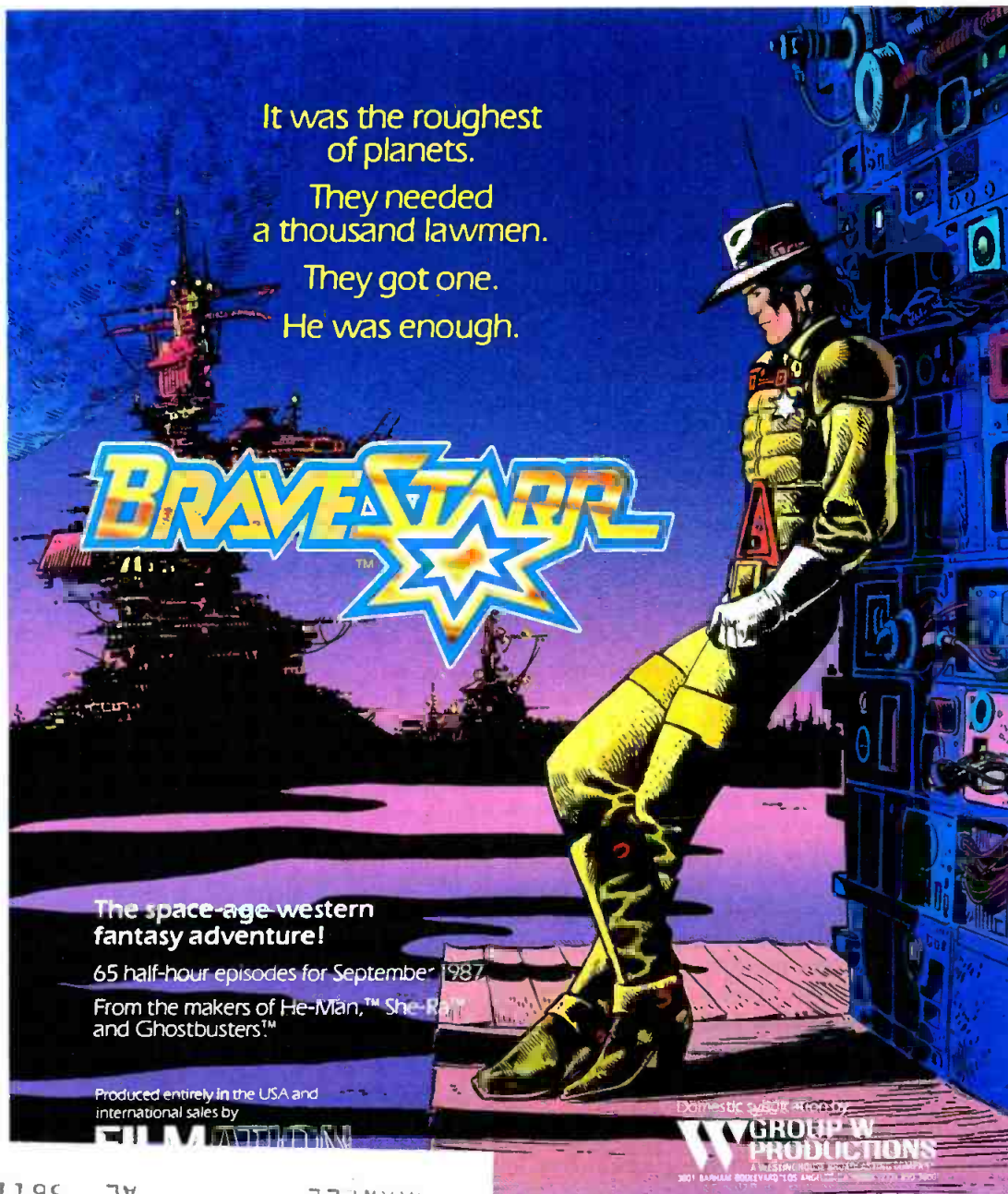


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 23

It was the roughest
of planets.
They needed
a thousand lawmen.
They got one.
He was enough.



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TM

The space-age western
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65 half-hour episodes for September 1987
From the makers of He-Man,™ She-Ra™
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55th Year 1986
SUPREME COURT:
Changing of the guard
DAYTIME TELEVISION:
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THE OLDIES CHANNEL*



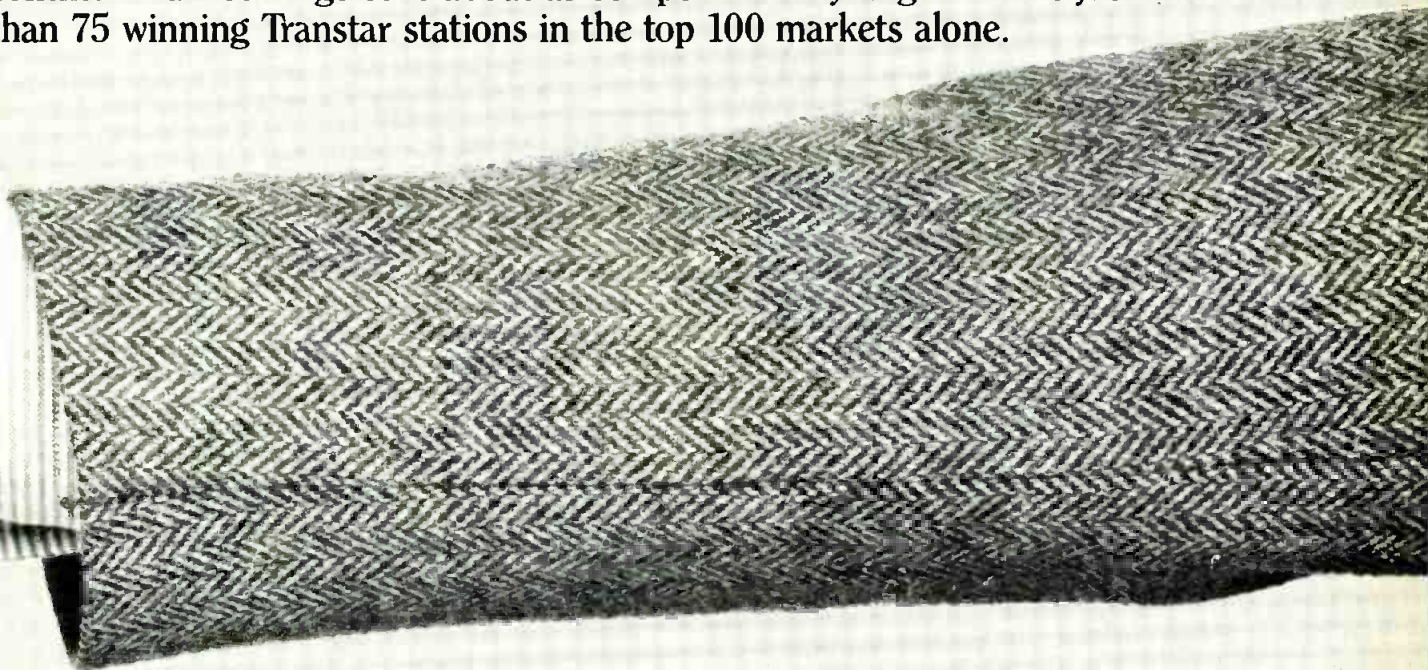
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Because it's *The Oldies Channel**...the one 24-hour service produced by Transtar: the *quality* satellite programming service.

Transtar...the one that *wins* in markets of *all* sizes.

Transtar's *The Oldies Channel** is not just designed to save money. Like all Transtar formats, it's designed to save money *and* develop excellent ratings through real *quality*. Does the quality philosophy work? Ask Transtar affiliates like K-Lite (KIQQ) Los Angeles. They started running Transtar's Format 41* in August of last year via satellite, 20-hours a day. The results: from #29 in 25-54 *adults* to #3...in nine months. And Los Angeles is about as competitive as you get. That's just *one* of more than 75 winning Transtar stations in the top 100 markets alone.



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Station: _____

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*Service mark of the Transtar Radio Network.

Arbitron Winter 1986 Book, MSA Mon-Sun, 6am-Mid, Adults 25-54.

DIVORCE COURT

LATE BREAKING NEWS ABOUT EARLY FRINGE

From February 1985 to February 1986, "Divorce Court" increased its time period share in 48 markets, with nearly half experiencing phenomenal gains of 50% or more!

Market	Station	Time	FEB. '85 Program	DIVORCE COURT Share Increase
Ada-Ardmore	KTEN	3:00PM	Let's Make a Deal	+ 50%
Augusta	WJBF	5:30PM	Benson	+ 92%
Cedar Rapids	KCRG	3:00PM	Andy Griffith	+ 19%
Cleveland	WJW	4:00PM	Soap	+ 69%
Columbia-Jeff.	KCBJ	5:00PM	News	+ 27%
Columbus, GA.	WLTZ	4:00PM	Divorce Court	+ 133%
Columbus, OH.	WBNS	4:00PM	Mork and Mindy	+ 38%
Dayton	WDTN	4:30PM	Dukes of Hazzard	+ 20%
Denver	KUSA	3:00PM	Sally Jessy Raphael	+ 64%
Detroit	WJBK	4:00PM	Anything for Money	+ 75%
Fargo	KXJV	4:30PM	Fantasy Island	+ 100%
Greenville-Spart.	WSPA	5:00PM	Sanford & Son	+ 55%
Houston	KHOU	4:00PM	Hour Magazine	+ 27%
Huntsville-Decatur	WAFF	4:00PM	Bonanza	+ 28%
Idaho Falls	KPVI	3:00PM	Eight Is Enough	+ 120%
Indianapolis	WRTV	4:00PM	Eight Is Enough	+ 60%
Jackson, MS	WLBT	5:00PM	Sanford & Son	+ 48%
Knoxville	WATE	4:00PM	Love Boat	+ 71%
Laredo	KLDO	6:30PM	Various	+ 267%
Las Vegas	KTNV	4:00PM	Let's Make a Deal	+ 11%
Little Rock	KARK	3:30PM	Hart to Hart	+ 26%
Macon	WMGT	5:30PM	Hart to Hart	+ 171%
Memphis	WMC	4:00PM	Hart to Hart	+ 56%
Meridian	WHTV	5:00PM	Hawaii 5-0	+ 36%
Minneapolis	WUSA	3:00PM	Name That Tune	+ 83%
Mobile-Pensacola	WALA	3:00PM	What's Happenin'	+ 72%
Montgomery	WKAB	3:00PM	Rituals	+ 33%
New Orleans	WVUE	4:00PM	Diff'rent Strokes	+ 4%
Norfolk	WVEC	5:00PM	Name That Tune	+ 59%
Odessa-Midland	KTPX	4:00PM	Star Trek	+ 92%
Oklahoma City	KTVY	4:00PM	Love Boat	+ 45%
Panama City	WJHG	4:00PM	Love Connection	+ 43%
Parkersburg	WTAP	5:30PM	Bewitched	+ 17%
Phoenix	KTSP	3:00PM	Divorce Court	+ 26%
Richmond	WTVR	4:00PM	Rituals	+ 89%
Rockford	WREX	4:30PM	Tattletales	+ 17%
San Diego	KCST	4:30PM	Divorce Court	+ 14%
Savannah, GA	WJCL	5:00PM	Good Times	+ 80%
Spokane	KREM	3:00PM	Sally Jessy Raphael	+ 33%
Springfield, MO	KDEB	3:00PM	Big Valley	+ 75%
Springfield-Holyoke	WWLP	4:00PM	Newlywed Game	+ 6%
St. Louis	KTVI	3:00PM	Alice	+ 14%
Toledo	WTVG	4:00PM	Hart to Hart	+ 23%
Tri Cities	WJHL	5:00PM	Name That Tune	+ 39%
Utica	WUTR	4:00PM	Divorce Court	+ 15%
Wichita Falls	KSWO	4:00PM	Star Trek	+ 53%
Youngstown	WFMJ	4:00PM	Divorce Court	+ 14%
Zanesville	WHIZ	4:00PM	Charlie's Angels	+ 5%

If you've programmed "Divorce Court" in early fringe, you've already discovered its remarkable strength. If you've got it somewhere else, make the switch now.

With "Divorce Court," it's never too late to make the most of early fringe.

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Source: NSI February '86 Divorce Court early fringe vs. February '85 time period programming

Broadcasting Jun 23

Changing of the brethren At Large with John Sie Daytime television blues

DAYTIME BLUES □ Networks cut prices in daytime television. Move could represent revenue drop of as much as \$100 million. **PAGE 35.**

COURT SHIFT □ Burger steps down as chief justice; Rehnquist elevated and Scalia nominated to court, subject to congressional approval. **PAGE 36.**

RADIO PROGRESS □ At NAB summer joint board meeting, radio members heartened by progress toward greater autonomy within NAB. **PAGE 40.**

THE SIE IN CABLE □ John Sie, senior vice president, TCI, appears to be at the forefront of issues currently dominating the cable industry. In this "At Large" interview he talks with BROADCASTING editors about the move to a program consortium, the marketing problems associated with backyard earth station owners and the dilemma of making cable more user friendly. **PAGE 46.**

CASE CLOSED □ Supreme Court rejects appeal in Herbert case, ending 12-year litigation brought by Army lieutenant colonel. **PAGE 52.**

JOURNALISM CRITIQUE □ BROADCASTING-Taishoff seminar covers news developments in Fifth Estate. Issues addressed include ethics, White House-press relationship, satellite technology, network versus local news, getting ahead in employment and news ratings. **PAGES 53-57.**

JERSEY PANEL □ Cameras in the courtroom debated at Rutgers seminar. **PAGE 58.**

DIFFUSION □ Furor over NBC's Abbas interview cooling down. **PAGE 59.**

PRESS RESTRICTIONS □ South African crackdown on press movements poses challenge for networks' coverage there. **PAGE 59.**

LOOKING TO REBOUND □ During annual press tour, CBS announces strategies to regain prime time crown. Stringer says changes in *Morning News* will come by September. Jankowski says cost-containment report will be finished by the end of the month. **PAGE 60.**

NBC TOUR □ Grant Tinker says NBC is evaluating its expenses. Eskridge provides more details on Olympics coverage. **PAGE 62.**

SELF-INTEREST □ American Advertising Federation convention hears calls for lobbying against legislation adversely affecting advertising's interests. **PAGE 65.**

AD REPORT □ Common Market proposes to relax restrictions on television advertising in Europe. **PAGE 66.**

TOP 100 □ Television Bureau of Advertising releases list of 1985's top 100 network and spot television advertisers; Procter & Gamble again leads the way. **PAGE 68.**

IN THE HOME □ Heritage cable head James Cownie tells Washington Metropolitan Cable Club that home shopping on cable shows great promise. **PAGE 71.**

ON THE OFFENSE □ INTV says A/B switch proposal is not the solution to the must-carry problem. **PAGE 75.**

CONSENSUS BUILDING □ Guidelines drafted for RFE/RL run into obstacles on the Hill. **PAGE 76.**

FIRST IN SALES □ Eastman Radio's Jerry Schubert believes the ability to sell is the key to success in the rep field. **PAGE 95.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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SCHOOL KIDS YAWN IN CLASS
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**BECAUSE THEY STAY UP
TO WATCH KATE & ALLIE
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After 9pm, on schoolnights,
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KATE & ALLIE

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No deal

FCC Mass Media Bureau is reportedly working on item purporting to resolve must-carry proceeding by asserting that commission cannot adopt new carriage rules. Proposal also reportedly would recommend, but not require, that cable operators furnish new subscribers with A/B switches that would permit them to switch between cable reception and off-air antennas.

First class

Making policy and friends doesn't come cheap at National Association of Broadcasters. In budget reports at NAB board meetings last week, it was revealed that costs of two board meetings, in Washington last June and St. Maarten, Netherlands Antilles, last January, ran up to \$350,014—\$82,352 more than had been budgeted. That didn't include another unbudgeted \$84,086 spent to take dozen senators and congressmen to St. Maarten for "legislative forum."

In the market

Rage for blind-pool funds with which to buy broadcasting properties finds latest example in Allbritton Communications. Washington-based owner of five affiliate TV's is working with Prudential Bache to raise \$100 million to \$125 million from institutional investors, with matching money to be put in by Allbritton. Specific transactions have yet to be identified.

Daytime deliverance

In letter to National Association of Broadcasters last week, press secretary to Mexican President Miguel de la Madrid Hurtado said new AM agreement between U.S. and Mexico was expected to be signed before end of this month. Agreement would enable 2,300 U.S. AM daytime stations to operate up to two hours after sunset and another 350 operating on Mexican clears to operate full time.

Money talks

Barter syndicators are now adapting marketing strategies de-emphasizing barter to survive in current bear market for advertising. Following its public stock offering, All American Television, which currently has two barter series in syndication along with number of barter

specials, will offer four cash series for 1987-88 season. All American is putting \$1.5 million of \$4.7 million raised through its public offering into development of those shows. Along with current advertising market, All American president George Back cited need to diversify company's marketing as reason for getting into cash. Back said cash sales expertise will be accrued through acquisition of smaller syndication company. Another barter syndicator to make move toward cash sales recently is LBS Communications.

Waiting

Austerity drive under way at Capcities/ABC could have adverse impact on National Association of Broadcasters Television and Radio Political Action Committee. In past, every two years NAB would receive \$53,000 TARPAC contribution from ABC. This year association has yet to hear from network.

Bird almost in hand

CBS is down to brass tacks on deal splitting cost of Ku-band satellite newsgathering trucks with affiliates. Arrangement would have network pay 50%, up to \$150,000, of station vehicle bill and pick up cost of satellite communications package, with transponder time offered at 75 cents per minute above rate contracted by CBS. Stations could also opt for stationary Ku-band uplinks, with network paying 50%, up to \$50,000. Details remaining to be ironed out at Wednesday phone conference between special affiliate committee and network team headed by Tony Malara involve network compensation for deal; one option involves maintaining small fee paid by stations and originally due to end this fall, and another, less likely, is having stations give up one 30-second announcement in second hour of late night schedule. Affiliate board could approve deal by Friday if all goes well.

