

Closed Circuit THE WGN FAMILY LETTER

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November 3, 1978

JAMES DISCH NAMED ASSISTANT NEWS DIRECTOR WGN RADIO AND WGN TELEVISION

JAMES DISCH, executive producer for WGN News, has been named Assistant News Director, WGN Radio and WGN Television, effective November 1.

John Ravencroft, News Director for the two stations, made the announcement.

Disch began his news career as a reporter with the old Chicago American in 1968, then joined WGN as a radio news writer. He moved over to television news writing in 1971 and the following year became a producer/writer.

His production of news documentaries for Channel 9 have led to some prestigious awards for the station. "When Johnny Comes Marching Home," about the plight of the returning Vietnam War veterans, captured the George Washington Honor Medal by the Freedoms Foundation and United Press International's Best Documentary in Illinois Award in 1972.

"The Price of Dignity," on the funeral industry, received several awards in 1974, including the Illinois News Broadcasters Association's "Sweepstakes Award" for Best Overall TV Production in the State; the Illinois Associated Press Award for Best Documentary and a Certificate of Merit from the International Film Festival.

Disch's other claim to fame was being in attendance at his wife Patricia's birth of triplets in June, 1975. A fourth child was born in May, 1978.

A Chicago native, he received his Bachelor's and Master's degrees in Radio/Television/Journalism from Northwestern University. He is also a member of Sigma Delta Chi and the Illinois News Broadcasters Association.

DONAHUE TO REVISIT HOME BIRTH ISSUE

Viewers will have the opportunity to see the birth of a baby when the Donahue Show investigates the growing practice of having babies at home, thus avoiding what many women see as the impersonal and bureaucratic atmosphere of some hospitals. The program will air at 9:00 pm on Saturday, November 4 on WGN Television 9, and is recommended for adult viewing.

The program raises two questions: Is having your baby at home a good idea? Is showing the birth of a baby on television a good idea? This updated program by the Donahue producers offers a balanced view of the pros and cons of home birth.

Donahue first produced a program on home birth in November, 1977. That program included tape shot by a Donahue video crew of Karen (last name withheld by request) delivering baby Carrie October 19, 1977 in her living room with husband Al assisting and their four-year-old son looking on.

In addition to tape of the birth, this new Donahue program features letters received from all parts of the country, both for and against the graphic portrayal of home birth, received in response to last year's presentation.

During this new exploration of home birth, host Phil Donahue has his full studio audience of about 200 persons, mostly women, watch the tape and question the parents and the attending physician, Dr. Mayer Eisenstein, a Chicago obstetrician who specializes in home delivery. The issues of doctors' time and income and the hospital atmosphere which makes birth seem sterile and impersonal are explored.

WGN TO PROVIDE EXTENSIVE ELECTION
COVERAGE TUESDAY, NOVEMBER 7

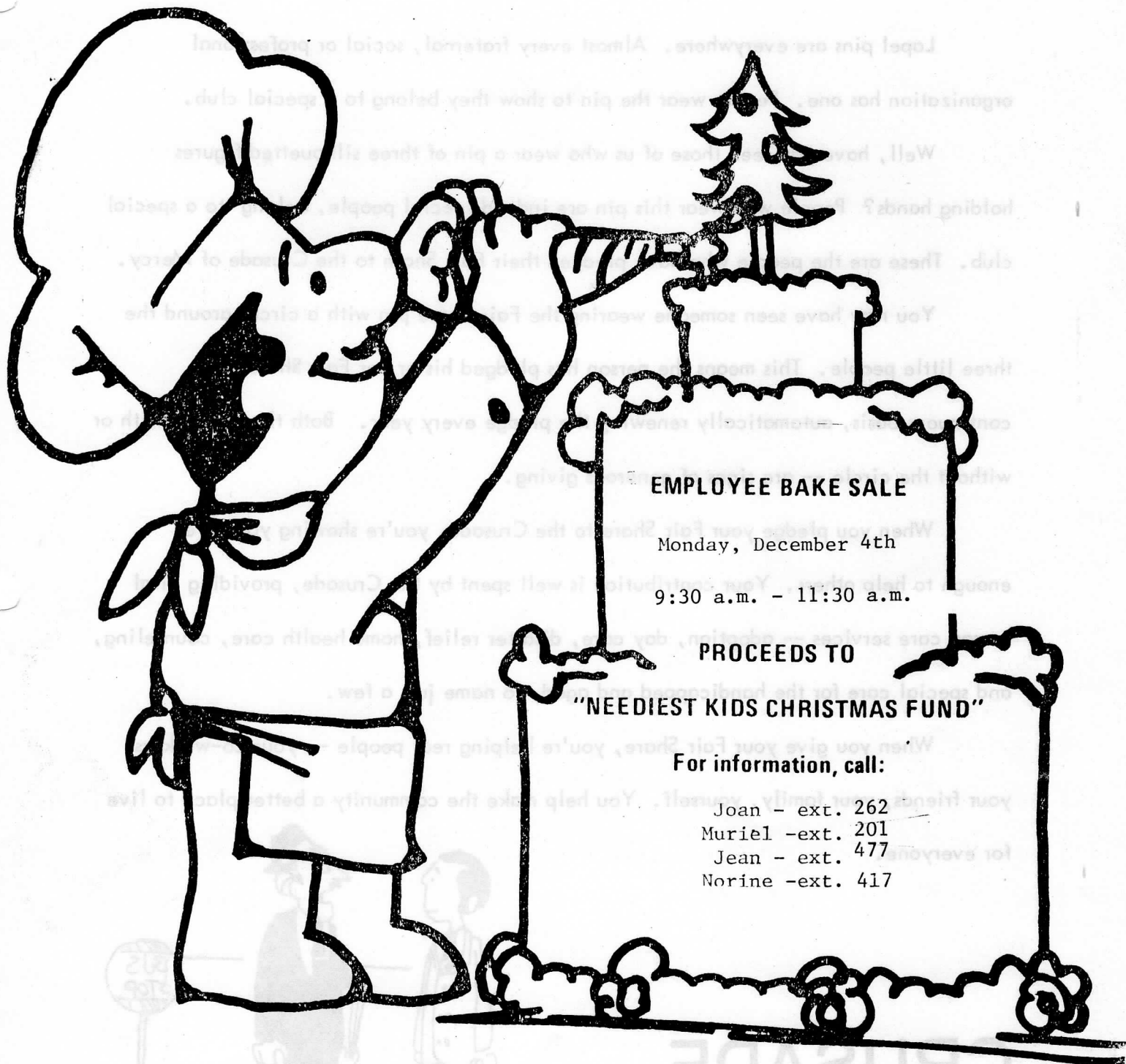
Extensive news coverage of major races of interest to Chicago area residents will be provided by both WGN Television 9 and WGN Radio on Tuesday evening, November 7.

WGN Television will have five election inserts between 7:30 pm and NewsNine at 10:00 pm. NewsNine and Nightbeat will be expanded to allow for additional election coverage. WGN's political commentator Len O'Connor and Washington Bureau Chief Bob Foster will provide election analysis on NewsNine at 10:00 pm.

WGN Radio coverage will begin at 8:00 pm and continue through 11:00 pm. If later coverage is necessary, the coverage will be expanded. Jim Loughman, Steve Hunter and Dave Ellsworth will be joined in the studio by O'Connor and Foster.

WGN News will concentrate its coverage on the important races for Governor of Illinois, Attorney General and the U.S. Senate. Additional coverage will be provided by a roving reporter, Frank Rios, who will cover any other race that is considered important or close. The news reporters will be assisted by wire service sources in addition to their localized coverage.

The television and radio remote locations will have correspondents Steve Schickel covering Governor Thompson's headquarters at the Conrad Hilton Hotel and Don Harris at Michael Bakalis' headquarters in the Bismarck Hotel. Larry Roderick will cover the Attorney General's race and will alternate his coverage between the headquarters of William Scott and Richard Troy. Muriel Clair will provide similar coverage of the U.S. Senate race between Senator Charles Percy and Alex Seith.



