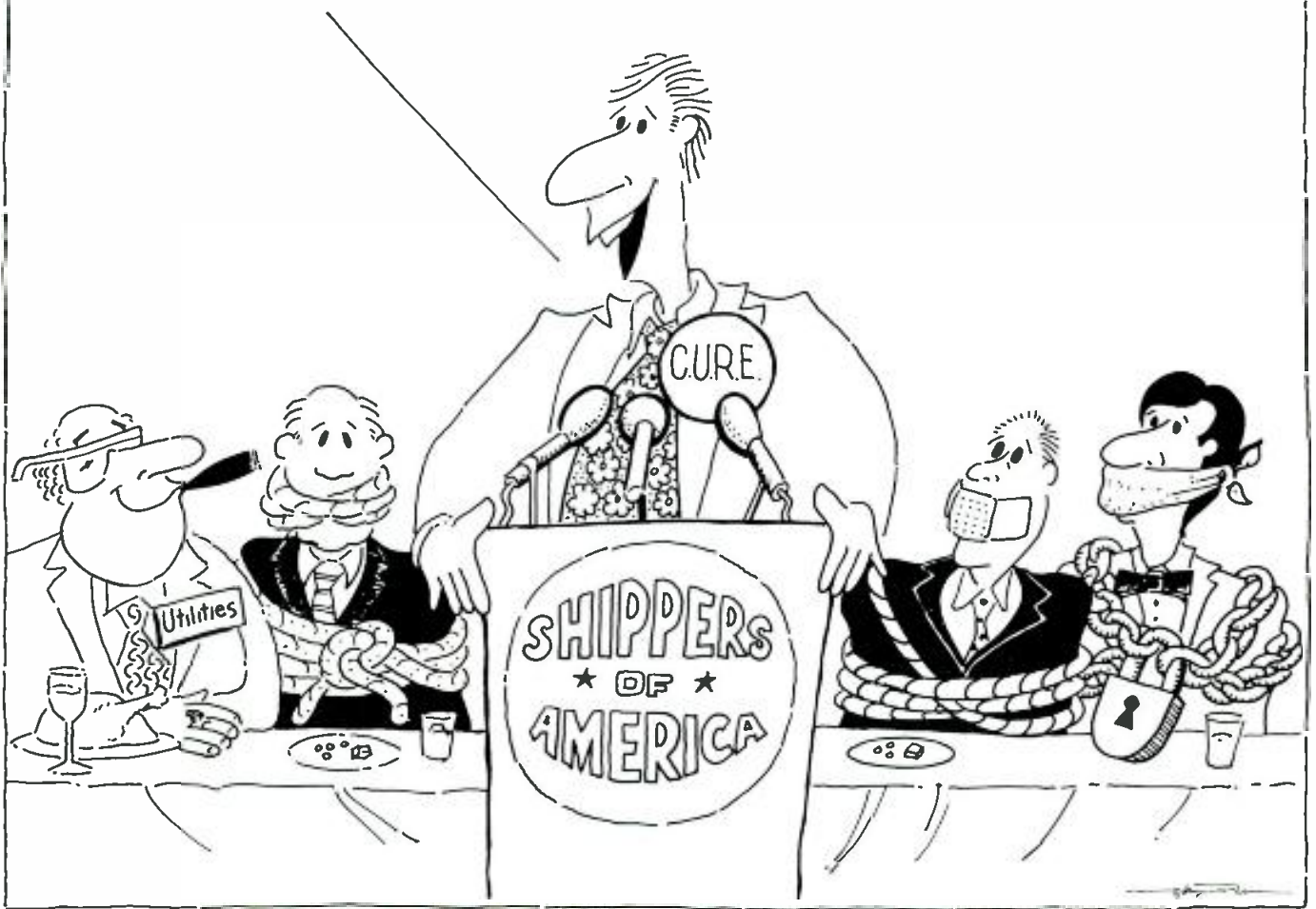
Drawn for BROADCASTING by Jack Schmidt

"I just asked him what he thought about last night's editorial."

\* Those with a bent for history will find a complete text of the editorializing decision on pages 76-81 of that issue.



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



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

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

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

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

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

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

federal and state governments to lower their rates still further.

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

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information,

Association of American Railroads, 50 F St., N.W., Washington, D.C. 20001, Dept. 710. If you're on a deadline, call (202) 639-2555.

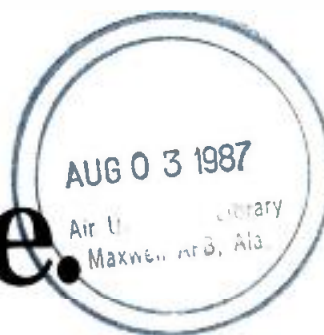


ASSOCIATION OF  
AMERICAN RAILROADS

# The real story here



is here.



"Reporting live on the scene," is your news team's all powerful lead-in with NEWS EXPRESS<sup>SM</sup> satellite news gathering service from GTE Spacenet.

Experience has made us America's leading provider of Ku band capacity. Customers like ABC, CBS, and CNN encourage our leadership position.

## **Our Voice Connection Is Unheard Of Elsewhere.**

Only NEWS EXPRESS features voice communication independent of video. Which means your people can talk to the station... or to any location worldwide.

## **We Have More SNG-Dedicated Transponders than All The Competition... Combined.**

In fact, a specially developed scheduling program guarantees against double

booking. And five minute increment feeds assure cost effective access.

## **News Express Leads; Your Audience Follows.**

Don't leave the potential for increasing your audience share up in the air. Contact our Broadcast Services Marketing Office at (703) 848-1300.

**GTE Spacenet**

1700 Old Meadow Road, McLean, Virginia 22102