After us?

President Reagan's nominations of William Rehnquist to be chief justice and Antonin Scalia to fill Rehnquist spot on Supreme Court offer Senate Judiciary Committee opportunity to strike blow for cameras in Supreme Court and other federal courts. Committee members can—and probably will—ask Rehnquist

and Scalia their views on broadcast coverage when they appear for confirmation hearing, some time next month. Senators, who have joined House in making their sessions available for broadcast coverage, may be hard to convince that court should not follow their lead.

Scrambled baseball

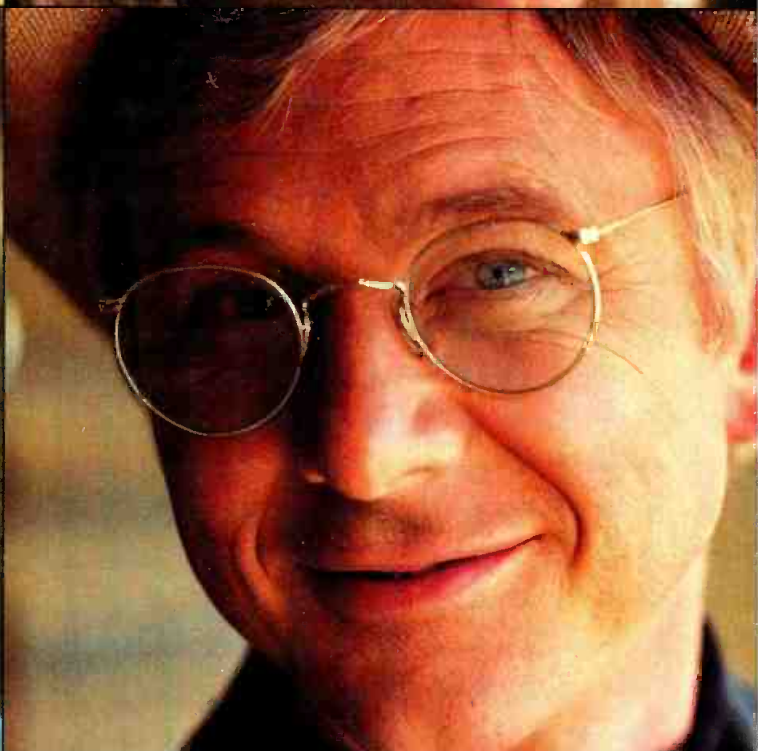
Hughes Television, which handles satellite and microwave backhaul of 24 major league baseball teams, will be ready to scramble satellite feeds next year if, as expected, team owners require it. It conducted test of Scientific-Atlanta B-MAC scrambling system last week and, in upcoming weeks, it plans to test M/A-Com's Videocipher I system and General Instrument's Starlock IV system. Team owners deferred decision at spring meeting on whether to scramble, but are likely to take up issue before start of 1987 season.

Turnover

If persistent rumor proves true that some Taft television stations including WTAF-TV Philadelphia are for sale (see "In Brief"), Philadelphia will see new ownership at all independent TV stations. More certain is that Morgan Stanley & Co. will sell WPHL-TV, on behalf of Providence Journal Co. Third station in market, Grant Broadcasting System's WGBS-TV, celebrated seven months on air last week with party. Just-released A.C. Nielsen figures from May show that over last three ratings books, WTAF-TV as held flat (with 10 household share sign-on-to-sign-off); as has WPHL-TV (with six), while WGBS-TV gains (from three to five in most recent book). Arbitron has last two stations tied with six.

Ready for anything

It's understood that Rupert Murdoch's Fox Broadcasting Co. is planning satellite distribution of its "fourth network" programming signal via both C-band and Ku-band. Plans lend credence to previous Fox statements that it may launch national news service down road. In near term, Ku-band transmission would allow for easier execution of any remote broadcast, taking *Joan Rivers* show on road, for example. Fox officials aren't saying exactly what they have in mind with Ku feed, except that they want to be state-of-art operation.



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Showtime/TMC wants to dish it out

After most of the major basic cable services have scrambled their satellite feeds, there may be an opportunity for at least one entity to offer them as a package to owners of home earth stations. Showtime/The Movie Channel would like to exploit that opportunity.

The number-two pay programmer has been trying to secure the home satellite rights to other soon-to-be scrambled basic services so that it can market them to dish owners as a reasonably priced package with Showtime and TMC. Turner Broadcasting System has already tentatively agreed to add CNN and CNN Headline to the package and other programmers are expected to follow suit.

Showtime/TMC's Howie Brycks, who laid out the company's home satellite ambitions at a Women in Cable meeting in Washington last week, said Showtime/TMC is convinced of "the necessity and convenience of having a national packager of services" for the home satellite marketplace.

If Showtime/TMC can set itself up as a "national packager," Brycks said, it would benefit in at least two ways. It would be able to more easily amortize the cost of the "back office" it set up to take orders and bill dish owners for Showtime and TMC, whose satellite feeds became scrambled on May 27. In addition, he said, the ability to offer a package of basic services would likely increase sales of Showtime and TMC.

Showtime/TMC would not be the only beneficiary, Brycks said. Consumers would only have to make one call to order service and pay one bill each month and they would pay less than they would if forced to order each service a la carte, he said. And dish dealers, he said, would be able to increase sales by showing prospective buyers how they could easily subscribe to most, if not all, the scrambled services, he said.

Showtime/TMC has "no signed contracts" with any other cable programmers, he said, but it has "agreements in principle" with some of them, including Turner Broadcasting. He said he was optimistic that Showtime/TMC would eventually sign all the "major basics" to be part of the package. Showtime/TMC would also like to sign the other pay services, he said.

No decisions have been made on the pricing of the package, Brycks said. It would depend in large part on how many cable services agree to be part of the package, he said.

Showtime/TMC's national package would compete for subscribers with local packages being offered by some cable operators within their franchises, Brycks said. But, he said, the operators would have the "edge" in such competition. Consumers are more comfortable dealing with a local company, he said. "A lot of people don't like to buy by mail order. They like to know who they are buying from."

Brycks acknowledged the Showtime/TMC

package may also compete with one proposed by the National Rural Electric Cooperative Association (BROADCASTING, June 16). The NRECA, which represents some 1,000 electric utility co-ops, would like to put together a package of basic services and offer it to dish owners for under \$10 a month. It has yet to secure the rights to any program services, however.

One of the keys to the package's success, Brycks said, is putting M/A-Com Videocipher II descramblers into the hands of as many of the nation's 1.5 million dish owners as possible. Showtime/TMC can't sell a dish owner any kind of service until the dish owner first procures a descrambler, he said. "Trying to sell a package of scrambled cable services to a dish owner who doesn't have a decoder is like trying to sell videocassettes to someone who doesn't have a VCR," he said.

To encourage the dissemination of decoders, Showtime/TMC is offering modest rebates to dish dealers who sell decoders to dish owners and refer them to Showtime/TMC for programming. The rebates improve the dealers' profit margin on the decoders, he said.

All for a dollar

For just one dollar per month per subscriber, USA Network President Kay Koplovitz told a group of Washington communications lawyers last week, cable operators could create a cable network that could compete with the three broadcast networks for programming.

The dollar per month per subscriber, she said in a luncheon speech before the Federal Communications Bar Association, would generate more than \$400 million. When combined with the additional advertising revenues that would result from the higher ratings the new programming would garner, the network would have around \$550 million a year to spend. "This is enough money to compete head-to-head with prime time broadcast network program budgets for original and proprietary programming," she said.

Koplovitz's comments were sparked by increasing talk among cable operators about pouring massive amounts of money—perhaps hundreds of millions of dollars—into one or more basic cable services to boost cable penetration (BROADCASTING, June 2). As Koplovitz pointed out in her speech, for the cable operators to take such a step would be a departure from their past behavior. "Today, on average, the industry spends less than a dollar per month per subscriber for all basic program networks combined," she said.

In the speech and the brief question-and-answer period that followed, Koplovitz also applauded the elimination of the FCC's must-carry rules, asserted the right of cable programmers to scramble, acknowledged the need for an entity to package cable services

for backyard dish owners who wish to subscribe to them after they're scrambled and criticized Ted Turner's attempt to get special treatment for superstation WTBS(TV) Atlanta under the copyright laws.

The elimination of the must-carry rules by a federal court in the *Quincy-Turner* case gave operators the freedom "to choose between various programming suppliers in response to the desires of its present and future customers," Koplovitz said. "Thus, for the first time, cable program networks like USA have an unfettered opportunity to compete fairly for channel space."

Koplovitz also expressed concern about the must-carry "compromise" that would, if adopted by the FCC, reimpose a "watered-down" version of the must-carry rules. "There is no rationale under which a broadcaster should have priority access to a channel of a cable system over that of a cable network," she said. Unlike many television stations, each of the cable services presents viewers with choices, she said. "Are not our program offerings also serving the public interest? Certainly they are. We think that the marketplace should determine which programmers are chosen."

Although Koplovitz, in discussing must-carry rules, said there was no reason television stations should have greater access to cable systems than cable services, in discussing the scrambling of USA's satellite signal, she suggested that stations have a greater responsibility to serve the public. "The owners of home satellite dishes are complaining that scrambling of signals would deprive them of the television choices presently available to them," she said. "The point is that signals such as USA's do not belong to the public. Unlike broadcast signals, the signals for cable networks are distributed point-to-point—much like telephone calls."

Koplovitz said she would like to offer USA Network to dish owners on a subscription basis after it is scrambled, but that it is too expensive to do on a stand-alone basis. "The simple answer is to join with other program services in offering packages to reduce the transactional duplication," she said. "Unfortunately, such an action raises antitrust issues—issues which are presently part of an ongoing investigation by the antitrust division of the Justice Department."

USA Network had hoped to scramble its feed by the end of this year, but now feels it will have to wait until the first or second quarter of 1987, Koplovitz said. The network will not be able to secure the Videocipher II scrambling equipment from M/A-Com in time to meet the original timetable, she said. Other services are ahead of USA Network in the line for such gear, she said.

On order

The USA Network has ordered 13 episodes of *Sanchez of Bel-Air*, a half-hour sitcom, from Paramount Domestic Television and

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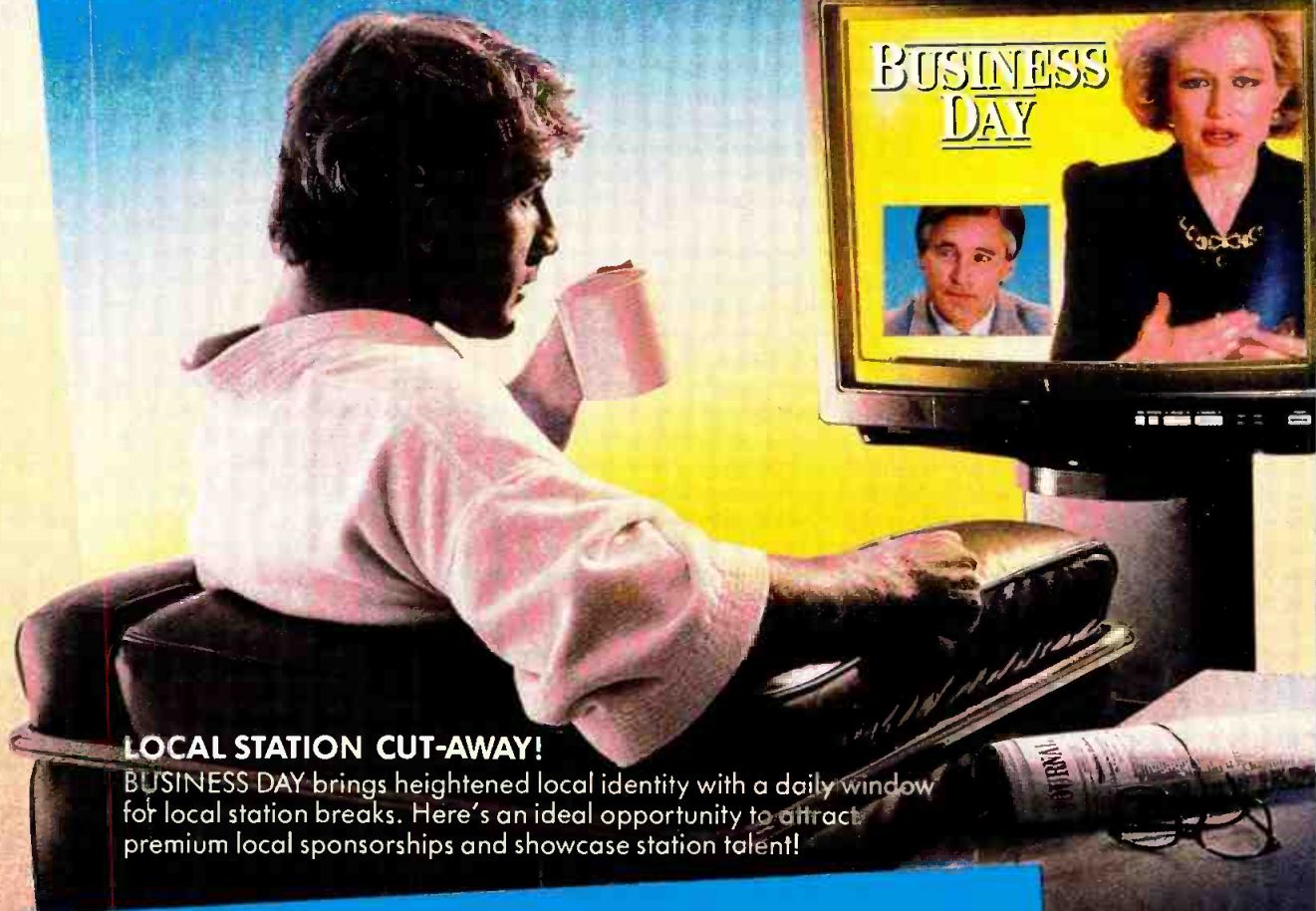
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 Seattle **KING** • Miami **WTVJ** • Sacramento **KXTV** • WKRN • NBC
 Cincinnati **WCPO** • Milwaukee **WISN** • Nashville **WKRN** • NBC
 Greenville **WYFF** • Louisville **WHAS** • Albany **WNYT** • NBC
 Wichita **KAKE** • Davenport **WOC** • Madison **WRCB** • NBC
 Lexington **WTVQ** • Chattanooga **WTHI** • NBC
 Peoria **WEEK** • Fargo **KTHI** • NBC
 La Crosse **WXOW** • Tallahassee **WTWC** • NBC
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The best of the daily elements of BUSINESS DAY along with timely analysis of the week's trends make up the weekend edition—a separately produced one-hour wrap-up program designed for flexible scheduling in week-end line-ups and cross-promotion to the daily show.

...AND HERE!



LOCAL NEWS RESOURCE!

Specially designed BUSINESS DAY inserts can be used in local news programs. Stations also have the flexibility to utilize all BUSINESS DAY program elements as a valuable footage/information resource for their news.

STATION FRANCHISE!

BUSINESS DAY is more than just a program, it's an exclusive franchise that provides stations with a complete business news service. From specially designed news inserts to local station break windows and sponsorship opportunities, BUSINESS DAY creates a new source of revenue in a low-risk and unexploited time period, and delivers a valuable business news resource.

ADVERTISER FRANCHISE!

BUSINESS DAY is the only commercial broadcast program that covers business news on a daily basis. It's also the only broadcast alternative for advertisers who need to reach an upscale, targeted demographic audience! Exclusive sponsorships offer advertisers a unique corporate image opportunity unequalled in television!

Available Now On An Advertiser-Supported Basis

For Fall 1986

From Buena Vista Television.



Video Programming. The series follows the turn in fortunes of a family from East Los Angeles which sees its clothing business ("Buy Sanchez") suddenly take off.

Frank Kelly, senior vice president of programming, said the show will not be an updated *Beverly Hillbillies*. "It's not that much fish out of water," he said, since the change in fortune will not represent quite as drastic a change for the family as in the older show. Kelly said the deal with USA is similar to a standard network deal. Paramount will only be able to syndicate the show domestically after five years. USA's next option with the series is for production of 65 more episodes.

Kelly said casting will take place within the next several weeks. The show will delve into social politics through the Sanchez's neighbors—there will be both "limousine liberals" and ultra-conservatives living near the Sanchez family. April Kelly and Dave Hackel, former supervising producers and writers for *Webster*, will be executive producers of the show. Production will start in mid-August.

Copyright impasse

Copyright holders and Turner Broadcasting System have failed to resolve their differences over a Turner petition asking the Copyright Royalty Tribunal to lower the 3.75% compulsory license rate that cable systems must pay to carry Turner superstation WTBS(TV) Atlanta. Last month the parties in a filing at the tribunal said they would attempt to "determine whether negotiations

can lead to resolution of some, if not all, of the matters raised by the TBS petition." Also in that filing, the copyright holders (the Motion Picture Association of America, Major League Baseball, the National Hockey League, the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC) and the National Cable Television Association withdrew earlier petitions asking the CRT to adjust cable copyright royalty rates. They also asked the agency to confine the ratemaking proceeding to those issues raised by TBS (BROADCASTING, May 12). The tribunal agreed to that request. Now it has received filings from the parties asking it to schedule a proceeding on the matter, an indication that private negotiations had failed. Turner, said an MPAA spokesman, "wanted a rate somewhat lower than 3.75%." But the spokesman declined to say what the rate was.