OUR ANNUAL BAKE SALE WILL BE HELD ON MONDAY, DECEMBER 4TH IN STUDIO TWO.
 LAST YEAR THIS BAKE SALE WAS A BIG SUCCESS AND WE WERE ABLE TO CONTRIBUTE
 CLOSE TO \$500.00 TO WALLY'S NEEDIEST CHRISTMAS FUND.

NATIONS WILL BE ACCEPTED FROM 8AM ON, BUT IN ORDER FOR OUR COMMITTEE TO ARRANGE THE
 GOODIES PROPERLY THE SELLING OF THESE DELICACIES WILL NOT BEGIN UNTIL 9:30.

IF EACH EMPLOYEE WOULD BAKE ONE ITEM FOR THE BAKE SALE, WE COULD DOUBLE LAST YEAR'S FIGURE.
 WOULDN'T THAT BE NICE.... START THINKING!

WEAR YOUR FAIR SHARE PIN WITH PRIDE

Lapel pins are everywhere. Almost every fraternal, social or professional organization has one. People wear the pin to show they belong to a special club.

Well, have you seen those of us who wear a pin of three silhouetted figures holding hands? People who wear this pin are indeed special people, belong to a special club. These are the people who have pledged their Fair Share to the Crusade of Mercy.

You may have seen someone wearing the Fair Share pin with a circle around the three little people. This means the person has pledged his or her Fair Share on a continuous basis, automatically renewing the pledge every year. Both the pins -- with or without the circle -- are signs of generous giving.

When you pledge your Fair Share to the Crusade, you're showing you care enough to help others. Your contribution is well spent by the Crusade, providing vital human care services -- adoption, day care, disaster relief, home health care, counseling, and special care for the handicapped and aged, to name just a few.

When you give your Fair Share, you're helping real people -- your co-workers, your friends, your family, yourself. You help make the community a better place to live for everyone.

CRUSADE OF MERCY



I give one day's pay to the Crusade of Mercy . . .
and my wife gets the rest!

JIM FEELEY ELECTED PRESIDENT OF DuPAGE EASTER SEAL

CONGRATULATIONS to JAMES E. FEELEY, Manager of Administrative Services and Director of Employee Benefits. He was elected President of the DuPage Easter Seal Treatment Center, Villa Park, on October 6.

Jim has devoted much time and effort these past years to further this cause.

HAPPY BIRTHDAY to:

Arnie Rahmel	--	November 8	Gloria Benson	--	November 10
Bill Hitchcock	--	November 8	Fred Geyer	--	November 11
Dolores Koltz	--	November 9	Bruce Leo	--	November 12
Dick Flanders	--	November 9	Nancy Cosmas	--	November 15
Pat Donahue	--	November 10	Don Brennecke	--	November 18
Robin Whitmore	--	November 10	William Sears	--	November 19

Send GET WELL WISHES TO: Dick Jungers and Dolores Koltz at home.

AND TO: Emil Jung
Ravenswood Hospital
4550 N. Winchester (Room 5207)
Chicago, Ill. 60640

Meschill Vargas
Forest View Hospital
4520 Cascade Road, S.E.
Grand Rapids, Michigan 49501

Arla Ward
Columbus Hospital
2520 N. Lakeview Avenue (759-1)
Chicago, Ill. 60614

Gerrie Bafundo would like to thank everyone for their cards and get well wishes while she was home ill.

Meschill Vargas says "HI" to everyone and also thanks her friends who have sent cards.

"HELLO TO EVERYONE FROM ISHMAEL CINTRON" (former Usher/PR)

ISHMAEL sends his best to his friends. He is in training at Great Lakes and would like to hear from us --

Ishmael Cintron
349-56-4485
RTC/NTC
Co. 253 - 14th Division
Great Lakes, Ill. 60088

The WGN BOMBERS start the defense of their championship on Wednesday, November 8 at 8 p.m. at the Lake Shore Park on Chicago and Lake Shore Drive against the 18th Police District. All encouraging spectators invited. Free admission.

FELLOW EMPLOYEES -- RE: BOZO SHOW

During this all important show, we have been having too many employees interfering with the smooth production of this show. It is respectfully requested that you please refrain from standing around the studios when the Bozo show is on.

Thank you for your cooperation.

CORRECTIONS IN EXTENSION NUMBERS. PLEASE CHANGE YOUR DIRECTORIES.

Bob Manewith -- ext. 459
Bob Prestegaard ext. 239

FOR SALE: '71 LTD - 2 DOOR HARDTOP - AIR CONDITIONED, POWER STEERING, BRAKES AND WINDOWS - REAR WINDOW DEFOGGER - FM RADIO - VINYL TOP \$800.00 PHIL. ext. 410

FOR SALE: '78 FIREBIRD - BLACK --- Fully powered. 8,000 miles. \$5200.00
Carlos - ext. 215

WANTED: 2 snow tires, F78-14 or FR 78-14, mounted or unmounted. Ray Sheehy,
ext. 358 or 298-4013 after 6 p.m.

SYMPATHY

Deepest sympathy to Gloria Brown on the death of her father-in-law, L. A. Brown.

RECIPE OF THE WEEK

CRAB CASSEROLE

1 package (8 oz. frozen crab or 1-1/2 lbs. crab legs.
2 tablespoons butter or margarine
* 1/2 cup each, chopped celery, sliced fresh mushrooms
3 tablespoons flour
1/2 tsp. salt
1/8 tsp. pepper
1-1/2 cups milk
1 cup grated cheddar cheese
2-1/2 cups cooked rice
1/4 cup butter bread crumbs.

Thaw crab or remove meat from legs. Slice. Melt margarine; saute celery and mushrooms until tender. About 5 minutes. Blend in flour, salt, and pepper. Gradually add milk and cook, stirring, until thickened and smooth. Add cheese and cook over low heat until melted. Combine crab with rice; stir in cheese sauce. Turn into greased baking dish. Top with buttered crumbs. 350 - 35 minutes.

Your editor, Norine Smith, prepared the above recipe with crab and shrimp. Delicious!
I doubled the recipe.... perfect for a 13 x 9 x 2 pan. Served 12 delightfully.
* I added more mushrooms than the recipe called for.

A duck, a frog, and skunk wanted to go to the movies. The admission was one dollar. Which one of the three couldn't afford it?
The skunk. The duck had a bill, the frog had a greenback, but the skunk had only a scent.

RAY RAYNER SAYS...."An Old-Timer is one who remembers when scientists taught that every-
thing that goes up must come down."

Broadcasting Oct 30

Vol. 95 No. 18

Top of the Week

Superstation breakthrough

FCC 'open entry' decision signals start of race to follow up WTCG in countrywide distribution via satellite; commission allows four firms right to feed signal of WGN-TV; others wait in line for approvals on other outlets

The FCC moved last week to enhance the competitive environment of satellite-distributed TV superstations by endorsing an "open entry" policy for the resale carriers that feed local stations to cable television systems. The commission's action is expected to open the way for other major independent television stations to join WTCG(TV) Atlanta, the pioneer satellite station, in the push for cable markets well beyond the traditional areas in which the stations are viewed.

The day after the commission's action, which granted four carriers permission to begin feeding WGN-TV Chicago, Turner Communications, owner of the Atlanta superstation, announced that it would revise its advertising rates so that, for the first time, they will reflect WTCG's national cable audience.