COST on theft

Citing possible losses to the cable industry from cable signal piracy as high as \$700 million to \$1 billion, the new head of a joint National Cable Television Association-Motion Picture Association of America coalition is wasting little time bringing public and industry attention to the problem.

Jeremy Stern, newly appointed executive director of the joint Coalition Opposing Signal Theft and director of NCTA's Office of Cable Signal Theft, briefed reporters in Washington on how the organization will attempt to bring the problem under control.

One major goal, once Stern has put in place two additional staff members and

COST's 17-person advisory group of motion picture, cable and sports industry executives, will be to quantify the dimensions of the theft problem.

Both Stern and MPAA representative Fritz Attaway, also present at the briefing, acknowledged having little documented data on how much loss is attributable to signal piracy. But Attaway called theft a "tremendous strain" on revenues of both the cable and motion picture industry and said MPAA had decided to participate in the joint venture with financial and advisory support in order to "mount a concerted, well-organized attack" on the problem.

"Cable is one of our largest customers and what's good for our customers is good for us," Attaway said. "They [pirates] are stealing our product as well. We have a coincidence of interests."

Stern noted that among early efforts of his office would be to establish a clearinghouse database, with information from operators on theft of service in their markets. The organization would also look to build a model program to fight theft, outlined in an operators manual to be available late next fall, and will make an effort to catalogue and make available copyrights on existing spots or print campaigns used by operators to fight the problem.

The group, while having no standing to bring suits against signal theft, will make an effort to monitor litigation, as well as buttress enforcements of prohibitions spelled out in the 1984 Cable Act by assisting lobbying efforts in the 10 states that do not have specific theft of services regulations.

Addressed in Modesto

Post-Newsweek Cable has agreed to purchase an estimated 25,000 addressable decoders and headend equipment from Zenith Electronics Corp. for the operator's Modesto, Calif., cable TV system.

The multimillion-dollar agreement (no specific figure was disclosed) calls for Zenith to supply the system with the 550 mhz Z-TAC II baseband decoders and other gear over the next 15 months. According to Zenith, the Z-TAC II system scrambles signals by using dynamic sync suppression and video inversion, but remains fully compatible with the broadcast industry BTSC stereo TV standard, developed by Zenith.

As part of the agreement, Zenith will supply the system's subscribers with its TAC-Timer device, a remote control transmitter that allows decoders to be preprogrammed for unattended home videocassette recording.

Real estate line

Media General's cable system in Fairfax, Va., has unveiled a 24-hour real estate channel, which provides color listings of area properties for sale. Real estate companies buy time on the channel and include a photo of the home, its location and price, name of the real estate agent and phone numbers in a 12-second bite. A "menu" wheel airs every five minutes, giving viewers information on when homes in certain areas will be airing. The listings are updated daily by the real estate companies. Media General reports that all the positions on the channel have been sold through August.

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**AWARDS
ISSUE**
July 7

Advertising deadline June 27



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It's only one of the extensive technical support services that come with every Sony Broadcast product. Services that include regional and dedicated technical assistance lines, 24-hour emergency parts service, and the most complete, centralized parts inventory in the industry—everything from systems modules to the humblest faceplate screw.

Round-the-clock technical support. One reason why Sony Broadcast has such a high percentage of repeat customers.

They know that the Sony Standard works.

Nights, weekends and holidays, too.

SONY
BROADCAST



Business Briefly

TV ONLY

PSA Airlines □ Two-week flight is scheduled to begin in early July for two weeks in advertiser's western region in about seven markets. Commercials will be placed in daytime, fringe and prime segments. Target: adults, 25-54. Agency: Western International Media, Los Angeles.

Good Humor Corp. □ Campaign to introduce its new Colossal Fossil ice cream product is breaking in New York, Chicago, Cincinnati and Hartford, Conn., for flights of varying weeks in June, July and August. Commercials will appear in children's programming during weekdays and Saturday mornings. Target: children, young adults. Agency: SSC&B: Lintas USA, New York.

Quaker Oats Co. □ Advertiser will introduce nationally on Sept. 7 its new Oh's ready-to-eat cereal which has been test marketed in East since January. Quaker will support introduction with \$14-million campaign during remainder of year on network and spot television in top 30 markets. Target: women, 25-54. Agency: Backer & Spielvogel, Chicago.

Alpo Petfood Inc. □ Advertiser will launch 10-week campaign in early July for puppy food in about 53 markets. Commercials will be slotted in daytime, prime and fringe periods. Target: women, 18-49. Agency: Weightman Inc., Philadelphia.

Stuart Anderson Restaurants □ Twenty-six week campaign breaks June 30 in five markets, including Detroit, Phoenix and Tucson, Ariz. On July 14, it will roll out in 13 more markets, including Cincinnati; Columbus, Ohio; Denver; Indianapolis; Portland, Ore., and San Diego. Spots will air during fringe and prime dayparts. Target: adults, 25-54. Agency: Hal Riney & Partners, San Francisco.

Pinkerton Tobacco □ Granger Select brand of tobacco begins six-week flight on July 14. Ads will air in seven markets, including Cincinnati, Indianapolis, Nashville and Orlando-Daytona Beach, Fla., during fringe and prime dayparts. Target: men, 18-49. Agency: McKinney, Silver & Rockett, Charlotte, N.C.

AT&T □ Corporate advertising campaign breaks June 30 in approximately 30 markets, including Pittsburgh, Phoenix, Providence, R.I., and Hartford-New Haven, Conn. Thirteen-week campaign

will use mainly day and fringe dayparts. Target: men, 25-54. Agency: Young & Rubicam, New York.

LINC Switch Inc. □ Louisiana's first statewide shared automatic teller network, NEAR, continues campaign to generate usage in five Louisiana markets: Shreveport, Baton Rouge, Lafayette, Lake Charles and Monroe. Spots air in mixed dayparts. Target: adults, 25-54. Agency: Cargill, Wilson & Acree, Atlanta.

RADIO ONLY

New England Telephone Co. □ Six-week flight will kick off in mid-July in large number of markets in New England, with exception of Connecticut. Commercials will be broadcast in all time segments. Target: adults, 25-54. Agency: Cabot Advertising, Boston.

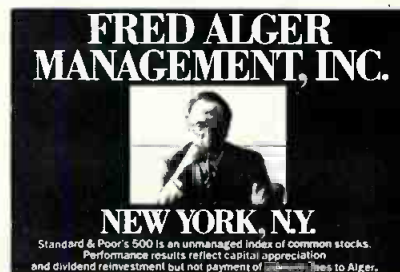
Walden Farms □ Advertiser is launching campaign in June in Boston as part of rollout to 36-week flight in seven other markets. Campaign was created by newly formed agency of Cox & Greenwald, headed by Michael Cox, board chairman, and Patricia Greenwald, president. Commercials will be carried in all dayparts, particularly in drive times.

Joseph Banks Clothes □ Men's retailer will inaugurate two-week flight in 22 markets in early July. Commercials will be placed in early and late drive periods. Target: men, 25-54. Agency: Eisner & Associates, Baltimore.

Joseph Huber Brewing Co. □ Flights lasting at least six weeks were launched last week in Midwestern markets including Chicago, Milwaukee,

AdVantage

Advertising debut. In its first advertising campaign, Fred Alger Management Inc., money management firm specializing in corporate pension funds, will appear on network television from late June until mid-August. Commercials will be carried in news, sports and prime time programming on all three networks. Agency: Foote, Cone & Belding, New York.



Wanted: top commercials. Thirteen outstanding station-produced television commercials will be honored during third annual Television Bureau of Advertising/Sales Advisory Committee Commercials Competition. TVB member stations must pay entry fee of \$25 per spot and submit three-quarter-inch tape. Deadline for receipt of entries is Aug. 29. Address: Television Bureau of Advertising, TVB/SAC Station Commercial Competition, 477 Madison Avenue, New York 10022. Grand prize winner will receive free trip to TVB's annual meeting, including cost of air fare and accommodations for three days. Other winners will receive plaques.

Ten challenges settled. National Advertising Division of Council of Better Business Bureaus resolved during May 10 challenges to national advertising, including six on television and one on radio. Reviewed and substantiated were claims in television commercials for Church & Dwight Co. (Arm & Hammer carpet and room deodorizer) and ICI American Inc. (Double Strength Mylanta-II antacid). Modified or discontinued were TV commercials for Beatrice Co. (Rosarita refried beans), Household International Co. (One-Day Auto Rental) and Tomy Corp. (toys). Modified was radio commercial for R.T. French Co. (Worcestershire sauce).

Video trip. Fifty-eight commercial production companies have placed advertisements in video directory developed by Tipp Publisher Denise Harbin. Video is designed to allow art directors to see and hear work of film directors without having to request and view numerous full-length individual reels. Harbin says the video "streamlines the 'matchmaking' process considerably and makes things easier on both sides." Each company pays \$1,300 for two 30-second spots and three-second title and credit slide on 60-minute, three-quarter-inch video. Additional 30-second spots cost \$650. Tipp's video will be produced and updated annually. Publisher is Harbin Communications, Box 7420, FDR Station, New York 10150.

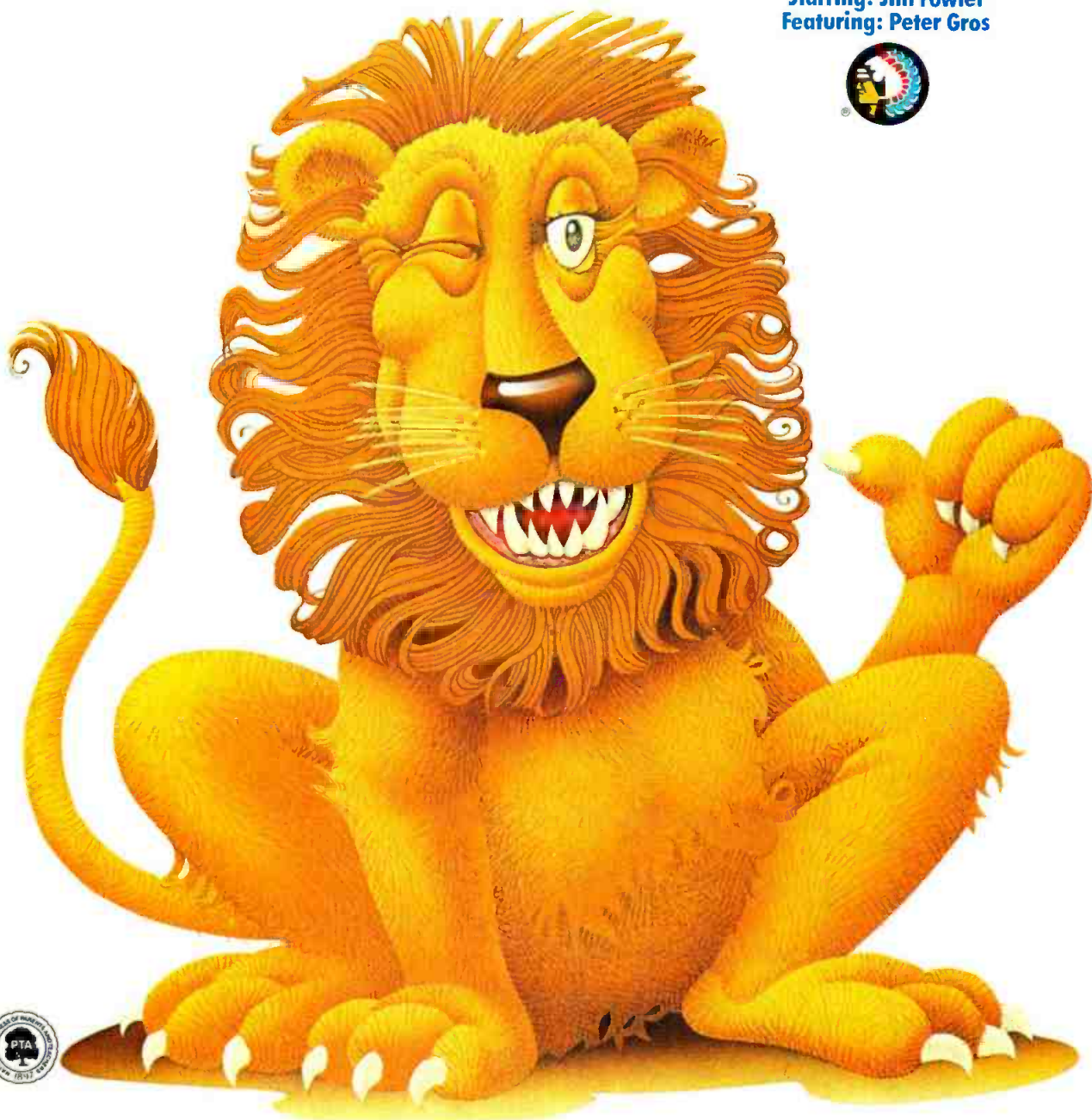
For a lion's share of the share.

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To put the roar into your schedule, call Hal Davis, 402-397-8660, or Bob Aaron, 804-481-4727.

**MUTUAL
OF OMAHA'S
WILD KINGDOM**

**Starring: Jim Fowler
Featuring: Peter Gros**



Minneapolis and Madison, Wis. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Zechman & Associates, Chicago.

Amolie Oil □ Three-week flight will be inaugurated in early July in 13 markets, including Boston, Miami, San Antonio, Tex., and Dallas. Morning and evening drive times will be sought. Target: men, 18-49. Agency: Al Paul Lefton Co., Philadelphia.

Sherwin Williams □ Advertiser launches six- to eight-week campaign (depending on market) beginning June 30. Spots will air during drive times and Saturday midday dayparts. Campaign is scheduled in 14 markets, including Philadelphia, Dallas, Washington, Baltimore, Atlanta and Houston. Target: adults, 25-54. Agency: Wyse Advertising, Detroit.

RADIO & TV

Southwestern Bell □ Yellow Pages campaign will air in Houston, Kansas City, Oklahoma City, Dallas and Austin, Tex., beginning June 23 for approximately nine weeks, depending on market. Target: men, 25-54. Agency: Advanswers, St. Louis.

Pizza Inn □ Fast-food chain will launch

three-week flight in late July in eight to 10 Southern markets. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Lowe Marschall, Houston.

Rep Report

Moving days. Katz Television has moved Denver offices to new location at One DTC, 5251 DTC Parkway, PH5, Englewood, Colo. 80111-2702. Telephone remains: (303) 740-8765. Republic Radio has opened office in Seattle at Fourth & Battery Building, Suite 970, 98121. Telephone: (206) 441-1356. Hillier, Newmark, Wechsler & Howard has moved its Houston office to 510 Bering Drive, suite 260, 77057. Telephone remains: (713) 784-4694.

□
KITN(TV) Minneapolis: To MMT Sales from Seltel.

□
WJRT-TV Flint, Mich.: To Harrington, Righter & Parsons from Blair Television.

□
KPEZ(FM) Austin, Tex.: To Hillier, Newmark, Wechsler & Howard from McGavren Guild.

□
KILQ(FM) Colorado Springs, Colo.: To Republic Radio from Christal Radio.

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WOUR-AM/WUTQ-FM, Utica, New York

From Bunkfeldt Broadcasting Corp.
To Devlin & Ferrari Broadcasting, Inc.

WCBQ-AM/FM, San Diego, California

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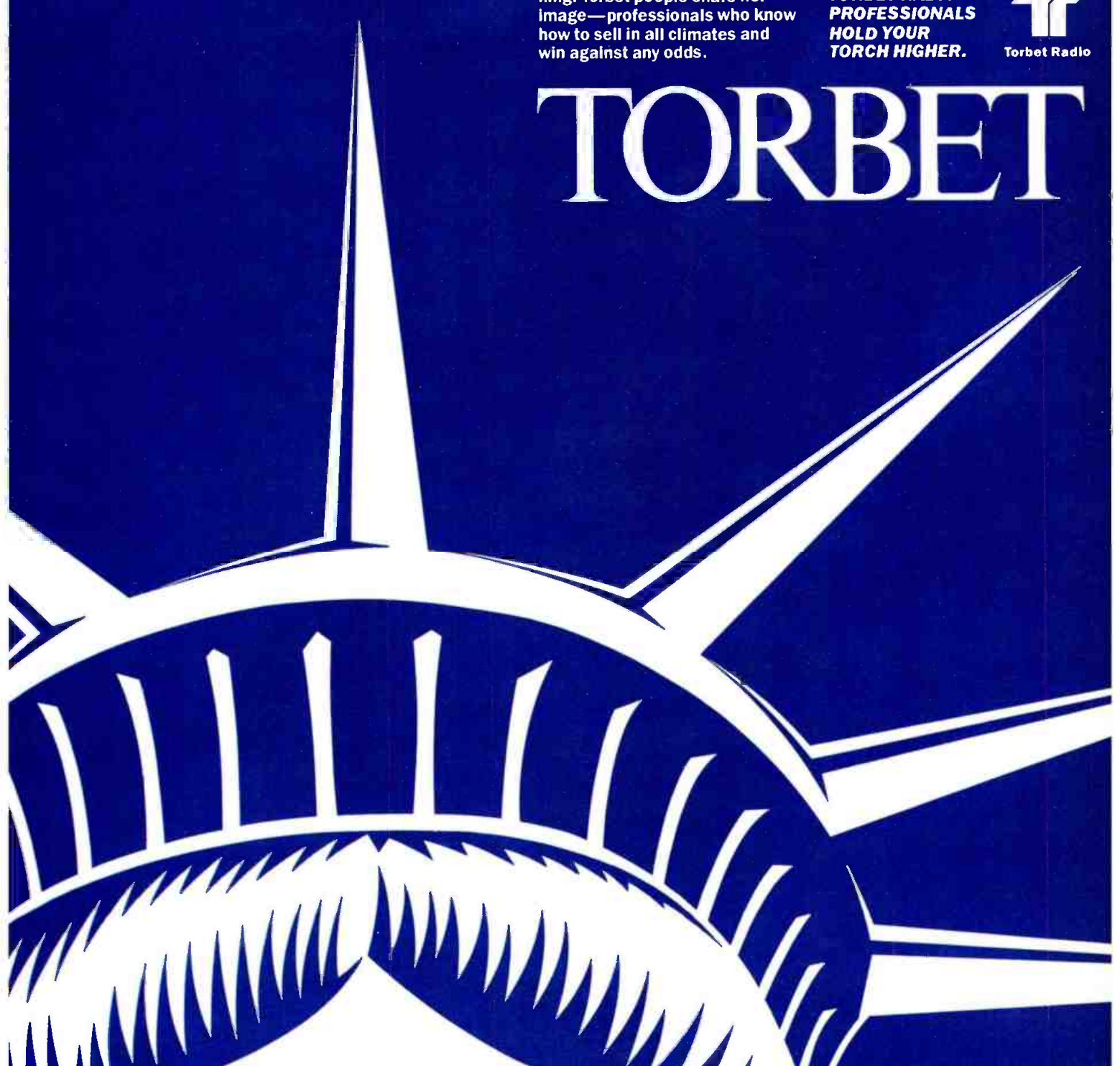
Selling spot radio in a changing radio environment is an unbelievable challenge. At Torbet Radio, we can relate to Lady Liberty. She fights both the elements and challenges to her honor. And she's winning. Torbet people share her image—professionals who know how to sell in all climates and win against any odds.