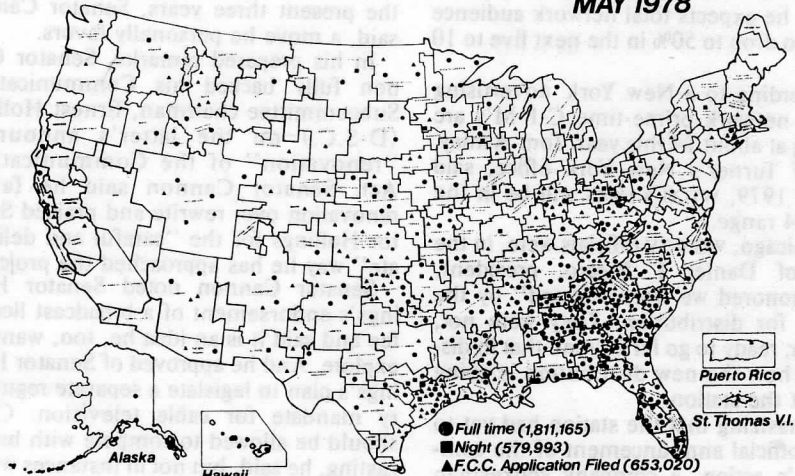
In light of last week's development, it is expected that the FCC will soon act on the applications now before it to begin relays of five other independent stations.

Four companies, United Video Inc., Southern Satellite Systems Inc., American Microwave & Communications and Midwestern Relay Company, were granted authority to operate domestic satellite channels carrying the signal of WGN-TV to various locations throughout the contiguous 48 states.

The FCC staff had recommended that the commission grant all four applications because, it said, such an action would lead to increased diversity of service to the public. According to Philip L. Verveer, chief of the Cable Television Bureau, the commission's action also will open up the competition among the carriers.

The staff had noted that the applications raised a number of policy questions—among them: Is a comparative hearing required to select which carrier should relay the station? Should only one applicant be approved? Should satellite service be authorized in areas already served by terrestrial microwave? (Commission policy

**Cable Systems Receiving WTCG-TV Atlanta
MAY 1978**



One man's universe. As of May of this year, Ted Turner's wtcg(tv) Atlanta, the only broadcast television station now being distributed by satellite, was carried by cable systems across the country with over 2.3 million subscribers, according to Turner Communications' figures. The superstation's greatest concentrations of subscribers are in the South and Southwest with lesser penetrations in the Northeast and West.

has been to grant only one terrestrial service in the same geographical area.)

The FCC's action last Wednesday answered those questions directly, and left their ultimate resolution to the marketplace. The decision said, according to Mr. Verveer, that the FCC is "not going to have any kind of economic exclusivity hearing" on the issue of carrying WGN-TV. One problem the carriers must still work out, however, is how they can share transponder space on the RCA Satcom satellite (see also "In Sync," page 48).

Last week's decision means the staff may now act on five other applications for authority to use Satcom to relay television programs. Satellite Communication Systems Inc., a joint venture of Holiday Inns and of Southern Satellite, has applied for permission to carry the signal of KTVU(TV) Oakland-San Francisco, and Southern Satellite itself has applied to carry KTTV(TV) Los Angeles and WPIX(TV) New York. Eastern Microwave Inc. has applied for WOR-TV New York (with a switch-over to WCBS-TV's all-night local programming there during WOR-TV's off-hours) and WSBK-TV Boston. United Video also has asked to relay WOR-TV and WSBK-TV.

At last week's commission meeting, Chairman Charles D. Ferris expressed hope that the staff could act on the pending applications in a month.

The superstations themselves will receive no direct compensation from the ca-

ble systems carrying them. Southern Satellite charges systems 10 cents per subscriber per month to carry WTCG and is expected to have comparable rates for the other stations it hopes to relay.

The era of the superstation began in December 1976 when WTCG began going out to cable systems via Satcom and Southern Satellite. Almost two full years ahead of the pack, the station's owner, Ted Turner, who has acquired a reputation as an innovative and intensely competitive—if unorthodox—broadcaster, is not likely to let his considerable lead diminish or be whittled away by the newcomers to the satellite.

In New York last Thursday, appearing before a select group of major advertisers at the New York Yacht Club, Mr. Turner said of the WGN-TV development: "Hallelujah, I'm looking for them." He said he would no longer be "segregated" from the broadcasting community.

The purpose of last week's meeting, however, was to introduce the superstation concept to large national advertisers such as General Foods and Johnson & Johnson. "This is going to be a wired nation in the next 10 years," Mr. Turner said.

According to Don Andersson, who heads cable relations for Turner Communications in Atlanta, WTCG will introduce a new rate card on Jan. 1, 1979, reflecting the station's cable penetration of two million subscribers in September and the 2.5

million expected by the end of the year. Numbers such as those have already attracted the attention of some national advertisers—Miller beer, Toyota, Block Drug and Panasonic.

Mr. Turner said that the superstation will be able to substantially undercut the networks' time costs. He claimed that WTCG's cost-per-thousand is two-thirds the networks' and that the station delivers an audience with twice the per-capita income. With the proliferation of satellite signals, he expects total network audience shares to drop to 50% in the next five to 10 years.

(According to a New York advertising source, network prime-time C-P-M's are running at about \$4 this year. Tom Ashley, head of Turner's New York office, said that for 1979, WTCG's rates will be in the \$2.65-\$4 range.)

In Chicago, WGN-TV officials were, in the words of Daniel T. Pecaro, president, "very honored we were selected" by the carriers for distribution. They were not, however, ready to go far beyond that in discussing how the new distribution is going to affect the station.

Emphasizing that the station had yet to see an official announcement of the commission's action, a company spokesman said WGN-TV will "continue to serve our Chicagoland communities" and would make no statements about its satellite plans until it can "sit down and look" at the commission's order.

Speculation of late that the spread of superstations could lead to a new fourth network was not really endorsed by either WTCG or WGN-TV officials.

Cannon promises Senate attention to license renewal

WESH, whatever the outcome, says Commerce chairman, indicates need for re-examination of the law

In a week filled with the WESH case, word came from a key member of Congress that the Senate plans to act to clear up the comparative renewal process for broadcast licensees. Senator Howard Cannon (D-Nev.), chairman of the Senate Commerce Committee, told the National Association of Broadcasters San Francisco meeting that even if the Washington appeals court's WESH decision is reversed in court, it serves as a stimulus for Congress to act "on a broadly as well as narrowly focused scale in fashioning national communications policy."

Senator Cannon said that the 96th Congress, which begins next Jan. 15, will "take a fresh look" at the comparative renewal problem "with a view toward giving good broadcast performance appropriate weight among other considerations."

The senator said: "There ought to be

some clear assurance that meritorious broadcasting meeting a high standard of performance will be recognized by the commission. You deserve to know beforehand what performance is expected of you in exchange for the grant of your license." But, he added, there should be a balance between the industry's interest in license stability and the public's interest in the "best practicable service."

The Senate will also consider lengthening the term of broadcast licenses beyond the present three years, Senator Cannon said, a move he personally favors.

In his prepared remarks, Senator Cannon fully backed his Communications Subcommittee chairman, Ernest Hollings (D-S.C.) on the latter's announced "renovation" of the Communications Act. Senator Cannon said he favors renovation over rewrite and praised Senator Hollings for the "careful and deliberate" way he has approached the project.

Senator Cannon noted Senator Hollings's endorsement of a broadcast license fee and said it is an idea he, too, wants to explore. And he approved of Senator Hollings's plan to legislate a separate regulatory mandate for cable television. Cable should be allowed to compete with broadcasting, he said, but not in instances where the result is deterioration of over-the-air broadcast service.

Senator Cannon also offered encouragement to the FCC, which is currently considering experimental radio deregulation in major markets. The action is a tribute to the competition and program diversity in radio, the senator said, adding that it is also evidence of the flexibility of the 1934 Communications Act to change with a changing environment.