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PROFESSIONALS
HOLD YOUR
TORCH HIGHER.**



TORBET



**RADIO
REPRESENTATION**

A television sales commentary from Mark Altschuler, national sales manager, WGN-TV Chicago.

Selling TV time with little numbers

Not all television stations enjoy high ratings or own programs to which buyers are naturally attracted. The stations that do, however, can package for large shares of an advertiser's budget. A station that delivers 1 and 2 ratings, or worse yet, no numbers, struggles to get respectable shares of an advertising budget.

Each circumstance differs, but generally, if a station delivers a 5 share of audience, sign-on to sign-off, a 10 share of the business would be considered a good order. A salesperson that consistently brings back orders of 15% and 20% is doing excellent work. Further, a particular buying requirement may call for news only. If a station has no news, or its news does only a 1 rating, a salesperson gets a good order by simply getting on the buy.

It is necessary for salespeople selling a station with small or no numbers to understand what they must do on a daily basis to achieve superior results. Here is the strategy a salesperson can follow:

■ **Program changes.** Every time a station changes its programming the entire time period is affected. A salesperson must view program changes in the market as an opportunity for the station. A program change creates a chance to sell audience increase in the time period. A salesperson who does not sell estimated audience increase will never consistently improve rates at a station. And increasing rates is critical to improving a station's revenue position.

A salesperson must aggressively work at selling estimates to support the higher rates asked from advertisers. Here are some strategies to help get the numbers up when program changes occur in a market: 1. Look at similar programs running in the market. If a program's delivery is favorable, the rationale for an estimate is that similar programming will deliver similar results. 2. Look at the time period's potential. A review of previous rating books may determine the station once delivered a greater audience in the time period. The rationale here is the station can achieve these levels again with a new program. 3. Consider the same program's performance when it ran on a network or in another time period. If it was successful where it ran before, the rationale for the estimate is it will be successful again in a new time period. 4. Evaluate the program's performance across the country using the Syndicated Program Analysis. The rationale is that if the program is successful in other markets, it will be successful in this market.

■ **Promotion.** A salesperson must always highlight a station's effort to promote its programming. This must be stressed when a sta-



Mark J. Altschuler is the national sales manager of WGN-TV Chicago. He is based in New York. Prior to joining WGN-TV, Altschuler was the general sales manager of Antonelli Media Training Center, New York. He began his sales career in 1976 at Blue Bell Inc., a clothing manufacturer. He joined TeleRep Inc. in 1980 and was account executive for the next four years.

tion is new or when a station delivers low ratings. Advertisers understand that promotion works and they should accept the premise that a station that promotes itself heavily will increase its audience as more people become aware of its program lineup. Constant emphasis of a station's promotional effort will help a salesperson sell a station based on future audience increases.

A good way to highlight promotion is to put together a kit with examples of the station's various efforts. Include the on-air schedule, the radio campaign schedule with stations being used, copies of actual ads from local newspapers and *TV Guide*, pictures of billboards in the market showing the station's call letters and explaining where the billboards appeal. It is important to include the frequency and dollars committed to each medium as well as the total amount being spent to promote the station. The promotion kit can be continually used and should be updated each quarter.

■ **Specials.** Specials are highly promotable and often deliver a larger audience than normal programming delivers. They give a salesperson an opportunity to sell spots on a schedule at high rates and to increase the station's share of an advertising budget.

First-run movies, sports and other highly promoted programs should be stressed whenever they run during an advertiser's campaign. Aggressive estimates for specials should be sought by a salesperson and presented with great enthusiasm.

When traditional specials do not exist during an advertiser's flight, a salesperson should review all movie titles on the schedule. By isolating certain titles that have been popular at the box office, feature well-known stars or particularly appeal to the advertiser's target audience, a salesperson can create specials for the advertiser.

■ **Packaging.** Many buyers are willing to

buy only the most attractive areas on a station. A station with small or no numbers can not afford to be "cherry-picked." Packaging is the key to selling the entire station and avoiding this situation.

A good salesperson always packages. In this manner, time periods of greatest demand are not the only time periods sold. Specials, early fringe, late fringe and weekend should be sold together in packages. The entire station should be sold, not just the inventory the buyer wants. If not, the station will sell out its best inventory too quickly and will not maximize rates in the areas of greatest demand.

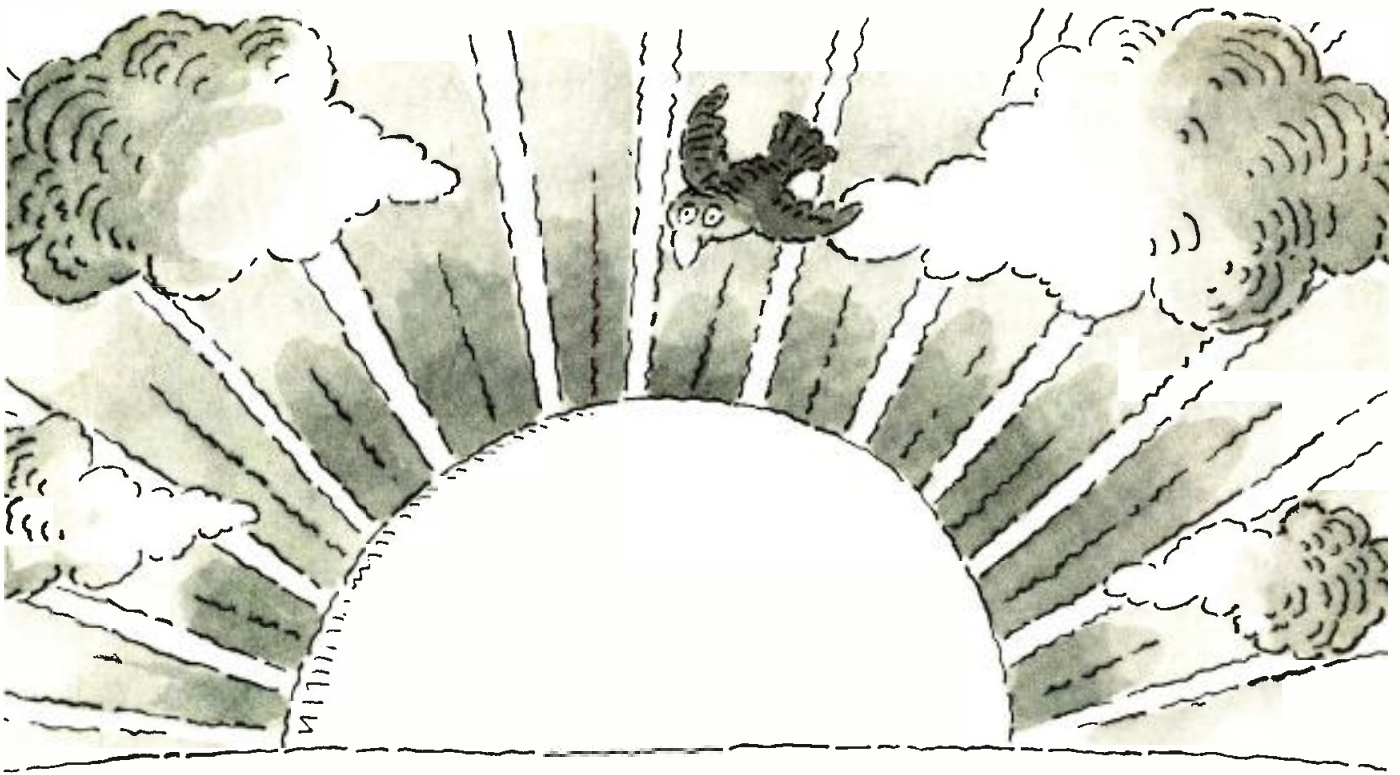
■ **Cume approach.** A salesperson selling an independent station with small or no numbers should use the cume approach to sell prime time and daytime. This method allows the station to accumulate bigger reach on a television schedule. Some key points to remember when selling a cume are: 1. Nielsen and Arbitron agree that a series of lower-rated spots are as statistically reliable as a single high-rated spot on an affiliate. 2. Spots that run on an independent generally run "in-program" where attention to the commercial message is greater and recall is approximately 33% higher than spots that run in break positions on affiliates. Accumulating reach using a series of lower-rated spots is safer than the use of one high-rated spot due to rating fluctuations caused by special programming on a competing network that night.

■ **Sell demo strength.** A salesperson selling a station with small or no numbers should always try to position the station in terms of its demographic strengths, an effective tactic when ratings are scarce. A program that delivers a 1.0 rating may deliver several thousand viewers of a particular demographic category. It sounds more attractive to a buyer when a salesperson discusses thousands of viewers and not 1-rated spots.

Skew advantages should be continually highlighted. A station that delivers a high percentage of its audience against a frequently targeted demographic can highlight its ability to stretch an advertiser's budget.

■ **Paying attention to buyers/clients.** All buyers appreciate a salesperson who pays close attention to business. This is essential to building successful buyer/seller relationships. It is critical when a salesperson sells a station with low numbers.

How is this accomplished? Upgrading schedules on the air when a station's inventory permits, being accurate and on time with avail presentations, keeping paperwork in order so problems are kept to a minimum, immediately returning phone calls, seeing the buyer every day, showing an interest in a buyer's well being and being a source for information the buyer can depend on at all times.



May the "Search" continue for 9,000 more Tomorrows.

"Search For Tomorrow," television's first daytime drama, will air its 9,000th episode on June 26th. An extraordinary feat in today's short-run TV environment. To all those involved from the beginning until now, we offer a hearty congratulations. Along with millions of fans, we at P&G Productions look forward to an equally successful future.



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WDIZ
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KYW
Philadelphia, PA

WPGR/WSNI
Philadelphia, PA
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Seattle, WA
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Datebook

This week

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

June 23—*National Academy of Television Arts and Sciences, New York chapter*, dinner, Jim Fowler and Mutual of Omaha's *Wild Kingdom*. Copacabana, New York. Information: (212) 765-2450.

June 23-25—Broadcast sales training seminar, "Managing Sales Performance for Local Sales Managers," sponsored by *Television Bureau of Advertising*. Georgetown Inn, Washington. Information: (212) 486-1111.

June 23-27—*American Film Institute* workshop, "Interactive Videodisks and Moviemaking." Media lab, Massachusetts Institute of Technology, Cambridge, Mass. Information: (213) 856-7725 or (800) 221-6248.

June 24—*National Association of Broadcasters* television broadcast acquisition seminar, "Blueprint for Success." Marriott Marquis hotel, New York. Information: (202) 429-5362.

June 24—*Cabletelevision Advertising Bureau* creative/production workshop. Airport Marriott, Atlanta. Information: (212) 751-7770.

June 24-28—*Broadcast 86*, international trade fair for film, radio and television. Frankfurt fairgrounds, Frankfurt, West Germany. Information: Phillippe Hans, (212) 974-8853.

June 25—*National Academy of Television Arts and*

Sciences, New York chapter, luncheon. Speakers: JoAnn Emmerich, VP-daytime programs, and Mary Alice Dwyer-Dobbins, VP-daytime programs, East Coast, both with Capcities/ABC Entertainment.

June 25-27—NATA-West, regional (California, Oregon, Nevada, Washington) trade show sponsored by *North American Telecommunications Association*. Moscone Center, San Francisco. Information: (202) 296-9800.

June 26—"The Essentials of Sportscasting," sports broadcasting seminar sponsored by *American Sportscasters Association*. Speakers: sportscasters Curt Gowdy, Jack Brickhouse, Marty Glickman and Don Dunphy, and Terry O'Neill, executive producer, CBS Sports, New York University, New York. Information: (212) 227-8080.

June 26—*Cabletelevision Advertising Bureau* creative/production workshop. Hershey hotel, Philadelphia. Information: (212) 751-7770.

June 26—*National Association of Broadcasters*, minority and special services department, broadcast management career seminar for students, media professionals. NAB headquarters, Washington. Information: (202) 429-5498.

June 26-28—*Iowa Broadcasters Association* annual convention. New Inn, Okoboji, Iowa.

June 26-29—*Upper Midwest Communications Conclave XI*, featuring sessions on "Radio in the Key of Life." Radisson Plymouth hotel, Minneapolis. Information: (612) 927-4487.

June 26-29—*Investigative Reporters and Editors* national conference. Portland Marriott, Portland, Ore.

June 27—"Broadcast Opportunity Partnership," semi-

nar (last in series of three) for minority entrepreneurs interested in broadcast ownership, sponsored by *White House, NAB's Broadcast Capital Fund Inc. (BROADCAST), FCC and Department of Commerce*. New York. Information: (202) 429-5393.

Also in June

June 29-July 2—*Virginia Association of Broadcasters* annual meeting and summer convention. Cavalier, Virginia Beach, Va.

June 30-July 6—*Western Public Radio* advanced production workshop, conducted in collaboration with New Radio and Performing Arts. WPR, Fort Mason Center, San Francisco, 94123. Information: (415) 771-1160.

July

July 1—*Cabletelevision Advertising Bureau* creative/production workshop. Newton Marriott, Boston. Information: (212) 751-7770.

July 1—"Cable and the First Amendment after *Preferred*," conference sponsored by *Media Institute*. Mayflower hotel, Washington. Information: (202) 298-7512.

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

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

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

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

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

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

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

July 13-19—*National Association of Broadcasters* management development seminar for television executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5362.

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

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

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

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

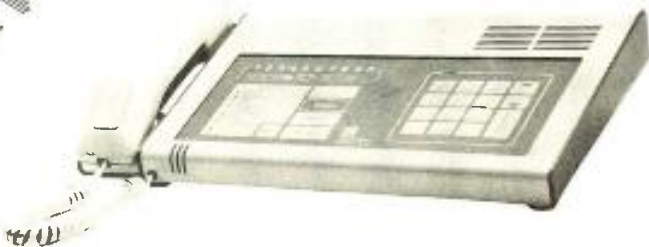
July 17-19—*Montana Cable Television Association* 27th annual convention. Grouse Mountain Lodge, Whitefish, Montana. Information: Tom Glendenning, (406) 586-1837.

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

July 17-20—*National Federation of Community Broadcasters* public radio transmission training seminar. Western Washington University, Bellingham, Wash.

■ Indicates new entry

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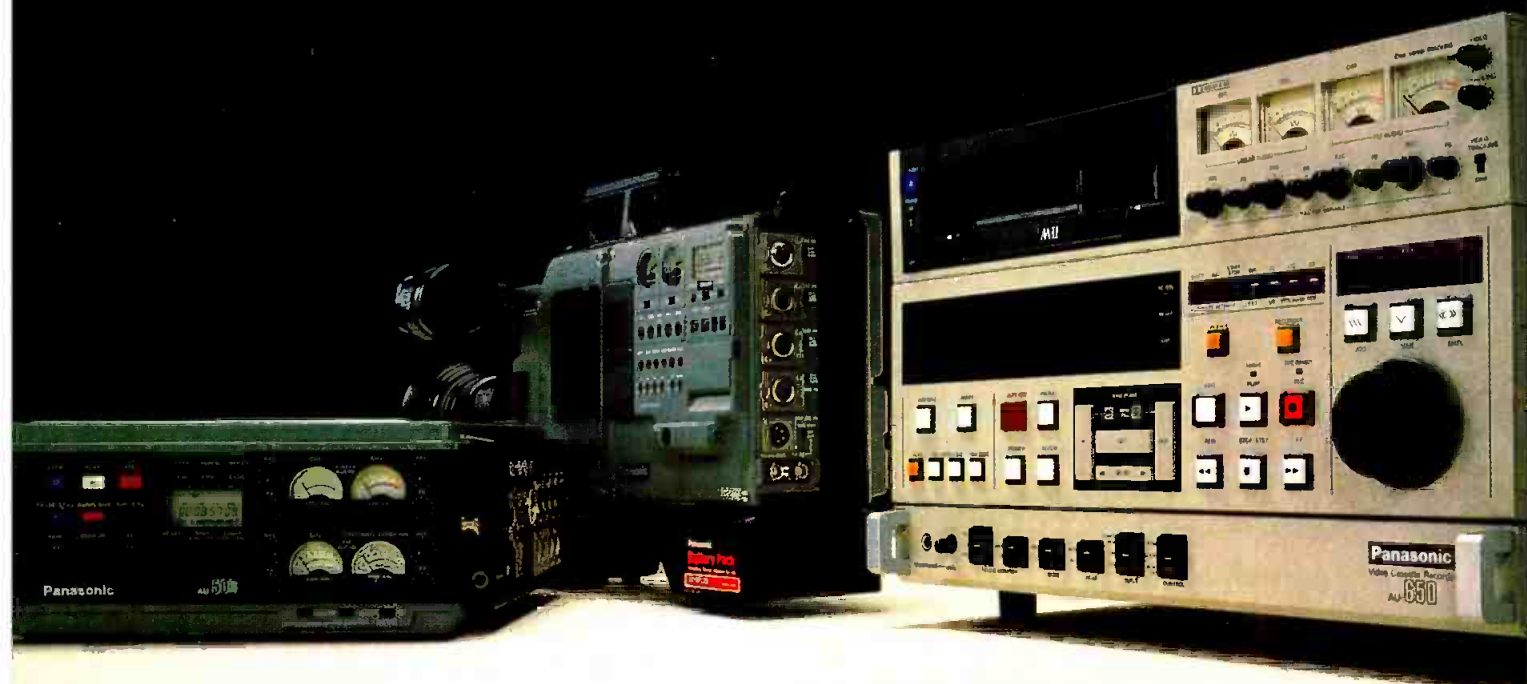
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Major Meetings

June 22-25—Cable Television Administration and Marketing Society annual convention. Westin Copley Plaza, Boston.