Representative Lionel Van Deerlin (D-Calif.), another speaker at the NAB meeting, rebutted NAB Chairman Donald Thurston's charge (BROADCASTING, Oct. 23) that the House Communications Subcommittee chairman is trying to "seduce radio with false promise in order to do his will on TV." First, there is no false promise, the congressman said; his bill would definitely do away with three-year renewal terms for radio, as well as ascertainment, logging exercises and the fairness doctrine. And second, his own influence on television is far outstripped by changing technology, he said. He predicted that TV program choice will expand beyond what is now supplied by three commercial networks, one independent and one public broadcasting station in most urban markets—whether or not there is a rewrite. The congressman rejected the idea of splitting the radio provisions from the rewrite, as Mr. Thurston suggested.

In other comments, the congressman applauded the FCC's search for ways to deregulate radio, but he said it doesn't lessen the need for his rewrite. There are things in the law, such as Section 315, the fairness doctrine and comparative hearings in some circumstances that the commission can't change, but that Congress can, he said.

Fogarty sees WESH as chance to set tough renewal standards

He says FCC should open inquiry to determine 'objective' criteria of licensee performance

Saying that license renewal policy should be established by the FCC and not the courts, FCC Commissioner Joseph Fogarty called last week for a commission inquiry to establish license renewal standards by which to measure broadcasters' past performance in comparative renewal cases.

In an address to the National Association of Broadcasters fall conference in San Francisco Friday, Commissioner Fogarty said the current "crisis" in the industry brought on by the Washington appeals court's decision overturning the renewal of WESH-TV Daytona Beach, Fla., is the commission's fault. The court's decision in the WESH case was right, he said: "The FCC simply failed to articulate a reasoned rationale for its decision in favor of the incumbent and so effectively denied the competing applicant the full comparative hearing required by law."

Mr. Fogarty doesn't suggest that the comparative renewal process should be changed to cut down on the number of license challenges, as the industry might want. Rather, what is needed, he said, is a clearer set of standards to measure a broadcaster's past performance. Past court decisions have held that broadcasters should be entitled to the "expectancy" of renewal or a "plus of major significance" for a good performance record, he said.

Mr. Fogarty said he agrees that the commission should have "the discretion to prefer a bird in the hand—the good broadcaster—to two in the bush—those who would promise anything." And he urged that an inquiry be opened to solicit suggestions of "objective" standards.

Among criteria that might be used, he said, are those posed by the panel in the WESH case: (1) elimination of loud and excessive advertising; (2) delivery of quality programs; (3) how much of its profits the incumbent licensee has reinvested in service to the public; (4) diversification of ownership of mass media; (5) independence from government influence.

He also added these to the list: (1) the amount of time devoted to news, public affairs, children's programs and local programming that is "responsive to ascertained community problems, needs and interests;" (2) the amount of time devoted to programs directed to racial and cultural minorities; (3) the amount of time devoted to covering "controversial issues of public importance;" editorial programming and public service announcements.

The commission is understood to be



The summit. At top: NAB's Washington headquarters, the scene of a summit gathering of 63 of the industry's top owners and representatives last week, to consider their future under the Washington appeals court's WESH-TV decision. Bottom left: Lee Loevinger, Washington attorney who often represents NAB; Vincent Wasilewski, NAB president; Walter May, NAB radio board chairman, and Erwin Krasnow, NAB senior vice presi-

dent and general counsel. Bottom right: Daniel Pecaro, WGN Continental Broadcasting Co.; Bruce Johnson (second row), Starr Broadcasting; Russell Eagan, Washington attorney who represents WGN Continental; Donald Thurston, NAB joint board chairman. Against the back wall: Shaun Sheehan, NAB vice president for public affairs, and John Summers, NAB executive vice president and general manager.

preparing an inquiry aimed at developing a firm comparative renewal policy. Officials say members of the public and the industry will be given an opportunity to offer their comments before a policy is adopted (BROADCASTING, Oct. 23).

War council on WESH

NAB is host to meeting at which broadcaster representatives stand in favor of all-out fight at court and in Congress to restore stability to license process

Representatives of 39 broadcast owners, holding among them a total of 231 radio stations and 144 television stations, reached one clear consensus during a summit meeting at the National Association of Broadcasters headquarters in Washington last Tuesday: They've got to fight the recent appeals court decision overturning

the renewal of WESH-TV Daytona Beach, Fla., "on all fronts."

NAB President Vincent Wasilewski said afterward that the group of 63 broadcast group owners, networks, attorneys, NAB executive committee members and staff seemed divided on chances of winning a court reversal of the WESH decision. But there was a consensus in favor of seeking legislation to correct the crisis of license instability they feel the court created by its ruling.

Asked about chances of winning such legislation, Chairman Donald Thurston said that depends on what happens in the courts and at the FCC between now and January, when Congress returns. "If it is apparent that people are going to jump on the bandwagon" to wrestle licenses away from incumbents in upcoming renewal filings, he said, "chances for legislation would be better."

Mr. Wasilewski said no votes were taken at the closed meeting, where various legislative options were discussed. He and Mr. Thurston said further consideration will be given to strategies such as seeking sepa-

rate renewal legislation similar to the bill that almost got through Congress in 1974; seeking an amendment to the House Communications Subcommittee's rewrite of the Communications Act and seeking a renewal provision in the Senate Communications Subcommittee's "renovation" of the act, which is yet to be drafted. Mr. Thurston said he hopes the NAB board will vote on a strategy at its meeting in Maui, Hawaii, Jan. 14-19.

Aside from group owners and networks, two other associations participated in the summit, the National Radio Broadcasters Association and the American Newspaper Publishers Association. Allen Neuharth, president and chairman of ANPA, and president and chief executive of Gannett, told the broadcasters that ANPA has plans to file a friend-of-court brief on behalf of WESH-TV and also wants to cooperate with NAB in future actions.

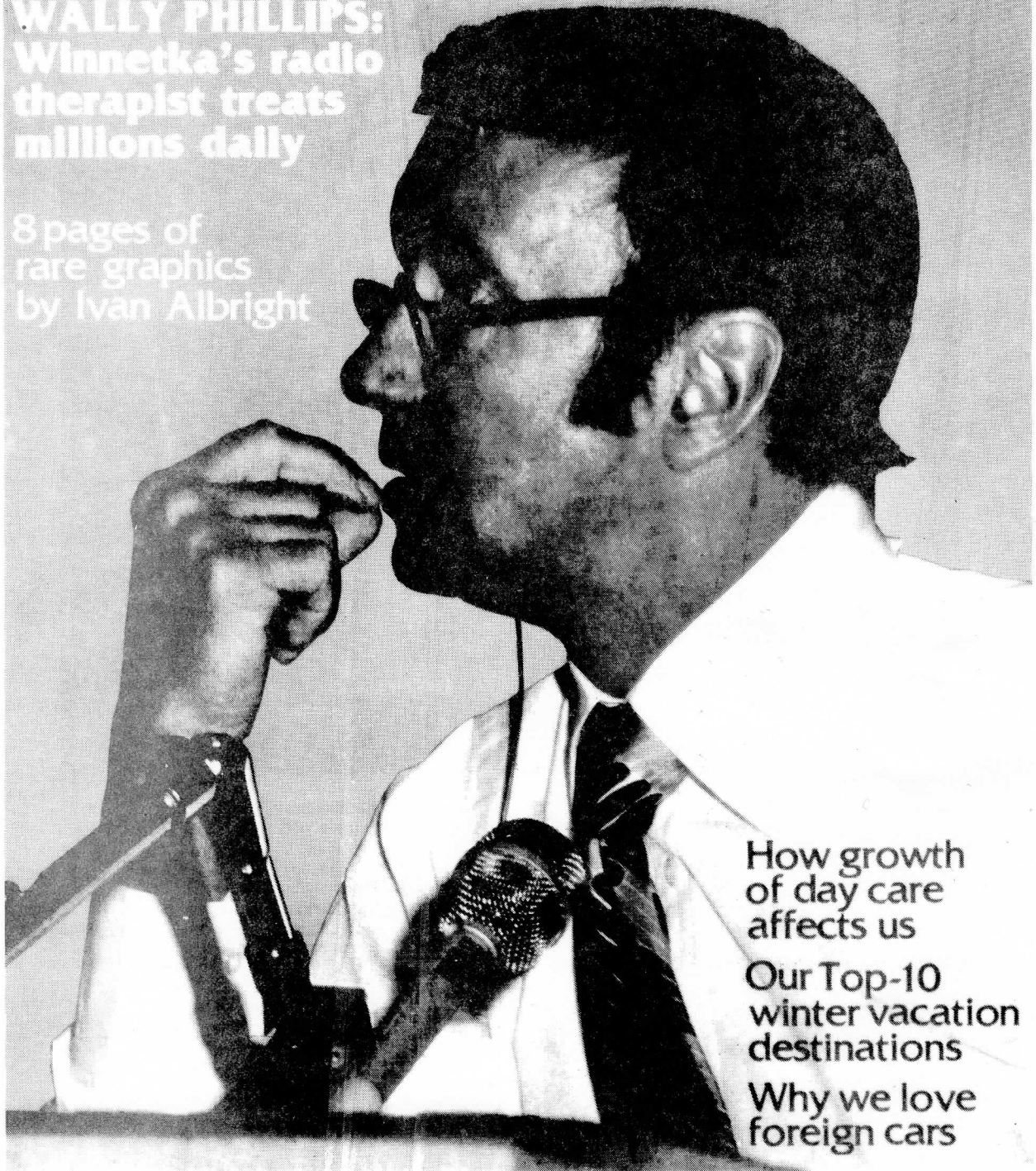
Cowles Communications, which is at the heart of the current controversy as licensee of WESH-TV, had four representatives at the summit, including its chairman, Marvin Whatmore.

NORTH SHORE

The magazine of Chicago's northern suburbs November/December 1978 \$1.25

WALLY PHILLIPS:
Winnetka's radio
therapist treats
millions dally

8 pages of
rare graphics
by Ivan Albright



How growth
of day care
affects us

Our Top-10
winter vacation
destinations

Why we love
foreign cars

Not many people recognize this
Winnetkan on the street but
1.5 million loyal followers listen
every weekday morning to WGN's
home therapist of the airwaves

Meet the face and faith of Wally Phillips

BY JONATHAN ZIOMEK

It was shortly after 5 a.m., a silent time that most Chicagoans visit only in their dreams. Homes were dark and the expressways were empty of traffic — even the chewed-up Edens, with all of its construction work. As the song says, the streets belonged to the cop, and the janitor with a mop.

And the airwaves were about to belong to a pleasant-looking, 52-year-old Winnetka man who had just strolled into the studios of the WGN broadcasting network on Chicago's Northwest Side. His name is Walter Richard Phillips. His world is the world of morning radio, and we are welcome to it.

For nearly 14 years, Wally Phillips has handled the morning show for WGN radio, a longevity utterly unheard of in the big league of major market radio stations. Each weekday, for four and a half hours, he plays games with the listeners, kids his newsman, Rick Rosenthal, and his engineers, dispenses weather and traffic information, talks about sports and tries to handle problems for his callers, all while maintaining a calm, laid-back style that has become his signature.

Although no single element of his program is particularly original, Phillips has fit them all into a package that has developed a base of listeners ranging from executives on the North Shore to truckdrivers on the Calumet Expressway. Even calling him a success is an understatement: his total daily listening audience of 1.5 million is nearly equal to that of the next three Chicago-area morning programs combined. Only one other radio program in the United States has a larger audience than that — a New York morning show hosted by John Gambling called "Rambling With Gambling."

If making it into first place in the national ratings would require coming up with a slick title like that, then Wally Phillips will be in second place forever, because all the traditional characteristics of successful disc jockeys — glib, fast patter, a happy voice and Top 40 music — do not fit him. He hates the label "disc jockey," and will quickly point out that he plays only two or three records a morning. His voice itself is noticeably unexcited. Although he takes calls from all sorts of people, he handles nothing controversial.

Even his name, Wally, is not very slick. Wally is the name of your next door neighbor, a guy who likes a practical joke now and then but is basically friendly and familiar, like a member of the family.

Which is exactly the way a lot of listeners regard Phillips. Marilyn Miller, his producer, tells of the woman who called from a maternity hospital to get Phillips' opinion of some names she was thinking about for her new baby.

"He's excellent at what he does because he has the ability to listen and answer," comments Jim Wirth, one of the program's engineers. "It's none of that, 'Hey! You're on the air!' stuff." Although Phillips goes out of his way to avoid expressing an opinion, he has a sympathetic ear, Wirth explains.

And now it was beginning again, this glide through the morning hours with Chicago's home therapist of the airwaves, whose easy style soothes rush-hour drivers trapped on the Edens Highway obstacle course. Phillips walks through the WGN lobby, waves to the heavy-lidded security guard, and reaches his first-floor office to drop off his sport coat. Gathering up some newspapers and reference books that he always keeps handy for his on-the-air quizzes, he heads down a long corridor to Studio One, shortly before 5:30 a.m.

Phillips used to start his program at 6 a.m., thus giving himself a half hour of extra sleep in the morning ("I don't think I'll ever get used to these hours," he confesses to a visitor). But in response to requests from early listeners who wanted something besides the farm report, he moves his program up half an hour.

This morning, he slips into one of the chairs around the large circular desk in the paneled studio and, in a typically low-key way, begins his show with a few casual words about the rainy weather. No pep talk. No loud insistence on greeting the day.

"Let's see, today is the day that Beethoven finished his fifth," Phillips says, consulting one of the almanacs on his desk. "Were you at that party?" Phillips asks his listeners.

Phillips takes a sip from a cup of tea and punches in his first caller. "It's raining in Westchester," a woman tells him. More calls, and the main subject is the weather. This is a Friday, and with the weekend coming up, one man wants to know what the weather will be in North Carolina for his trip there. Another man

Facing Page: Phillips concentrates intently throughout his long morning show, listening carefully to the comments of listeners.

will be on his honeymoon in Missouri the next day. How does it look? And will the weather hold up for a trip to Great America, someone else wonders.

For answers, Phillips has producer Miller call WGN's meteorologist, Tom Skilling, and Phillips chats with him on the phone for awhile. Then, shortly after 6 a.m., the callers leave the weather behind and questions range into the unusual. "Can you fish off of Navy Pier?" one caller wants to know (the answer is yes), and another asks, "What is the derivation of the expression, 'dog days of August?'" (Those are the hottest days of the year, when dogs are most irritable and most likely to bite, it is suggested.)

It is a crazy quilt of questions, and what is important about them is that it usually isn't Phillips who answers them, but other callers. "Let's see what our listeners might have to say on that," he comments, and that lies at the heart of what Phillips believes his show can do — bring people together who otherwise would have remained total strangers. It is an old-fashioned value, comfortable and flattering, and it fits most of his listeners like a well-worn slipper. "You'll find Chicago just loaded with generous people who are willing to help each other all the time," he will say on his program every day. He really believes it.