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

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

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

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

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

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

Oct. 26-29—Association of National Advertisers annual convention. Homestead, Hot Springs, Va.

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

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

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

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

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

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

Feb. 2-6, 1987—National Association of Broadcasters winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

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

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

March 25-28, 1987—American Association of Advertising Agencies annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

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

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

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

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

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

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

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

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

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

Information: (202) 797-8911.

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

July 18-20—Oklahoma Association of Broadcasters annual summer meeting. Shangri la, Afton, Okla.

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

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

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

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

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

Center, Atlanta.

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

July 24—Private Satellite Network seminar on market for private business television networks. Parker Meri-

dien hotel, New York. Information: (212) 213-7637.

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

July 27-29—California Broadcasters Association summer convention. Hyatt Regency, Monterey, Calif.

Open Mike

Private sector point of view

EDITOR: This is in response to your June 2 "Monday Memo" concerning chaos on the shortwave bands. Stanley Leinwoll, director of U.S. engineering for Radio Free Europe/Radio Liberty, accurately identified some of the problems facing all shortwave broadcasters. Unfortunately he has delivered an un-

justified and scathing attack on the U.S. private-sector shortwave broadcast community.

Mr. Leinwoll suggests that the existence of private broadcasters may be an inconvenience to the government-controlled broadcaster. In what other area of American broadcasting could an employee of a U.S. government-funded operation seriously suggest the curtailment of private broadcasting? The "chaos" on the shortwave bands has not been caused by the arrival of the private broadcaster. Many foreign broadcasters use a wider bandwidth emission than American stations. Many foreign stations broadcast on too many frequencies simultaneously to the same target area, and some nations deliberately jam incoming broadcasts.

The growth of private shortwave broadcasting in the United States was stifled far too long due to unnecessary government restrictions. In 1980 the doors were finally opened due to the efforts of New Orleans broadcaster Joseph Costello of WRNO Worldwide. It is a gross distortion of the facts for Mr. Leinwoll to suggest that the granting of WRNO's license was primarily the result of deregulation. In fact, it was a hard-fought battle at the highest levels of the FCC and was won on the principles of freedom of

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speech and broadcasters' rights under the First Amendment.

Mr. Leinwoll seems to question the value and competence of private broadcasters. He took a particularly nasty swipe at KNLS's usage of 11,965 khz to Europe. KNLS broadcasts religious programming from Anchor Point, Alaska, and is heard very well in east-

ern Russia, Japan, China and much of the Orient. Most of KNLS's broadcast day is on an antenna direction that does not pass through the auroral zone. KNLS's use of 11,965 khz is only for a few hours each day and is being conducted on a trial basis.

World Harvest Radio International (WHRI) recently went on the air 24 hours a day,

broadcasting Christian contemporary music and religious teachings. The transmitter is located near Indianapolis and transmits on 11 different frequencies daily. As the director of engineering for WHRI, I am well aware of the difficulties in finding suitable frequencies. It is an ongoing process that must take into account time of day, season of year, geography, sunspot cycles, ionospheric conditions, spectrum availability and the likelihood of interference in the intended target area. The FCC engineers responsible for frequency usage have been very cooperative in authorizing the best available frequencies.

WHRI has been received in 77 nations since operations began on Christmas Day. Our primary target areas are the Caribbean, South America and Europe. We are often received regularly in Australia and New Zealand. We plan the addition of two transmitters and another antenna in the future.

The Reagan administration is planning to upgrade the facilities of Voice of America, Radio Free Europe and Radio Liberty. This represents a long overdue recognition of the importance of these services to the United States and to the world. The plans are to add 50 new 500 kw transmitters over the next decade. It will be Mr. Leinwoll's responsibility to find frequencies for some of these transmitters. Elimination of private shortwave broadcasting would certainly make his task easier.

We are at the dawn of a new era in American shortwave broadcasting, and the private American broadcaster is here to stay. Some of us will succeed and some will fail, but we should not turn back the clock to artificial government constraints and moratoriums. It is ironic that Mr. Leinwoll wants to restrain the very system that RFE/Radio Liberty extols in broadcasts to the enslaved people of Eastern Europe. American government and private-sector broadcasters should be working together to obtain our common objectives.

The next time Mr. Leinwoll is thumbing through the 1986 *World Radio TV Handbook*, he should take a good hard look at the full page ad of his own organization, Radio Free Europe/Radio Liberty, which states: "Everyone has the right of freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."—Douglas W. Garlinger, director of engineering, World Harvest Radio International, Indianapolis.

Formula

EDITOR: Reader James Johns in his "Open Mike" published May 26 seems to have missed the point of Barry Salberg's "Monday Memo" (May 12) extolling the radio programming created by Bill Drake and myself.

Both Drake and I treated radio (and still do) with a level of professionalism, intensity and respect more likely to be found today in network television. The emphasis is on star performers, minute-by-minute content, total product control and the application of smash hit showmanship to audience promotions.—Rick Sklar, president, Sklar Communications Inc., New York.

Stay Tuned

A professional's guide to the intermedia week (June 23-June 29)

Network television □ **ABC:** *The Noel Edmonds Show*, British talk show with guests Paul McCartney, Phil Collins and Genesis, Pet Shop Boys, Monday-Friday, midnight-1 a.m. **CBS:** *Kraft All Star Salute to Ford's Theater*, music and comedy, Richard Chamberlin and Jaclyn Smith host, Sunday, 9-11 p.m.; **NBC:** *America Talks Back*, call-in interview program hosted by *Today's* Bryant Gumbel. In attendance: Grant Tinker, NBC chairman; Lawrence Grossman, president, NBC News, and Brandon Tartikoff, president, NBC Entertainment, plus *Miami Vice's* Philip Michael Thomas, *Golden Girls's* Betty White, and *Hill Street Blues's* Dennis Franz, Friday, 8-9 p.m. **PBS:** *Private Conversations*, first in 15-part American Masters series, premiere looks at staging of Arthur Miller's *Death of a Salesman*, Monday, 9-11 p.m.

Network radio □ **Mutual Broadcasting:** *Focus*, investigative series part of *America in the Morning*; premiere examines Army plans to dispose of chemical weapon waste products, Monday, 5-6 a.m. **NBC Radio Network:** *The Promise of Liberty*, 30-minute documentary, kicks off week of special reports and one-hour recaps of festivities for Statue of Liberty Centennial, Monday-Friday, June 30-July 4 (check local times).

Cable □ **HBO:** *Wimbledon '86*, 100th championship; Monday-Friday, 7:30-8 p.m. and 11:30-midnight; *St. Elmo's Fire*, Sunday, 9-11 p.m.

WTBS(TV) Atlanta: *Teen Magazine's Great Model Search*, originates from Palace Theater in L.A., Tuesday, 8-9 p.m.



"St. Elmo's Fire" on HBO

Play It Again □ **ABC:** *Bloodline*, based on Sidney Sheldon's best-selling novel, international intrigue and murder set against background of wealth and jet-set society starring Audrey Hepburn, Ben Gazzara, James Mason, Omar Sharif, Romy Schneider and Michelle Phillips, Sunday, 8-11 p.m. **CBS:** *Ellis Island*, rebroadcast of the three part mini-series, starring Richard Burton, Monday through Wednesday, 8-11 p.m. **PBS:** "Namaqualand: Diary of a Desert Garden," part of the *Nature* summer encore series, one of public television's most popular regularly scheduled series, Sunday, 8-9 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Written and Produced by...Norman Lear*. Four seminars on writing for television, conducted by Lear, through Friday. *Vision of Ernie Kovacs*. Exhibit featuring screenings of 50 comedy programs, through Sept. 4. Information: (212) 752-7684.

*Asterisk denotes series premiere. All times are NYT.



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We'd like to know what you think.

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Broadcasting Jun 23

Vol. 110 No. 25

TOP OF THE WEEK

Devaluation in TV's daytime

Networks cut prices in effort to move more inventory in upfront market; \$100 million markdown surprises media watchers; profits may suffer in long run

In a strategic gamble to take the slack out of the daytime television market, the three broadcast networks have cut upfront prices by between 10% and 20% and are moving more inventory than last year. The consequence of their aggressive selling is that total receipts from the upfront daytime market will probably be at least \$100 million less than last year, in the opinion of qualified observers. If more dollars don't show up in other upfront dayparts or in the fourth-quarter scatter market, network profits could be hurt.

Those commenting from both the advertising and financial communities said the extent of network price cutting took them by surprise. Top agency executives projected only two months ago that daytime prices would be up only slightly—after several years of strong increases—and that the daytime market would begin in early July. Instead, by late last Thursday (June 19), all three networks were more than half sold. One of the most bearish broadcast securities analysts in recent months, Joseph Fuchs of Kidder Peabody, said he was "totally surprised by... the degree to which pricing came down." Various network officials out-

side sales showed surprise when informed of the discounting.

Advertisers may have known some change was going to happen, since it was their reluctance to spend in the scatter markets of the first three quarters that is partly forcing the discounting. Because advertisers who bought in the previous daytime upfront market would have been better off putting their money in scatter, the current upfront price reductions represent the persuasion the networks have had to use to get money committed upfront again.

Recent scatter prices below last year's upfront are also spurring all three networks to reduce their exposure to future scatter markets. One network sales head said the marketplace could rebound in 1987, but "who wants to be the genius and hold back [inventory]?" Irwin Gottlieb, senior vice president for network broadcast and programming, D'Arcy Masius Benton & Bowles, agreed: "When you have a soft, long-term market, you simply can't afford to sit back and say, 'I will take a chance'.... That might end up costing each network \$50 million to \$100 million right off the bottom line... much more of a gamble than anybody is prepared to take."

The current situation is partly the traditional working of supply and demand in the marketplace, and partly, as Fuchs said, the result of a "mosaic" of developments, some of them new. Affecting the market may be

the recent changes in commercial lengths, competition from other media and sluggishness in the advertising economy.

Probably little of the networks' difficulty can be assessed to audience delivery. Although the three-network household share during the weekday has dropped over the past five years, the target audience, women 18-54, has increased in absolute numbers since last year, said David Poltrack, vice president of research, CBS Television Network. He said the networks in recent years have made a point of skewing their daytime drama plots to attract the female target audience.

Syndication, which has not had much luck with serial dramas, has instead concentrated on talk and game shows, which, Poltrack said, have more appeal to daytime's bonus audience of older women and men. He also noted that alternative viewing, such as that of syndicated cartoons, MTV and Nickelodeon, has diminished network daytime viewing in the past two years among teenagers and children, again outside the target audience.

Direct time-period competition from barter syndication, which took place last year with *Indy* and *America*, has generally been unsuccessful. Individual shows have, however, caused some preemption of network programming, hurting clearances. Michael Brockman, vice president of daytime and children's programming, CBS, said: "Of the

Swift wants three-year rule back

Legislation was introduced in the House last week to reinstate the FCC's three-year rule, which required licensees to keep a radio or television station for that length of time before selling. Representative Al Swift (D-Wash.) offered the measure because he is concerned about the fast turnover in broadcast licenses that has occurred since the rule was repealed in 1981 and over what he sees as a new breed of transient broadcaster, in the business only to make money.

Television and radio stations are being treated like commodities, Swift said in introducing his bill. And, he said, the "special responsibilities that go with a broadcast license are increasingly being ignored by traders who have no interest in being in the broadcast business, but only an interest in trading licenses for profit."

Swift told BROADCASTING that he doesn't expect any action on the measure this year. Nor was he asking for a hearing on the legislation. Instead, he offered the bill to "focus attention" on the matter and to generate discussion within the broadcast industry. Swift plans to take a "real run" with the legislation next year, he said.

The congressman said that in discussions with broadcasters, their reaction to reinstating the so-called "antitrafficking" rule has ranged from "neutral to positive." He also pointed out that he was not wedded to the three-year period. "There's nothing magical about three years," he said.

During the National Association of Broadcasters annual convention last April, Swift and FCC Commissioner James Quello called for a return to the three-year rule (BROADCASTING, April 21). Swift, in a statement accompanying the bill, said the repeal of the rule has reduced public service and is also driving station prices to new heights. "That forces all buyers, even those who are willing to accept the special responsibilities of public service that go along with a license and wish to operate a station rather than merely trade it, to take on more debt than, in fact, can be serviced if the station is to spend the necessary and even usual sums that are required for effective local public service."

Swift, a member of the House Telecommunications Subcommittee, said that his bill would not interfere with a licensee who is forced to sell a station and would not affect those who already own stations.

34 time periods the three networks have, about eight now have less than 90% coverage."

But what both network and agency executives said is strongly responsible for the current marketplace is that advertisers have become more specific in targeting in recent years and are looking not just for women, 18-49, but for those women 18-49 who have jobs outside the home, especially women in dual-income households. Advertisers think they can reach this audience, which does not watch television during weekdays, using other dayparts including syndicated programming in fringe. Also, the arrival of split-30 commercials now introduces a low enough prime time unit price to daytime brands that could not previously afford a regular 30-second, prime time spot.

Fifteen-second commercials, either stand-alone or in split-30's, are also being used with increasing frequency in daytime itself, and one network's recent internal study places primary blame on the new commercial length for the slack dollars in daytime. Providing statistical confirmation of the changing commercial lengths, Broadcast Advertisers Reports said that in the first quarter of 1986, 23% of all commercials in daytime network television were 15 sec-

onds, compared to 10% only a year ago. At least for the near term, use of the shorter lengths is expected to increase. Also, the attraction of new money by the lower price of the 15-second length has yet to be significant, said the Television Bureau of Advertising, ("Closed Circuit," June 2).

A lackluster economy is not helping the daytime marketplace either. Last Wednesday, the Commerce Department reported a 6.6% decline in first-quarter after-tax corporate profits—one of several key indicators used to predict future developments in the advertising marketplace. Also, other forms of marketing, especially such promotion techniques as coupons, have reportedly been benefitting at advertising's expense. Fred Dubin, vice president, network broadcast supervisor for NW Ayer, said package-goods advertisers, which are strong in daytime television, are also among the most likely to use couponing.

While most of the signs point against a near-term rebound in the daytime advertising marketplace, the networks' strategy may prove successful long term. Jake Keever, executive vice president-sales, ABC-TV, said, "This is a positive way to go... It will tighten the scatter marketplace." Wes Dubin, director of network TV and radio, Needham

Harper Worldwide, agreed that selling at dramatically lower prices might make a positive statement: "You are showing people that daytime is now more attractive... that it can be planned more efficiently. Maybe they could convince some media planners to put more money back into daytime after upfront is done." Keever also suggested some media planners might now consider withdrawing money from other media, such as magazines, and redirect advertising dollars to television.

As for the near-term effect on the bottom line, the answer may be known as early as the next few weeks. Said Kidder Peabody's Fuchs: "What we are trying to define is how weak the broadcast marketplace is really going to get. If the weakness in daytime and the slowness and sponginess in prime is the true indicator, then it might also impact these same companies in the spot market. Then consensus [net earnings] numbers are going to come down."

At least one analyst has already acted on the upfront indications. Merrill Lynch's Bill Suter last Thursday (June 19) reduced earnings estimates on both Capital Cities/ABC and CBS, and the previous week removed the latter stock from his intermediate-term buy list. □

Burger steps down from Supreme Court

Chief justice retires after 17 years; successor Rehnquist and his replacement, Scalia, not expected to represent major shift in ideological makeup of court

President Reagan walked into the White House press briefing room on Tuesday and made the historic announcement: Chief Justice Warren Burger would retire after 17 years on the court. And, the Senate willing, Burger would be succeeded by Associate Justice William Rehnquist and Rehnquist, by Judge Antonin Scalia of the U.S. Court of Appeals in Washington, whom members of the communications community remember from his days as general counsel of the White House's old Office of Telecommunications Policy in the early 1970's. The changes, observers seemed to agree, did not presage a dramatic shift in direction for the court. All three personalities are considered conservatives. But the announcement produced mixed feelings in the media business.

For Burger, with whom members of the media have had their differences, had written some major opinions supporting the First Amendment rights of broadcasters—and the media generally. Rehnquist, on the other hand, has indicated he is sometimes less than overwhelmed with concern for such rights when competing interests are involved. And Scalia, observers said, would bring to the court a highly developed sense of concern for the rights of libel plaintiffs. Indeed, Scalia, widely regarded as a highly intelligent and articulate judge, is seen by some as possibly equipped to persuade some members of the court to change the pro-press



Burger

positions they have taken in libel cases.