"One of the best things about the show is the calls," comments listener Stuart Callner of Skokie. "People

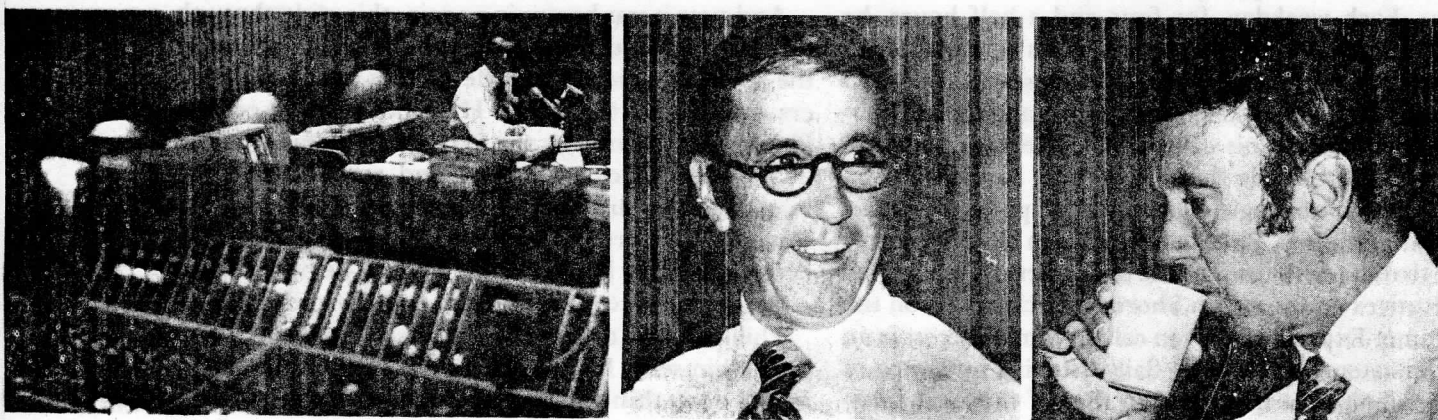
yearning for a relationship. It's just that sometimes they're afraid to express it."

Phillips has taught his listeners to overcome that hesitation, however. Many of his callers ask information that they could easily get from some official agency, such as the weather bureau or a tourism office. But by taking these calls and commenting, "let's see what our listeners might suggest on this," Phillips is encouraging others to reach out and touch a stranger. Radio, with its anonymity, is the perfect medium for this approach, and Phillips, with his low-keyed sincerity, has become the person whom people most identify with that approach.

"People consider me a friend," he has said in the past. "They trust me."

Phillips is not a native Chicagoan. He was born and raised in Ohio. His father died when he was six. At the age of 13 he was sent to a St. Louis seminary when he expressed an interest in being a Passionist monk, but he resigned and joined his family three years later. They were poor, and Phillips has always remembered those hard days.

After a hitch in the Army Air Force during World War II, he became a disc jockey in Grand Rapids, Mich., and was good enough after a year to move to Cincinnati, where he became a local on-the-air personality, known there as Walt Phillips.



Wally Phillips and his engineers (left) keep an eye on one another's activities through the window separating them during their lengthy morning stint, which begins at 5:30 a.m., five days a week. Some comment — was it his own? — earns a relatively rare on-the-air Wally Phillips grin (center). Wally drinks a coffee toast (right) in tribute to the humorist.

like to know what other people are doing and thinking in the morning as we all get ready to go to work. It satisfies a curiosity."

"People are willing to help people," Phillips says during a newsbreak. "I had a call from a woman the other day who had been returning from Shannon, Ireland, with her twin infants recently. She hadn't been aware of an airline regulation that forbids more than one carry-on infant per passenger, and she didn't know what to do. But another woman stepped up to her and said, 'I'll carry your baby for you.' This woman held the other one's child all the way back to Chicago."

He stops, pleased with that example. "That's the essence of people. Most people have a basic kind of

Phillips and a fellow performer, Bob Bell, were brought to WGN in 1956 after teaming up as a successful comedy act on radio and television in Ohio. Bell later went on to very steady work as Bozo the Clown, while Phillips tried a few television shows before becoming a radio host. He was working that 9 a.m.-to-noon show when asked to take over from Eddie Hubbard on the early morning drive-time program in January, 1965.

Phillips has lived in the north suburban area of Chicago since shortly after leaving Ohio. He owned homes in Northbrook and Lake Forest before settling in Winnetka. He is frank about his marriage problems — married and divorced twice from the same woman,

he now lives only four blocks away from his former home, in order to be close to his three children. He has spoken about his domestic troubles on the air, an action that has brought more loyalty from his listeners — and calls from others with similar problems.

His charitable work every year is legendary: he has raised vast sums for the Neediest Children's Christmas Fund, and he also helps a number of organizations in the North Shore area, including the Winnetka community center and several women's and church groups. He's a member of the North Shore Unitarian Church in Deerfield, having given up Catholicism a number of years ago.

After so many years at it, his show has evolved into its present specific format: lots of weather, news and early calls before 7 a.m.; games and quizzes between 7 a.m. and 8 a.m., when many families are sitting around the breakfast table; sports news between 8 a.m. and 9 a.m. for the men listening on their car radios as they drive to work, and more call-ins after 9 a.m. for all the housewives tuned in.

The emphasis is on information. "There is an almost desperate need for it" in the morning, Phillips believes — especially the weather and traffic conditions, because those two elements affect so many people. If a big news story develops, he stays with it with periodic special reports. "I throw everything else out the win-

Neither does Phillips, anymore, at least. It's the non-issuiness of his presentation: it's easy listening, but not pabulum for the ears, because you listen harder at some times than you do at others. He has things that interest me and things that don't, but there are enough things that do interest me to keep me listening."

At 9:15 a.m. Phillips is in the last 45 minutes of his show. He finishes up his callers for the day: he helps a woman find a route to O'Hare Airport from downstate, talks about a runaway boy from Tonica, Ill., who had apparently come to Chicago, and, in typical non-sequential fashion, takes a call about Elvis Presley's death the previous year. It was over then, and the morning had slid by as easily as Gatorade going down on a hot afternoon.

At the 10 o'clock newsbreak Phillips gathers up his reference books, razzes incoming host Bob Collins about Collins' white suede shoes, and heads back to his office. Hours of preparation for the next show will follow, but he pauses long enough to reflect on his listeners and his career.

He speaks again of the old-fashioned value of friendliness in the big city. "Maybe it's not sociologically sound, but there does seem to be less regard for peoples' rights these days." He had witnessed a fight in a restaurant recently, and it troubled him. And things like punk rock trouble him. "I call it 'me-ism' — people



Wally hands off a note (left) reminding him to credit a sponsor — Armour hot dogs, then launches into some commentary (center) as Jon Ziomek, the author of this article, takes notes on Wally's activities and comments. To answer the many questions he receives, Phillips consults one of his research sources (right). He plays only three or four records a day.

dow," he says. "We don't need birthdays and horoscopes then."

Phillips' favorite examples of his coverage of breaking news stories are the IC train collision of about five years ago when, it is rumored, other news agencies were tuning in to his show to hear the eyewitness accounts, and the kidnapping of the son of business leader Louis Zahn. Phillips was actually on the telephone with Zahn when Zahn received a call from another line, informing him that his son had escaped from his kidnapers.

"Phillips reminds me of Johnny Carson," Stuart Callner suggests. "Carson doesn't get off into issues, because he doesn't think his show is the place for it.

not caring about other people, the 'do anything you want' attitude."

He stops for a moment, thoughtful. "Boy, the bitter, angry, lost people out there," he says. "The Charlie Mansons, the David Berkowitzes. If someone had caught Manson at age five. . . ." but he breaks off his philosophizing. His show can provide a chance for at least a few people a day to make contact, he says, and he turns back toward his office.