But there is a brighter side to the changes being made. There are those who believe the day is now at hand when the Supreme Court will open its doors to cameras and microphones. Burger was regarded as the principal obstacle to such coverage. But increasingly, members of the court indicated they did not share Burger's opposition. And while Rehnquist, at the White House briefing on the changes in the Supreme Court, turned aside a question on what the court's position would be in the future—"I'll defer all questions like that," he said—Bruce Fein, the former FCC general counsel who now heads his own legal and consulting firm and fol-



Rehnquist

lows developments at the court closely, has no doubts: "You can expect cameras and microphones in the court on the first Monday of next October"—the day the court begins its 1986-87 term.

Burger, the 15th chief justice, started the chain of events leading to the announcement on Tuesday by informing the President on May 27 of an intention to retire. The 78-year-old chief justice said he wanted to devote all of his time and energy to his job as head of the Bicentennial Commission of the United States, which is to celebrate that anniversary beginning on Sept. 17, 1987. Burger's 80th birthday. His disclosure touched off a search by White House and

The newest justice

Antonin Scalia, who was former general counsel of OTP during Nixon years, scores high as lawyer, but his First Amendment views send some shudders through Washington

The word that President Reagan was nominating Antonin Scalia as an associate justice of the Supreme Court brought back memories of another day. "Nino," the veteran observer might have said. "I remember him from the bad old days of the Nixon White House, when he was general counsel of the old Office of Telecommunications Policy. He has come a long way."

Indeed he has. At present, Scalia is a highly respected member of the U.S. Court of Appeals in Washington with a reputation as a fine lawyer who can express his thoroughly conservative views in elegant, sometimes witty and always well-reasoned language, and who, in spite of it all, has demonstrated that special quality of not taking himself too seriously. He is not, one friend said of him, "too full of himself."

From all sides last week came testimonials

to Scalia, now 50, to his brains, his character, his sense of fun (he likes to sing at parties and accompany himself on the piano), even to the Italian sausage he feeds guests at his home in McLean, Va., but not, particularly, to his ability on the tennis court. ("He doesn't like you to slice or lob," one of his tennis partners says. "He wants you to stand there and hit the ball. He hits flat. If you lob, it drives him crazy.")

Senior Circuit Judge George E. MacKinnon had nothing to say about his colleague's tennis. But he thinks Scalia is a fine appointment to the Supreme Court: "He is very well qualified, professionally and intellectually. He has more than sufficient experience in public affairs and private life to make rational judgments on a wide variety of matters. He's able to get along with everybody; he is not dogmatic, but at the same time he has the force of his convictions when he comes to a decision." As for Scalia's likely impact on the Supreme Court, MacKinnon thinks it will be "substantial. He'll pull his own weight, and he'll be good in conference," the weekly meeting at which the justices discuss cases.

Clay T. (Tom) Whitehead, who headed OTP when Scalia was its general counsel, said last week he had thought Scalia was qualified for the Supreme Court even then. "I said at OTP he belongs on the Supreme Court." Whitehead describes Scalia as not only "a fine scholar" and "creative" but "a very pragmatic guy as well." Whitehead credits Scalia with engineering the compromise among broadcasters, cable television operators and copyright owners that led to the cable television rules the FCC adopted in 1972. (The rules, considered a major step in freeing cable from many of the restrictions that had been imposed in the 1960's, have themselves long since been discarded.)

During his service at OTP, Scalia also delivered a speech—later printed in an issue of the *Federal Communications Bar Journal*—on the FCC's fairness doctrine. For whatever can be read into it 14 years later, Scalia saw no constitutional problem in the doctrine. Rather, he suggested that the commission abandon, except in egregious cases, its case-by-case administration of the doctrine; he said that invites too much government intervention in broadcasters' editorial judgment. Instead, he would have the commission re-

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Justice Department aides for a successor to Burger and, in the event an associate justice was picked, for a new member of the high court.

The 61-year-old Rehnquist, after 14 years on the Supreme Court—and, like Burger, a Nixon appointee—is known as a solid, highly intelligent conservative. Scalia's appointment was not a major surprise; observers had long speculated that the choice for a new associate justice would be between him and his colleague on the appeals court in Washington, Robert H. Bork. The latter, too, is regarded as a conservative and the possessor of a first-class mind. The choice was said to have been influenced by the political recognition that, in Scalia, the President would be naming the first Italian-American to the high court. The age factor was also said to have weighed in Scalia's favor. At 50, he is nine years younger than Bork, and more than one lawyer assessing the President's choice talked in terms of the "25 years" Scalia is likely to serve. The President, then, seemed to be insuring long-term conservative strength, if not yet a majority.

Of all the journalists in Washington last week, none were as lucky in covering the Burger retirement as CBS News's Bill Moyers. He and a camera crew had an appointment to interview the chief justice in the Supreme Court chamber on Tuesday. The subject was to be the Constitution for a CBS special to be broadcast on July 9. Burger has given a number of such interviews in connection with the bicentennial celebration. But the chief justice was late; he was at the White House for the announcement of his retirement. When he finally sat down before the cameras, he talked to Moyers not only about the Constitution but about his retire-

ment. About one minute of that portion of the interview was used on *The Evening News with Dan Rather* and about nine minutes of it in a half-hour special at 11:30 p.m. NYT on *The Chief Justice Steps Down*.

Burger's opposition to cameras in the courtroom—his and all other federal courtrooms—may shape the manner in which his attitude toward the media is recalled in the years to come. But although he did not always come out on the side of the media, he wrote some of the opinions that journalists felt strengthened their rights under the First Amendment. In 1973, it was *CBS v. DNC* and an opinion overturning a lower court that held that commercial broadcasters could not refuse to sell time for political and editorial advertisements. Burger wrote, "For better or for worse, editing is what editors are for..." In 1980, he wrote the decision in *Richmond Newspapers*, holding that the press and public alike have a First Amendment right to attend public trials. And, putting aside his uneasiness regarding broadcast coverage of the courts, Burger in 1981 wrote the opinion, in *Chandler v. Florida*, which held that the Constitution does not bar states from permitting broadcast coverage of criminal trials, even over the objections of the defendants.

Rehnquist's record has a different flavor. He is not known for any major opinions advancing the First Amendment rights of the press. Rather, he was the lone dissenter in *Richmond Newspapers*. He saw the majority opinion as an improper assertion of power over the administration of justice in the states. He also wrote a dissenting opinion when the court, by a 5-4 decision, in 1984, ruled unconstitutional a law prohibiting public broadcasting stations funded by the gov-

ernment from editorializing. He said broadcasters who are financed by Congress should be expected to accept the conditions "legitimately" attached to the grants. (Rehnquist was not alone in that case; Burger was among the three justices who joined in the dissenting opinion.)

Lawyers last week were speculating on both sides of whether Rehnquist, as chief justice, will modify his views. Several doubted it; they characterized him as firm in his opinion, unlikely to be moved toward the center. However, others thought Rehnquist may feel that, as chief justice, he can no longer afford the luxury of being the sole dissenter in a case, as he has been. Thus, some believe he will try to move closer to the center and to build coalitions. But he is expected by most observers to be a stronger chief justice than Burger—and to enjoy the support of Scalia.

The reputation that Scalia has developed in his four years on the appeals court in Washington—and that concerns attorneys for media organizations—involves principally three libel cases in which members of the press are the defendants. Bruce Sanford, a leading libel lawyer with media clients, said Scalia "has demonstrated a consistent set of beliefs on libel law and the First Amendment that does not favor an expansion of those rights but a contraction." Indeed, he sees Scalia as "aberrational..." He feels the press should slug it out in courts like another litigant." Scalia, Sanford said, "is as hostile as any court of appeals judge in the country." *The New York Times* columnist William Safire, a well-known conservative himself, described Scalia in a piece last year as "the worst enemy of free speech in Amer-

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view the broadcaster's performance as a responsible journalist at license-renewal time. He also suggested that, "given the unique importance of the broadcast media, given the increasing clamor for access, and given the distorting effect which this clamor can have" on the fairness doctrine, legislation be adopted opening stations' facilities to paid access by the public.

(The speech was billed as an effort to correct a misunderstanding Scalia said had developed over OTP Director Whitehead's position on the fairness doctrine. Whitehead, in a speech several months earlier, had offered a number of proposals for overhauling the scheme of broadcast regulation, including one "to eliminate the fairness doctrine and replace it with a statutory right of paid access." "I hope that our suggestion will no longer be described as a proposal to 'eliminate the fairness doctrine,'" Scalia said (BROADCASTING, Jan. 17, 1972).

Scalia served at OTP from March 1971 until September 1972, at a time when, under heavy pressure from the Nixon White House, it was becoming increasingly involved in efforts to curb what the White House considered unfriendly news coverage of the administration by public broadcasting. But Scalia managed to leave with his reputation reasonably intact. As general counsel, he had been involved in OTP's effort to gain control of public broadcasting. But a memorandum that Scalia had written to Whitehead in December 1971 and that Carter administration people found in the files—along with much other material bearing on the political activities of OTP—indicates Scalia had strongly, if unsuccessfully, opposed a plan to politicize the board of the Corporation for Public Broadcasting. "Since



Scalia on C-SPAN in April

my initial recommendation to abandon this plan has been rejected, at the very least," Scalia wrote. Whitehead should point out to the White House staff "the risks and difficulties" Scalia said he had outlined.

Scalia, who is the first Italian-American nominated to the Supreme Court, was born in Trenton, N.J., the only child of a Sicilian immigrant. His academic career was brilliant: He graduated from Georgetown University, summa cum laude, and Harvard Law School, where he served on the *Law Review*, magna cum laude. He practiced law in Cleveland for six years, then taught law at four universities—Chicago, Stanford, Georgetown and Virginia—both before and after his tour with OTP. He served also as chairman of the Administrative Conference of the United States (which studies problem areas in administrative law and makes recommendations for improving them), from 1972 until 1974, and at the Department of Justice, as assistant attorney general in the Office of Legal Counsel, from 1974 until 1977. While all that was going on, Scalia was getting married and fathering nine children.

Despite his varied background in law,

communications lawyers last week were focusing on Scalia's record in libel law cases. In joining with MacKinnon in reinstating the \$2-million award a jury had made to William P. Tavoulareas, the former president of Mobil Oil Corp., in a libel suit against *The Washington Post*, Scalia embraced an opinion holding that, among other things, a court could look into a newspaper's reputation for "hard-hitting, investigative" journalism in deciding whether it had been reckless with the truth. And in a dissenting opinion in a case in which the court dismissed a suit filed by a Marxist professor against syndicated columnists Rowland Evans and Robert Novak, Scalia indicated support for "putting some brake" on the "distressing tendency for our political commentary to descend from discussion of public issues to destruction of private reputations..." He said it might foster "the type of discussion the First Amendment is most concerned to protect."

Still, friends of Scalia among the communications bar are not, as one said, ready "to write him off" on the basis of a few opinions. "Scalia's a very complicated guy," said one. "While those opinions are troubling, he is open-minded and flexible, so those opinions may not be the last word." Bruce Fein, the former FCC general counsel who now heads his own legal and consulting firm—and who agrees with the opinions Scalia has written in libel cases—takes a different tack. "It's exceedingly unlikely Scalia's views will change on the court," he said. "No one has had as much experience going on the court since Charles Evans Hughes was appointed chief justice by Herbert Hoover. Scalia spent 25 years developing a philosophy."

Whether his views are fixed or set for further change, Scalia was clearly happy with where those views—and the work that

Burger continued from page 37.
ica today."

In one of the libel case decisions with which he is associated—*Liberty Lobby v. Jack Anderson*—Scalia wrote the appeals court's majority opinion that rejected Anderson's claim that a public-figure plaintiff must present evidence of malice with "convincing clarity" in order to overcome a request for summary judgment. In another, Scalia was in the majority of a three-judge panel last year that reinstated the \$2-million libel award made to William P. Tavoulareas, former president of Mobil Oil, in the suit he filed against *The Washington Post*. The panel held that the district court judge had erred in overturning the award. And Scalia wrote a stinging dissent in the case in which 11 of the appeals court's 15 members, in a 6-5 decision, affirmed a lower court's decision dismissing the libel suit that an avowed Marxist professor had brought against columnists Rowland Evans and Robert Novak. The majority held that the column was entitled to full First Amendment protection as an expression of opinion. Scalia described the column at issue as "a coolly crafted libel" that disparaged the professor's professional reputation.

But while Scalia's approach to libel law may make some media lawyers uncomfortable, it appeals to Fein. And Fein looks forward to Scalia moving the Supreme Court toward a position more supportive of plaintiffs, including public figures who under court precedent must demonstrate "malice" on the part of the defendant—that is, that the offending material was published with the knowledge it was false or with reckless disregard of whether it was false or not. "Scalia," Fein said, "will write more persuasively against the 'malice' rule than the chief justice [Burger] was able to do."

Whatever his views on libel, however, Scalia is seen by some who know him as likely to favor moving broadcasters and cable television toward the protection of full First Amendment rights. Fein, for instance, who has known Scalia since his days as an assistant attorney general in the Justice Department, in the mid-1970s, said Scalia "may be the justice to introduce the idea of parity between print and broadcasting and cable." He thinks Scalia would favor "full First Amendment rights" for cable. And as for the spectrum scarcity argument used to justify content regulation of broadcasting, Fein said, "Anyone with brains knows that is

made out of whole cloth."

On the other hand, Scalia has been described by colleagues on the appeals court as "open minded," willing to listen to conflicting views. And predicting the manner in which a justice will develop on the Supreme Court is sometimes risky. (Associate Justice Sandra Day O'Connor stunned those who thought they knew her views when, in the libel case involving *The Philadelphia Inquirer*, she wrote the majority opinion holding that even private figures suing for libel have the burden of proving the material in question is false, at least when it involves "matter of public concern" (BROADCASTING April 28). The institution seems to exert an influence of its own. And the members who remain on the court over time develop strengths that newcomers have to respect.

Henry Geller, who headed the National Telecommunications and Information Administration in the Carter administration and has known Scalia for years, agrees that he will "add the intellectual clout" to help shift the court further toward a conservative viewpoint. It will not be a dramatic change, Geller believes. Over time, though, that is another matter. "And Scalia," he said, "will be there for 25 years." □

went into developing and expressing them—have taken him. For a lawyer, he told reporters at the briefing in the White House on the changes being made on the court, "getting a nomination to the Supreme Court is the culmination of a dream." □

Broadcasters, cablecasters question need for antitrust exemption to police violence

At hearings on S. 2323, most say there's no need for joint action; individual networks, stations are doing good enough job on their own

Representatives of the nation's broadcasters and cable operators and programmers, in testimony before the Senate Judiciary Committee last week, criticized and questioned the necessity of legislation that would allow them to establish industrywide standards for limiting violence on television by exempting them from antitrust action.

But, when asked by committee member Mitch McConnell (R-Ky.), none were willing to go on record as firmly opposing the bill. Alice M. Henderson, vice president, program practices, CBS/Broadcast Group, came closest to condemning the bill, saying CBS would be against any bill that required it to collaborate with competitors in the creation of programming standards. On the other hand, National Cable Television Association President Jim Mooney said that if the bill were clarified, "it's entirely possible [the bill] might get some support that might surprise you."

The bill (S. 2323) was introduced two months ago by Paul Simon (D-Ill.) and stems from his belief that television violence causes real violence (BROADCASTING, April 28). With the exemption, the broadcasters and trade associations could voluntarily sit down and come up with standards for regulating violence. In the course of the hearing, Simon suggested two possible standards: no depictions of suicides and, referring to an in-house standard of WFLD-TV Chicago, no depictions of objects penetrating the skin.

The three broadcast networks were represented at the hearing by the heads of their programming policy and standards offices. In general, they saw any joint standard-setting group as an unnecessary intrusion into their own efforts to regulate the amount and type of violence within their programming.

"Jointly developed industrywide standards to replace those which have been independently arrived at would, in our judgment, be unnecessary, inappropriate and exceedingly difficult to implement," said Alfred R. Schneider, vice president, policy and standards, Capital Cities/ABC Inc. "If any joint

effort went further than the adoption of general standards and attempted to apply those standards by reviewing, and effectively censoring, specific programming, we believe that important First Amendment interest in independent decision making and responsibility for broadcast material would be threatened."

Regardless of whether Congress creates the antitrust exemption, said Henderson, "CBS is convinced that in our society the responsibility of determining a program schedule and the content of particular programs should remain with the individual programming entities which provide those schedules."

NBC is not opposed to the exemption, said Ralph Daniels, vice president, broadcast standards, NBC. "At the same time, however, we have some difficulty in seeing how such meetings with other media groups would affect NBC's standards," he said. "We believe our review process is very effective and in most instances would be as rigorous or more rigorous than whatever broadcast or cable industry code might emerge."

As currently written, the legislation would fail to do what its authors want it to do, said NCTA President Jim Mooney. If enacted in its present form, he said, "there still would be significant antitrust and constitutional obstacles to the creation of pro-

gramming standards and enforcement mechanisms."

The bill is unclear as to what actions, people and organizations would be covered by the antitrust exemption, Mooney said. Even if the uncertainties were eliminated through "some fine-tuning of the language," he said, the legislation would still implicate "First Amendment values and...[would] be subject to First Amendment scrutiny."

Mooney also suggested that if the committee were really interested in getting at "excessive violence in entertainment media" it broaden its inquiries to encompass other media, notably theaters and home video. "You might want the views of our friends in Hollywood on these topics."

Preston Padden, president, Association of Independent Television Stations, commended the "intent" of the legislation, but said independent stations have developed a "better system" for regulating the violent content of programming. "This better system relies upon local decision making by caring and responsible people, people who in addition to working at independent stations are also parents, members of the PTA, active participants in local civic organizations and...genuinely concerned about a wholesome environment for their children and for their community." □

CTAM to offer cable strategy planning

With so much going on in the cable business these days, operators and programmers may be looking for a place to sit down and talk things over. That place could be the Cable Television Administration and Marketing Society's annual convention, which will take over Boston's Westin hotel for the next three days (June 23-25).

Around 1,200 industry executives are expected to gather at the Westin to talk about such things as the cable shopping explosion, the degree of operator interest in spending hundreds of millions of dollars to enhance cable programming, the opportunities presented by the deregulation of basic cable rates next year and the scrambling of the cable service's satellite feeds.

Much of the discussion will be focused by the meeting's two dozen panel sessions. Among the session topics: marketing to increase penetration and to retain subscribers, home video, pricing, operating urban systems, management techniques, public relations, training and using market research.

But the most serious talk may well take place this afternoon (June 23) when 50 chief executive officers and chief operating officers of various cable companies hole up in a room for three hours. According to CTAM Executive Director Vic Parra, the items on the "roundtable discussion's" formal agenda are: the relative merits of growing through acquisition or growing through increasing penetration and getting more dollars out of each subscriber; whether it's better to put money into the creation of a new "fourth network" or into the promotion and marketing of existing services; how much decentralization of management is enough; making cable systems compatible with consumer television sets and videocassette recorders, and understanding consumers' attitudes toward cable and competing media.

Organizers are hoping the 50 engage in a lively exchange of ideas. To spark discussions, several executives will make brief presentations on the various topics and elicit reactions. The so-called "presenters" include Trygve Myhren, American Television & Communications; Steve Dodge, American Cablesystems; Micheal Fuchs, Home Box Office; Frank Drendel, M/A-Com; Amos Hostetter, Continental Cablevision; Jim Robbins, Cox Cable; June Travis, Rifkin & Associates, and Neil Austrian, Showtime/The Movie Channel.

Also providing fodder for discussion will be Adam Stagliano, senior vice president, The Daniel Yankelovich Group, and Paul Bortz, managing director, Browne, Bortz & Coddington. Stagliano will talk about consumer trends and what consumers think about the media. Bortz will discuss consumer expectations and, in the more practical realm, how operators can help consumers swallow higher basic cable rates.

Status quo carries the day for NAB

Directors table plan to create radio presidency, pull punches on public trustee endorsement; but absorption of NRBA members goes better than anticipated and directors enjoy new level of debate; it was radio's week

After a week of day-long meetings, breakfasts, receptions and dinners, the National Association of Broadcasters joint board of directors returned home last week, leaving no long list of accomplishments behind it but—at least for radio—with a feeling that some progress had been made toward the creation of a more autonomous radio department.

If anything, TV directors came away with a sense of satisfaction that the organization was on a "sound track" and, despite the intensive self-analysis conducted by radio, saw no need for their own reorganization. There may have been less "electricity" at the television meeting, said one director, but there were "open and candid discussions" on the issues facing the industry.

"It was radio's moment," said one television director after last week's gathering. For radio, it was the first meeting since the National Radio Broadcasters Association-NAB merger earlier this year. Many directors were curious about where the NRBA directors now serving on the NAB board would stand on the various issues slated for debate (BROADCASTING, June 16).

By week's end any traces of "the NRBA view versus the NAB view" appeared to have long vanished. As former NRBA Chairman Bill Clark of Shamrock Broadcasting pointed out, "even in our discussions on the unification, if you didn't already know which were NRBA directors and which were not, there was no way to tell the difference." In fact, the board stopped referring to NRBA altogether. The former NRBA directors are now called "unification radio board members." ("Unification" is the word the NAB leadership uses to describe the merger with NRBA.)

As a result of the merger, the radio board spent two days (it normally meets for one; a special session was held last Monday) on mostly internal policy matters that could in time lead to a restructuring of the radio half of the association. Despite that meeting's depiction as "long and tedious," it was also characterized as "open and frank." Among key areas of debate: should the radio division have its own president and should NAB become active in radio sales.

Only a handful of directors embraced those ideas. However, the directors were in agreement that one of the association's long-term goals would be the development of "strong radio leadership." In the meantime, the board's chairman would serve as the chief spokesman for the radio industry. They punted any immediate action on those ideas and delegated the task to a special committee. A seven-member "unification task force" was established by the radio directors that will "make recommendations as to what

structural changes might be made to accomplish our goals." The task force will report back to the board at its Feb. 2-6 winter board meeting in Laguna Niguel, Calif.

"My priority was to really set radio apart," said Bernie Mann of Mann Media, High Point, N.C., and former NRBA president. "I think the right first step was to form the task force," he added. Mann said he didn't expect anything to happen "overnight." And he also noted that because of the size of the radio board (there are 47 directors) it's difficult to accomplish anything. Mann is particularly interested in seeing NAB continue the work NRBA began with its "sales university" program.

Both the TV and radio boards spent considerable time among themselves and jointly, deliberating what position NAB should take on the public trustee concept of regulation. There were some who expressed the view that NAB should push for complete deregulation and abandon the public trustee concept that has served as the basis of broadcast regulation. (NAB examined its position on the public interest standard because of a proposal by FCC Commissioner Mimi Dawson to eliminate all regulation of programming except that required by the Communications Act.) Particularly on the radio side, directors were arguing for a free-market approach to deregulation. "This may be one area where TV and radio might part," suggested one board member.

Nevertheless, by the end of the week a

Bottom line. The NAB final budget tally for the fiscal year 1985-86 shows a surplus of \$609,886. The association's expenses were \$11,439,603, 0.8% above what it planned, \$10,845,716. But revenue also came in over projections, hitting \$12,049,489, 1.5% above the planned \$11,289,730, accounting for the surplus. Of that \$609,886 surplus, \$216,000 goes to the fixed asset reserve, used to purchase office equipment, building maintenance and other capital expenditures.

The final revenue figure includes \$3,160,602 in radio dues, \$3,329,940 in television dues, \$3,076,610 taken in by the national convention and \$1,035,148 from NAB services. The Radio Convention brought in \$226,418.

General administrative expenses were \$4,831,689, 10.4% above its projection of \$4,375,929. Expenses by the government relations division amounted to \$1,178,384, 9.3% above its projection of \$1,077,685. Radio expenses were \$1,074,895, slightly below its projection of \$1,128,934. Final tallies on other expenses by division: public affairs \$965,362; legal \$807,658; station services \$772,697; research and planning \$706,744; science and technology \$492,885; television \$487,091, and minority and special services \$122,198.

resolution emerged and received unanimous support. The resolution does not take a strong deregulatory stand, nor does it wholly embrace the trustee concept of regulation. The joint board came out in favor of the court-approved issues/programs list obligation as a "minimally intrusive form of programming requirement geared to localism." Many broadcasters argue that issues/programs list gives broadcasters an edge over license challengers at renewal time—a protection they don't want to lose.

"Furthermore, since the station's programming in the public interest forms the basis for its legitimate renewal expectancy in a comparative renewal situation, it would be precarious at best to undermine that expectancy," the resolution said.

Moreover, some directors feel the comparative renewal process must be eliminated first. Therefore, the board agreed that until the fairness doctrine and equal time provisions are thrown out along with elimination of the comparative renewal process, NAB will live with the issues/programs requirement. "Broadcasters do a lot of good. We want to get credit for it," said Joint Board Chairman Ted Snider KARN(AM)-KKYK(FM) Little Rock, Ark.

As for other joint board activities, the directors approved a five-year, long-range plan prepared by Snider. They also reviewed the results of last year's budget (see box). And the directors approved a recommendation to establish a marketing task force that will evaluate a proposal from NAB staff to develop an on-air campaign to raise public awareness of broadcasters' contributions to their communities.

Still another matter that came up before the joint board was the length of the week-long meeting itself. Some directors, particularly former NRBA member Harriet "Sis" Kaplan of WROQ-AM-FM Charlotte, N.C., felt the association's business might be accomplished in a shorter time if radio and television held their meetings on the same days. The principal argument presented against that suggestion was that the staff couldn't be at both meetings. Kaplan counters, however, that the staff could be split up. The executive committee said it will take the matter under consideration.

The joint board meeting was convened in the ballroom of the Ritz-Carlton hotel, instead of NAB headquarters, to accommodate the 69-member board (see picture, page 41). Lunch was also held at the hotel.

Television concentrated on some of the more pressing legislative issues facing the industry. There was little interest in restructuring the TV department or, for that matter, the board. For example, the board rejected a proposal by director Leslie Arries of WIVB-TV Buffalo, N.Y., to add a third television representative to the executive committee. Newly elected TV Chairman Peter Kizer of Broadcast Communications of America, Southfield, Mich., explained that he doesn't favor "reacting to everything radio does." He feels that television ought to concentrate more on its own business and let



Class picture. Members of the National Association of Broadcasters joint board of directors met in Washington last week and to accommodate the crowd, 69, believed to be the most directors in the association's history, the meeting was held at the Ritz-Carlton hotel.

Pictured, seated l to r: Sally Hawkins, WILM(AM) Wilmington, Del.; L. Lowry Mays, Clear Channel Communications, San Antonio, Tex.; Bill Clark, Shamrock Broadcasting, San Francisco; Bev Brown, KGAS(AM) Carthage, Tex.; John Dille III, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; NAB President Eddie Fritts; Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; Peter Kizer, Broadcast Communications of America, Southfield, Mich.; Bill Turner, KCAU-TV Sioux City, Iowa, and Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif.

Second row, l to r: Thomas Goodgame, Westinghouse Broadcasting and Cable, New York; Harold Protter, KVHP(TV) Lake Charles, La.; Derk Zimmerman, Fox Television Stations, Los Angeles; Carl Wagner, Taft TV and Radio Co., Cincinnati; Kenneth MacDonald Sr., MacDonald Broadcasting Co., Saginaw, Mich.; Sis Kaplan, WROQ-AM-FM Charlotte, N.C.; Randall Bongarten, NBC Radio, New York; Leslie Arries Jr., WVB-TV Buffalo, N.Y.; Margo Cobb, WLBZ-TV Bangor, Me.; Glenn Mahone, Paco-Jon Broadcasting Corp., Petersburg, Va.; Robert Fox, KVEN(AM) Ventura, Calif.; William Rollins, Suburban Radio Group, Concord, N.C.; Patricia Smullin, KOB-TV Medford, Ore.; Gary Capps, Capps Broadcasting, Bend Ore.; Robert Herpe, TransCOM Communications, Altamonte Springs, Fla.; Art Suberbielle, KANE(AM) New Iberia, La.; David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; John David, KFSB(AM)-KIXO-FM Joplin, Mo.; Ray Lockhart, KOGA-AM-FM Ogallala, Neb.; Eugene Cowen, Capcities/ABC, Washington; Robert Munoz, KCIC-TV El Paso, Tex.; Donna Zapata, WHAS-TV Louisville, Ky.; Michael McCormick, WTMJ(TV) Milwaukee;

Carl Hirsch, Legacy Broadcasting, Los Angeles; Jeffrey Smulyan, Emis Broadcasting, Indianapolis; Leavitt Pope, WPIX(TV) New York; James Arcara, Capcities/ABC Radio, New York; Jack Clements, Mutual Broadcasting System, Arlington, Va.; Clyde Price, WACT-AM-FM Tuscaloosa, Ala.; Robert Hynes Jr., NBC, Washington; Ronald Sack, KNMQ(AM) Santa Fe, N.M.; George Hyde Jr., WOBA-AM-FM Miami; Frank Flynn Jr., WINK-TV Fort Myers, Fla.; Paul Hedberg, Hedberg Broadcasting Group, Spirit Lake, Iowa; Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La.; Nicholas Verbitsky, United Stations Radio Networks, New York; William Sanders, KICD-AM-FM Spencer, Iowa; Martin Greenberg, Duffy Broadcasting, Dallas; James Asher Jr., WJDA(AM) Quincy, Mass.; Bayard (Bud) Walters, The Cromwell Group, Nashville; J. William Poole, WFLS-AM-FM Fredericksburg, Va.; Robert McConnell, CBS, Washington, and Jerry Lyman, RKO Radio, New York.

Third row, l to r: William Duhamel, KOTA-TV Rapid City, S.D.; Ted Dorf, WWRC(AM) Washington-WGAY(FM) Silver Spring, Md.; James Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho; Robert Hosking, CBS Radio, New York; William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.; James Wychor, KWOA-AM-FM Worthington, Minn.; Jerry Lee, WEAZ(AM) Philadelphia; Dean Phelps, WAIT(AM)-WXET(FM) Crystal Lake, Ill.; Ronald Davenport, Sheridan Broadcasting Network, Pittsburgh; Gary Grossman, KRKT-AM-FM Albany, Ore.; Benjamin McKeel, Nationwide Communications, Columbus, Ohio; Fred Baker Sr., KFSA(AM)-KISR(FM) Fort Smith, Ark., and Wallace Jorgenson, Jefferson-Pilot Communications, Charlotte, N.C.

Not pictured are radio directors Art Kellar of EZ Communications, Fairfax, Va.; Bernie Mann, Mann Media, High Point, N.C., and Norman Wain, Metroplex Communications, Cleveland. Although not pictured, Kellar and Mann attended the meeting. Also missing was TV director Greg Stone, wsoc-TV Charlotte, N.C., who did not attend.

New lineup. As part of its annual June board meeting, directors of the National Association of Broadcasters elected new officers to its executive committee. Among those serving on the committee (l-r): Radio Chairman Bev Brown, KGAS(AM) Carthage, Tex.; NAB President Eddie Fritts; TV Vice Chairman Wallace Jorgenson of Jefferson-Pilot Communications, Charlotte, N.C.; Joint Board Chairman Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark.; Radio Vice Chairman Jerry Lyman of RKO Radio; TV Chairman Peter Kizer of Broadcast Communications of America, Southfield, Mich.; NRBA representative on the board, William Clark of Shamrock Broadcasting, San Francisco, and Gert Schmidt of Harte-Hanks Communications, Jacksonville, Fla., immediate past chairman. Brown, Jorgenson, Kizer and Snider all ran unopposed. Lyman defeated radio director David Palmer of WATH(AM)-WXTQ(FM) Athens, Ohio, 32 to 13.



Legislative branches. Among congressional viewpoints heard by NAB's joint board last week:

□ Senator Daniel Inouye's (D-Hawaii) statement that Congress will respond "if it becomes critical" on must carry. □ Representative John Dingell's (D-Mich.) opinion that the A-B switch concept is not a substitute for must carry. □ Senator Ernest Hollings's (D-S.C.) view that TV in the Senate is here to stay because "It's like giving a baby a bottle: it howls like hell if you take it away." □ Senator Mack Mattingly's (R-Ga.) support for the TV music licensing bill. □ Representative Billy Tauzin's (D-La.) prediction that anticipated reorganization of the House Telecommunications Subcommittee can work to the benefit of broadcasters. □ Representative Norman Lent's (R-N.Y.) warning that if broadcasters slack off in their anti-drunk-driving campaigns the move to ban beer and wine advertising might return. □ Senator David Boren's (D-Okla.) concession that he was not wedded to equal time references in his political broadcasting bill. □ Representative Al Swift's (D-Wash.) cautioning broadcasters not to give up the public interest standard lest the industry be treated like "just another meat packing plant."

Hill. Sikes, however, told BROADCASTING that his remarks had been misinterpreted. Instead, he said that, when asked what broadcasters might do if the issue were not resolved at the FCC, he then recommended the Hill as a "viable option." Moreover, Sikes emphasized that "I think everybody who has an interest in must carry believes that the initial response must come from the FCC."

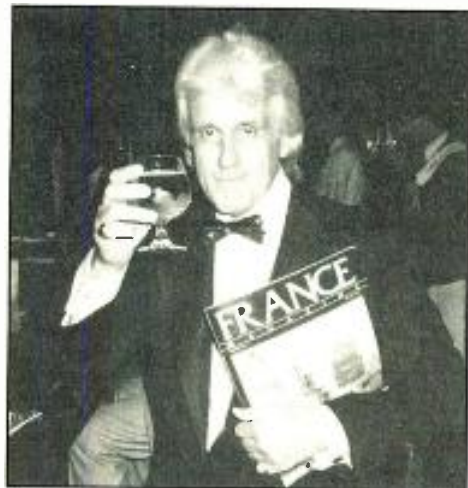
There also was some speculation as to why Sikes requested to appear before the TV board. Some sources think FCC Chairman Mark Fowler may have asked Sikes to speak to the group to "deflect" some of the "heat" the FCC is feeling on the issue. But Sikes said he wanted to address the group to explain NTIA's position on must carry and that Fowler had nothing to do with it. NAB officials also said they let Sikes know they were sticking with the compromise at the commission.

What might have led to some confusion over Sikes's comments was his recommendation that broadcasters not only look at must-carry but focus on the larger question of cable as a monopoly. One source said the NTIA official even suggested that broadcasters might be better off in a competitive environment in which telephone companies were permitted to provide cable transmission. Sikes said he did discuss "larger policy issues" with the broadcasters.

Originally, the radio composition task force backed a proposal that networks be required to own at least one radio station to qualify for a seat on the board. But that plan came under strong attack because it would have meant that Mutual Broadcasting System and United Stations Radio Networks would be excluded from the board. Consequently, the task force dropped that proposal and instead suggested that station-ownership requirements apply to all director's seats ex-

cept the networks. In addition, the board approved the committee's recommendation to cut the network seats from six to three with all eligible networks serving on a rotating basis. Under the proposed rotation cycle, CapCities/ABC, Sheridan Broadcasting Network and Westwood One (Mutual Broadcasting System) would serve first followed by CBS, National Black Network and United Stations Radio Networks, and finally, NBC, Satellite Music Network and Transtar.