And as the morning pushed on toward afternoon, and the visitor left the studio, the lingering impression was a genuine faith in Phillips and what he wants to do. It was enough to stir up a search for a little old lady somewhere to help across the street. □

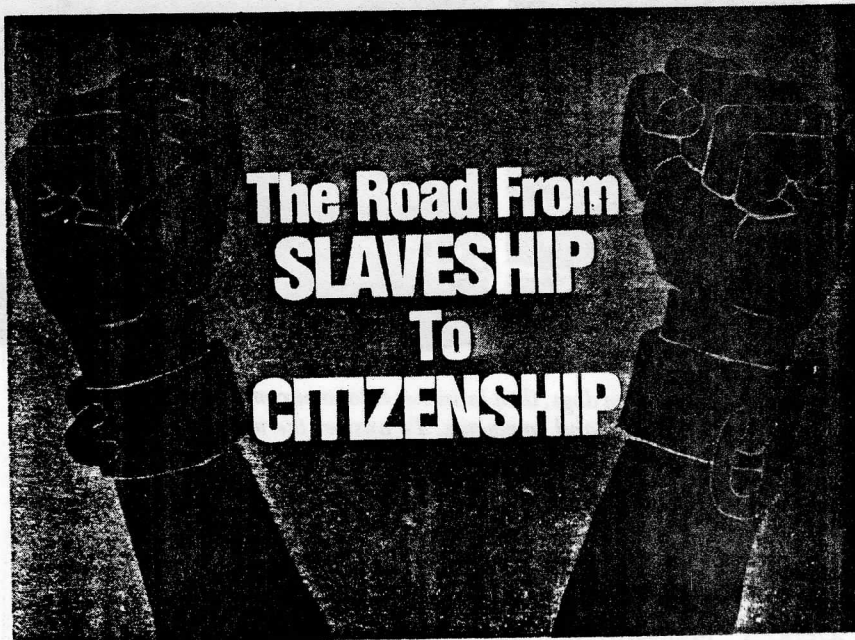
Category 30:
Public service/Political/one minute or more.

Advertiser: U.S. Coast Guard
Agency: Henry J. Kaufman & Associates
Copy: Finley Hunt
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Production House: Academy Films
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WBNG-TV 12



9

**KMBC-TV
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Director: L. Ellingwood / Orlando White

Advertiser: KMBC-TV
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Production House: KMBC-TV

Our entry to the CEBA exhibit at the New York Hilton, October 24, 1978, was the "ROAD FROM SLAVE SHIP TO CITIZENSHIP.", a half hour documentary as seen on WGN-TV. CEBA is an exhibit of Communication Excellence to Black audiences.

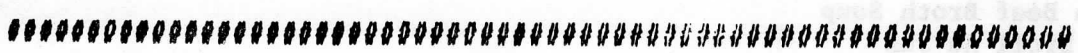


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WGN PHOTO CONTEST, October/November 1978

Submitted by: _____

Department: _____ Number of photos: _____

- RULES:**
1. Place description on back of photos with your name and department number.
 2. All photos must be made by person submitting same.
 3. All entries must be submitted by the closing of the last work day of the month

NOTE: In all fairness to each and every entrant, the judges and the Camera Club have made the ruling that only one print per person will be awarded a prize each month. You may enter four (4) prints each month, but you can only receive one award per month. The best prints will be on display in the Camera Club case opposite TV Studio One in the first floor hallway.

MENU FOR WEEK OF 11/6/78 Subject to slight change

MONDAY Beef Noodle Soup
Roast Veal/Bread Dressing
Pork & Spanish Rice
Frankfurter w/sauerkraut

TUESDAY Chicken Rice Soup
Pot Roast w/Brown Gravy
Chicken Tetrazzini
Grilled Ham & Cheese

WEDNESDAY Vegetable Soup
Baked Ham & Cranberry Sauce
Beef Stroganoff over Noodles
Coney Island Frankfurter

THURSDAY Scotch Barley Soup
Baked Tuna & Noodles
Stuffed Green Peppers
Sliced Roast Beef Sandwich

FRIDAY Fish Chowder Soup
Swiss Style Veal Cutlet
Fried Fillet of Fish (Haddock)
Texas Tommy

MENU FOR WEEK OF 11/13/78

MONDAY English Beef Broth Soup
London Broil Au Jus
Brunswick Stew
Luncheon Meat Hoagie

TUESDAY Tomato Rice Soup
Baked Chicken
Sauteed Liver w/onions
Turkey Sandwich

WEDNESDAY Cream of Mushroom Soup
Corned Beef & Cabbage
Pork Chop Suey
Bacon, Lettuce & Tomato

THURSDAY Cream of Chicken Soup
Roast German Spiced Ham
Roast Pork Loin w/brown gravy
WGN Burger

FRIDAY Clam Chowder - Manhattan Soup
Chicken & Dumplings
Fried Perch
Pub Special

Tempo TV

Donahue lays his ego on the line and the viewers give it a boost

BOUQUETS, BRICKBATS, and other pertinent scraps from the cluttered notebook of your friendly neighborhood TV critic:

● PHIL DONAHUE laid his ego on the line during his Tuesday morning telecast on WGN-Ch. 9, and the results were pretty gratifying. In a special program taped last Thursday at the Columbus, Ohio, headquarters of the QUBE two-way cable TV com-

pany, Phil asked his viewers if they liked him. The QUBE system allows viewers to "talk back" to their television sets via a home push-button console that's connected to a QUBE computer. Of those responding, 89 per cent said they liked Donahue, while 11 per cent said they didn't.

Narrowing the question down to only those who answered negatively, Donahue then asked: "Why don't you like me?" In a multiple-choice format, 27 per cent replied "You interrupt guests too often"; 33 per cent "too conceited"; 10 per cent "too liberal"; 4 per cent "too conservative"; and 27 per cent "none of the above."

QUBE is the revolutionary cable system that offers not only a huge choice of programs and special events, but also a chance for viewers to participate in programs from their homes. According to the QUBE computers, Donahue didn't turn off many Columbus viewers. When he began his QUBE special, 540 homes were watching, by the time it was over, 1,537 were tuned in.

The FCC last week gave the greenlight to requests from four common carriers for a satellite channel to carry the Chi indie, and indications are the unanimous decision is being seized by the commission as an example of the pro-competitive ideology of its chairman. Charles Ferris, The agency is not likely to turn down similar requests in the future according to staffers.

Wednesday, November 1, 1978

Superstation Idea Gets Big Lift Via Action From FCC

Washington, Oct. 31. WGN-TV Chicago will soon join WTGG-TV Atlanta as the nation's newest "superstation" to be beamed via satellite to cable tv systems across the U.S.

The FCC grant was made over five-year term. The FCC grant was made over the objections of the Motion Picture Assn. of America, which argues that the so-called superstations will wreak havoc on the television syndication industry. Local broadcasters are also battling the FCC's trend toward relaxing its rules limiting distant signal importation by CATV systems.

The decision permits Southern Satellite, WTGG's carrier, and three other common carriers — American Microwave Communications, United Video Inc. and Midwestern Relay Co. — to transmit the station to cable systems for a renewable five-year term.

VARIETY

Phil Donahue: Columbus turns him on.



Gary Deeb
TV-radio critic



A penetrating look at a pair of 'Emigres' by Goodman 2

Theater / David Elliott

In "Emigres," the Polish expatriate dramatist Slawomir Mrozek is obviously writing from his own experience, and blessedly so. Without that hand of warmth on its shoulder, that lived-through quality, the play might have drifted out into the allegorical chill which hits us when we pick up the program and see the two characters are called AA and XX.

Even Kafka's Joseph K had a Christian first name, and I was worried that those double-letter monickers were going to spell out a very long, numbingly significant evening. But Mrozek, while recognizably close to the East European intimate absurdist tradition, in which comedy and tragedy trade haggy punchlines, has made a vivid play with two very genuine characters, and Goodman Theater is giving it a strong, cleanly staged production in the Goodman 2 series at the Latin School.

TUESDAY'S OPENING (postponed from Sunday) didn't show how much of the scar tissue that inevitably forms over a wounded show. Goodman artistic director Gregory Mosher

had a split of opinion with director Gary Houston, and just a few days ago Houston left, Mosher stepped in, and some fairly significant re-tuning was done. Mosher says the disagreement was not over the play's interpretation but its presentation—which is a fine and virtually dissolving line in theater—and one simply hopes that the rift between these two talented men is temporary, and repairable.

Using a richly tacky basement set by Maher Ahmad, Mosher has done well. His actors, J. Pat Miller (AA) and Ray Rayner (XX), do even better. As two aging men self-exiled to Western Europe from some Communist country—clearly self-exiled even though one claims politics as an excuse, and the other need for money to support his distant family—they trade confidences and trigger explosions of nostalgia, envy and self-surprise.

There's a small contradiction in that the first act has them going through the reflexive rhythms of two old male hens who have been on each other's nerves a long time, but they then proceed to ask questions and make revelations that should have been long before established. Apart from that

small itch of doubt, I have few reservations.

AA IS A SKULL-HEADED, pissily didactic intellectual, and **XX** ("I am an ox") is a worker sinking right down to the mud flats of unthinking exhaustion. Mrozek has some tweaking fun at the expense of both types, but the waves of nostalgia for their homeland and the common crisis of realizing that their dreams share the same tough nut of despair brings the men together as human beings, and this coming together is delicately seductive despite some fairly melodramatic strokes.

When AA, having by his stream of words goaded XX into an act of startling definition, shouts in pain, "I talked theoretically!" Mrozek is plainly sinking a knife into Marxism (Indeed all isms), but also opening up the heart of a very specific being. It's a play of levels.

And in Rayner, all shambling thickness, and Miller, who seems to be a razor blade cutting itself, he has found excellent compatriots for his "Emigres." By the counterpointing contrast of their voices alone, they make theater.

Reprinted from yesterday's late editions

Theater

Actors lift 'Emigres' over flaws

IMAGINE THE ODD COUPLE waiting for Godot and you have some idea of Slawomir Mrozek's play, "Emigres."

It's a problematic work, which also has had its problems making it through its American premiere by Goodman 2.

The play and the production have their distinct shortcomings, but there's enough good work on view in the inhospitable Latin School auditorium on Clark Street at North Avenue to make one wish that a really first-rate drama could have come out of the whole experience.

Mrozek, 48, is a Pole now living in Paris whose best known work in this country is his 1964 tragicomedy "Tango." An exile from his native land for 15 years, he was stripped of his citizenship in 1968, when he publicly denounced the Warsaw Pact invasion of Czechoslovakia.

"EMIGRES," FIRST PRODUCED by the National Theater of Great Britain in 1976, typically shows his

concern with lonely people victimized by a totalitarian system.

In this instance, we are presented with two men, identified in the program only as AA and XX, who are living together, strangers in a strange land, as room-mates in the rickety basement of a home where they can hear but not see what is going on in the outside world.

Time passes; holidays come and go; but the two men, though threatening to leave, just stay in their hole, bickering with and feeding off each other.

One exile is little more than a dog, an animal chained to a machine, who talks of one day returning to his family. The other is a would-be intellectual, a prissy philosopher who speaks in metaphors and spouts political theories.

They are alike only in their misery and the fact that neither will ever go home again.

THERE IS MUCH TALK in the play about freedom and oppression, too much of it conducted with the two men seated at a table in dim candlelight.

But the play, if it is to succeed, must reach us in the humanity of its characters, and in this respect, the Goodman show almost makes it.

This production has had two directors. Gary Houston began work on the play, but Gregory Mosher, Goodman's new artistic director, took over last weekend just before the opening. The two actors who have stayed through and come through are J. Pat Miller and Ray Rayner.

Miller's face, a hollow-eyed death mask, and his fingernails-on-blackboard voice make him a natural for the smug, dried-up political philosopher, but his limited emotional range, not nearly flashy or bitchy enough, doesn't expand until his final effective scene of pathos.

AS THE LUMPEN PROLETARIAN, however, the veteran Ray Rayner is just a few degrees from perfect.

He has a great, plain mug that can light up with loutish glee or suddenly sag into weary despair, and the way his body collapses with fatigue and yearning when he hears a children's choir singing "Silent Night" is one of the genuinely sharp, painful moments in the play.

He doesn't have quite the depth for that key scene in which he frees himself from the slavery of greed, but in most of the evening, his is an admirable portrayal, worth watching even when the play is simply plodding along.

Richard Christiansen

STEVEN NOVAK, the young man mentioned in this story works in our film department and is raising money for the CYSTIC FIBROSIS FOUNDATION because of the loss of his two friends (brother and sister) to the disease.

Chicago Sun-Times, Tuesday, October 31, 1978

Disease takes brother, sister

'It was God's cruel joke'

"Do you know why they talk to you?" the young man asked. "When they have friends or relatives who die, do you know why they want to talk?"

No, I told him. I never have known.

"I know why," he said. "Her name was Mara."

He grew up across the street from her. His name is Steven Novak. He knew her brother first and went to grade school with him. "I guess I was best friends with him," Novak said. "He had this lung disease, this cystic fibrosis.

"Everybody knew it. His family was known as the family with the sick kids. I guess he didn't have too many friends besides me. Maybe none. He was real thin and had this hacking cough.

"He couldn't run or play and I guess he was sort of a burden. But it wasn't his fault, you know? He was a super kid. He was my friend. I always just figured it was a cruel joke that God played on him.

HE DIED WHEN he was 14. The death didn't hit me that hard. I was just a kid. I had a different sense of what death meant."

The boy who died was named Jay Zeidenstein and his sister's name was Mara. One out of every 1,600 children born in America will have the disease they had. It's genetic and about one out of every 20 people carry the disease without knowing it and without having any symptoms.

There is no way to test for it. If you're carrying it and your spouse is carrying it, there is no way to know until your kids are born. It's one of those things.



**Roger
Simon**

There is no cure, Children born with it today have a 50-50 chance of reaching 19. "Mara didn't have it that severe," Novak said. "She was a ballet dancer and active and everything. She graduated high school and was accepted to nursing school. She got her nurse's uniform a little while ago. But she never got to wear it.

"SHE KNEW THE end was coming. She knew her life expectancy was low. For the last year, death was all she ever talked about. She'd talk about a movie that was going to open in a few months and say that she might not be around for it. It was never a plea for pity. It wasn't like that. It was just matter-of-fact.

"I remember once she said her five-year plan was to be alive in five years.

"Near the end, she tried to prepare us for it. She died Wednesday. It was a rainy, cold, miserable day. She wouldn't dare leave us on a sunny day."

Her father, Morris, and mother, Lillian, are staying at home these days. "The

worst is over," Morris said. "We waited for 21 years and now it's over.

"To look at her, you wouldn't know. Really. She ice-skated, horseback rode, everything. But little by little, it crept up on her.

"SHE WAS REALLY one of the fortunate ones. Doctors held her up as an example to other families as how well someone with the disease could be," her father said.

"She got a letter from a woman with cystic who was 37 and had a child. The woman wrote and said she prayed to God for Mara's health, but if it had to come, the end should come quickly.

"She died on my 60th birthday. Imagine that. When she first went into intensive care, she could still talk to us. She said she didn't want an autopsy and she told us where the will was.

"She was prepared. She went peacefully. No pain. In her will, she said she wanted to be buried next to her brother, Jay, and that she wanted her teddy bear with her.

"She had that bear since she was little. She loved animals. One day a week, as long as she could, she worked as a volunteer in the animal shelter.

"SHE HAD A CAT, Puss, and her will said that when the time comes, she wants Puss buried near her.

"We've got six burial plots," he said. "We've got two filled, now. You know, it's funny. When Mara was born she had this blood disease, too. There was no cure



MARA ZEIDENSTEIN: Why do the really good ones die so young?

for it. She just wasn't producing blood cells.

"But, all of the sudden, she started producing them. She was cured. It was a miracle, everyone said.

"But you know," her father said, "I guess you only get one miracle to a customer."

"I want to say something trite, now," Novak said.

Go right ahead, I told him.

"Why," he asked. "Why do the really good ones die so young?"

I told him I didn't know the answer to that one, either.