Perhaps the quickest decision reached by the joint board was to hold next year's June board meeting a week later so as not to conflict with Father's Day. □



Going it alone. Making good his vow not to attend the NAB board's Thursday night dinner at the French embassy, in protest over France's denying its airspace to U.S. planes attacking Libya, radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., hoisted his glass in solitude at Joe & Mo's, a Washington restaurant frequented by the communications fraternity.

U.S.-Peru still sparring with Intelsat

PanAmSat coordination questions at root of controversy

For weeks, the U.S. and Peru have been at odds with the International Telecommunications Satellite Organization over the amount of information the parties are required to submit in connection with the requested coordination of Pan American Satellite Corp.'s proposed separate satellite system. The U.S. and Peru have maintained that only technical and economic data related to the five transponders that are to link the U.S. and Peru are required. The Intelsat staff, on the other hand, has insisted that coordination cannot begin until data covering all 24 transponders on the satellite are provided. Last week, it was learned the U.S. and Peru plan to go at least part way toward meeting Intelsat—but also to request an extraordinary meeting of the Assembly of Parties to act on the coordination issue.

The U.S. and Peru were expected to make their move at the Intelsat board of governors meeting that began last week in Rio de Jan-

eiro. Sources on both sides of the issue were reluctant or unable to speak in detail of the latest developments in the controversy. But it was understood the U.S. and Peru—which have maintained that the coordination process requires information only as to the transponders to be employed—are ready to provide the technical information requested for all 24 transponders. Intelsat, in correspondence with the U.S. and Peru on the issue, has insisted that "the potential levels of interference" that would be suffered by the Intelsat system cannot be assessed without information regarding all 24 transponders.

What was not clear was how the U.S. and Peru could provide information regarding the economic impact of 19 transponders not scheduled to be involved in the U.S.-Peru traffic. Thirteen are slated for domestic use within South America; the Intelsat agreement does not require economic impact data in connection with such service. And the remaining six—in the Ku band—would be used to link the U.S. and Europe. But foreign correspondents have yet to be found in

providing such service. Still, Intelsat contends that the information regarding the 19 remaining transponders is required since their beams would be capable of providing international service.

As for the U.S.-Peru plans to ask the board to call for an extraordinary meeting of the Assembly of Parties, Intelsat's ultimate governing board and possessor of the final say on a coordination request, there were conflicting reports. But indications are that the request would be for an Assembly of Parties meeting in October. PanAmSat once was locked into an October launch date with Arianespace. But with the failure of the Arianespace launch last month, the PanAmSat launch has been moved back.

Another factor to be resolved is when the action clock should be considered to have started running. The Intelsat agreement requires action on a coordination request within six months of the submission of a request for coordination. And the U.S.-Peru request was filed on May 16. But Intelsat officials maintain the clock does not start to run until all of the necessary information has been provided—and they say they are still waiting for much of the data. □

UNREPRESENTED AT THE BARGAINING TABLE...

**SMALLER MARKET TELEVISION
BROADCASTERS REACT TO THEIR
POSSIBLE LOSS OF NETWORK
NON-DUPLICATION RIGHTS
UNDER THE SO-CALLED "JOINT
INDUSTRY AGREEMENT"...**



**TURN THE PAGE FOR THE TEXT
OF AN FCC FILING TENDERED BY
97 SMALLER MARKET NETWORK
TV STATIONS**

Before the
Federal Communications Commission
Washington, D.C.

In the Matter of

Amendment of Part 76 of the
Commission's Rules Concerning
Carriage of Television Broadcast
Signals by Cable Television Systems

MM Docket No. 85-349

To: The Commission

COMMENTS OF
THE NINETY-SEVEN TELEVISION STATIONS

The Ninety-Seven Television Stations ("The 97 Television Stations") hereby submits its comments supporting the Joint Industry Agreement (the "Agreement") on the must carry rules, but opposing that part of the Agreement which proposes the elimination of network nonduplication protection. As discussed in the attached, earlier filed comments of two of The 97 Television Station members, the Montana Television Network and Duhamel Broadcasting Enterprises, the network nonduplication rules provide a valuable and non-obtrusive means for promoting the goal of localism. In many of the smaller markets in which The 97 Television Station members operate, the network nonduplication rules give smaller stations

the ability to continue providing service despite the presence of an otherwise overwhelming larger market station. Without network nonduplication protection, many of these smaller market stations could no longer provide their important local service.

1. As discussed in the comments filed by the Montana Television Network and Duhamel Broadcasting Enterprises, there are several important reasons to retain the network nonduplication rules at this point:

- the importance and effectiveness of the rules for preserving local service to smaller markets;
- the absence of any constitutional issue as to the validity of the rules;
- the fundamental nature of the rules as a basis for Congress' passage of cable copyright legislation in 1976;
- the absence of any record, in this or any other rulemaking, concerning the issues involved in eliminating the rules.

THE IMPORTANCE OF THE RULES

2. As broadcasters who operate in many of the smallest television markets in the country, The 97 Television Station members are acutely aware of the difficulties of providing local service. Yet, despite those difficulties, The 97 Television Stations have con-

sistently provided quality service to the communities they serve and have been steadily opening new stations in additional communities. For example, The 97 Television Stations are licensed to communities as small as Glendive, MT (1980 pop. 5,978), Miles City, MT (1980 pop. 9,602), Scottsbluff, NE (1980 pop. 14,156), Walker, MT (1980 pop. 970), Coos Bay, OR (1980 pop. 14,424), and Hardin, MT (1980 pop. 3,300), providing these areas with programming produced specifically for and about the local area.

3. At the same time that these broadcasters provide this important local service, they often have to compete with television stations that are imported generally across state borders from much larger cities, such as New York, Chicago, Los Angeles, Denver, and Salt Lake City. While The 97 Television Stations favor fair competition, basic common sense shows that the diversion of large percentages of local cable audiences to duplicating distant network programming can only weaken the smaller market broadcast particularly since so many of the areas served by The 97 Television Stations members have very high cable penetration.

4. Ever since their adoption in 1966, the network nonduplication rules have been extremely important to the development and operation of television stations in small markets. By requiring the deletion of duplicative network programming or the substitution of the signal of the local ne-

THE NINETY-SEVEN

KPVI-TV Pocatello, ID
KULR-TV Billings, MT
WIBW-TV Topeka, KS
KCOY-TV Santa Maria, CA
KMIZ-TV Columbia, MO
WKPT-TV Kingsport, TN
WEVU-TV Naples, FL
KATN-TV Fairbanks, AK
KJUD-TV Juneau, AK
KIMO-TV Anchorage, AK
WPEC-TV West Palm Beach, FL
KFBB-TV Great Falls, MT
WENY-TV Elmira, NY
WMGM-TV Atlantic City, NJ
WYTV-TV Youngstown, OH
WTAP-TV Parkersburg, WV
WBKO-TV Bowling Green, KY
KDLH-TV Duluth, MN
KXXV-TV Waco, TX
KLTV-TV Tyler, TX

KMVT-TV Twin Falls, ID
KIFI-TV Idaho Falls, ID
KIDK-TV Idaho Falls, ID
KMTR-TV Eugene, OR
WJSU-TV Anniston, AL
KIMA-TV Yakima, WA
KETR-TV Pasco, WA
KLEW-TV Lewiston, ID
KTVQ-TV Billings, MT
KRTV-TV Great Falls, MT
KPAX-TV Missoula, MT
KXLF-TV Butte, MT
KXGN-TV Glendive, MT
KOUS-TV Hardin, MT
KYUS-TV Miles City, MT
KNOP-TV North Platte, NE
KHAS-TV Hastings, NE
KGGM-TV Albuquerque, NM
KTHI-TV Fargo, ND
KDRV-TV Medford, OR

KNDO-TV Yakima, WA
KNDU-TV Tri-Cities, WA
KBCI-TV Boise, ID
KVAL-TV Eugene, OR
KPIC-TV Roseburg, OR
KCBY-TV Coos Bay, OR
KOLO-TV Reno, NV
KRDO-TV Colorado Springs, CO
KJCT-TV Grand Junction, CO
KFYR-TV Bismarck, ND
KMOT-TV Minot, ND
KUMV-TV Williston, ND
KQCD-TV Dickinson, ND
KXMC-TV Minot, ND
KXMB-TV Bismarck, ND
KXMD-TV Williston, ND
KXMA-TV Dickinson, ND
KAKE-TV Wichita, KS
KUPK-TV Garden City, KS
KTVL-TV Medford, OR

work affiliate, the present nonduplication rules help to preserve the natural audience of the local network affiliate. In many cases this station provides the most important outlet for local news and public affairs programming.

THE CONSTITUTIONALITY OF THE RULES

5. Simply put, the network nonduplication rules protect small broadcasters from large broadcasters, in the interest of promoting localism. Existing cable operators are affected only insofar as they are obligated to operate relatively inexpensive equipment that can be easily programmed to substitute a local signal for a distant signal at appropriate times. As such the *Quincy* decision is completely inapplicable to the issue of the network nonduplication rules. The network nonduplication rules simply have no impact on a cable operator's freedom to select programming for its cable system.

THE RULES ARE A BASIS OF THE COPYRIGHT LAWS

6. Cable operators currently enjoy the benefits of a compulsory copyright licensing regime that was established by Congress in 1976. The regulatory environment at that time included the existence of both "must carry" rules and "network nonduplication rules." In the event that either set of rules is eliminated, thus creating inequities between

the broadcast and cable industries (at least in smaller markets), the public interest would require the elimination of the compulsory license, the revision of the fee schedule for importation of distant signals, or the elimination of copyright royalty exemption for all grandfathered CATV signals.

A SEPARATE RULEMAKING IS REQUIRED

7. Regardless of what action the Commission takes concerning the network nonduplication rules, it is clear that it must provide the public with an opportunity to comment. At this point, there has been little or no such opportunity. The FCC's notices did not mention the elimination of the network nonduplication rules. And in all of the debate and public attention drawn to the Agreement as it applied to the restructuring of the must carry rules, there was practically no attention given to the proposed elimination of the network nonduplication rules. Many of The 97 Television Station members were unaware of the proposal until after the April 25 filing deadline for comments on the Agreement. Thus, before the Commission takes any action on the proposal, it must first provide a reasonable opportunity for public comment. Given such an opportunity, The 97 Television Stations will present more detailed evidence of the importance of the rules to maintaining local broadcast service in many smaller markets.

CONCLUSION

Therefore, for the above-stated reasons, The 97 Television Stations respectfully support the retention of the network nonduplication rules.

Respectfully submitted,
THE NINETY-SEVEN TELEVISION STATIONS

By Jack Rosenthal, Chairman,
The Ninety-Seven Television Stations
President, Broadcast Division
Harriscop Broadcasting Corporation

Mailing Address:
KTWO-TV
Box 2720
Casper, Wyoming 82602
Dated: June 13, 1986.

By William F. Duhamel, Secretary
The Ninety-Seven Television Stations
President, Duhamel Broadcasting
Enterprises

Mailing Address:
KOTA-TV
P.O. Box 1760
Rapid City, South Dakota 57709
Dated: June 12, 1986.

TELEVISION STATIONS

KXJB-TV Fargo, ND
KCMT-TV Alexander, MN
KNMT-TV Walker, MN
KECI-TV Missoula, MT
KTVM-TV Butte, MT
KCFW-TV Kalispell, MT
KIEM-TV Eureka, CA
KIVI-TV Boise, ID
KCWY-TV Casper, WY
KOWY-TV Lander, WY
KWWY-TV Rock Springs, WY
KTVZ-TV Bend, OR
KTVH-TV Helena, MT
KXWY-TV Casper, WY
KFWY-TV Riverton, WY
KRKY-TV Rawlins, WY
KOTA-TV Rapid City, SD
KDUH-TV Scottsbluff, NE
KSGW-TV Sheridan, WY
KHSD-TV Lead, SD

KTRE-TV Lufken, TX
KAPP-TV Yakima, WA
KVEW-TV Kennewick, WA
KXLY-TV Spokane, WA
KCPM-TV Chico-Redding, CA
KMID-TV Midland-Odessa, TX
KSPR-TV Springfield, MO
KIII-TV Corpus Christi, TX
KESQ-TV Palm Springs, CA
KBAK-TV Bakersfield, CA
KAAL-TV Austin, TX
WGGB-TV Springfield, MA
WGME-TV Portland, ME
KGAN-TV Cedar Rapids, IA
WICS-TV Springfield, IL
KWCH-TV Wichita, KS
KTWO-TV Casper, WY

Scores of additional stations have joined us since this ad was prepared.

If you would like to be listed in a soon to be filed addendum, please contact:

**Jack Rosenthal
KTWO-TV
Casper, Wyoming 82602
(307) 237-3711**

OR

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(605) 342-2000**



TCI's John Sie

Sharpening cable's leading edge

It would be hard to settle on one word to describe John Sie. "Brilliant" would certainly be one, "driving" another and "ubiquitous" still another. The senior vice president of Tele-Communications Inc., the Denver-based and nation's largest cable MSO, can be found at or near the center of the action on almost any issue affecting that industry. Near the top of his interests at the moment is development of a program consortium that would effect a quantum leap in the amount of quality programing made exclusively for that medium, as well as a plan to solve the marketing dilemma in the TVRO universe caused by scrambling of cable networks, and what to do about making cable increasingly consumer friendly. Sie shared his concepts and enthusiasm with BROADCASTING editors in the following "At Large."

TCI and you seem to be involved in the leading edge of many cable areas, both of policy and programing. The first one we wanted to talk about is your initiative to create a programing funding mechanism.

It's all about what I call "punch-through programing," which is to fund the development of exclusive cable programing that is regularly scheduled and highly promotable. I set the technical quality to be a rating of 10 to 20 in cable homes. I think it is a desirable factor that the cable industry, with deregulation, and with the fact that the majority of the capital expenditure has been finished—except for perhaps another six million homes—can turn toward that area of endeavor.

We can fund it through sliding-rate subsidies, with the fundamental idea of increasing penetration. And because we are a dual-revenue-stream medium—that is, subscription and advertising supported—we have certain competitive advantages over the broadcaster.

Because to increase the fee to consumers by even the shocking number of a dollar per month, which is very high if you look at it, as a license fee or anything like that, when the cable industry is getting an average of \$21 to \$22 a month per sub, is about a 5% increase. That increase can create a tremendous amount of revenue, with the advertising subsidy—now we're looking at advertising as a subsidy—creating more programing, increasing the penetration and so on. It's a nice thing for us to try to pull off for the industry.

Does that not require the industry to share in this desire, to the point that it will devote incremental revenues from a rate increase to programing, as opposed to profits?

It depends on whether you look at long term or short term. As you know, the value of a cable subscriber varies. Right now it's gone from \$1,000 a sub to \$1,400 a sub, somewhere in that range. So every subscriber we pick up has a tremendous equity value to us. So

if I can look at an increase penetration, the leverage is very clear.

To put it into perspective: one of the two advantages we have is that there is in cable a de minimus amount of overlapping systems, which means there is no inherent economic reason not to cooperate. There may be other corporate reasons, other agenda reasons, political reasons and so on, but from an economic point of view, because of de minimus overlapping, cable should be able to work together, whereas broadcast group owners cannot. Generally, they are overlapping competitors. Certainly the three networks compete in almost every market. And take Fox or Tribune—they all have competing markets. Cable really doesn't have that. So, inherently, a co-op is much easier to set up than, say, Operation Prime Time or an ad hoc network.

The second advantage is financial. If you look at the strongest net revenue producer among the networks last year it would be CBS, according to BROADCASTING magazine. And if you look at that, the net revenue from network advertising is about \$2.50 per household per month. Cable is about \$22. So from a purely revenue generation point of view, the cable system can generate about eight times more financial resources.

What is the minimum number of systems that have to go for such a plan to work?

I think it can evolve. Let's say that only those who contribute get the exclusive program and if they have a better performance than those that don't, then it would seem over a period of time that those that did not join would join.

Obviously, there is a minimum threshold. Let's say 50% or 60% of the cable subscribers. Those 60% receive good product and good promotion. And if the result would be to give those systems higher penetrations, then it's in their economic self benefit for the others to join. It's sort of a positive cycle, I believe.

How soon could you put such a system in place?

First, we have to make sure that the legal aspects are OK, and having done that you can start pretty quickly on the idea of setting up the objectives, setting up the parameters, and then starting an ad hoc committee to formulate this. And then you start requesting funds, and you start to hire a professional group to manage those funds to effectuate the program development aspect.

Why a cooperative versus your doing it yourself?

Because we need all of the cable companies together. TCI is too small, as one cable operator, to effectuate this kind of scale.

What are you going to do with the money once you've got it? Where does it go?

There are three possibilities—I'm staying on the conceptual level. One is to provide enough programming for a variety of existing cable channels. It could start off with Monday on Channel A, Wednesday on Channel B, and so on. It depends on how we want to compete with the existing program lineup and which is weakest and where we can fill it in. That's one scenario.

The second scenario is to take an existing cable channel and give it the majority of the resources—make it a very strong, identifiable, promotable channel. The third option is to set up a totally separate new channel.

My intuition would point to a combination of the first two.

You talk about cable as one horizontal channel instead of a series of vertical ones. That would seem to imply that you prefer the first distribution method in giving a little bit to everybody.

Personally, I think it's nice to have a tall oak tree among many small hedges. There's nothing wrong with creating a tall oak tree to rally everything else around while everybody else benefits. So that's why I mentioned that a combination of both would probably have the most impact to the consumer.

What's going on with TCI and Turner now, and USA Network?

Both have a lot of appeal to us. TBS is a good programmer and probably has one of the best sales forces; it gets credibility on Madison Avenue. Ted Turner is certainly a personality and does a great job of promoting. And on the other hand, USA Network has

good parentage, Paramount-Universal, and it is also a broad-appeal service, and its ratings have increased.

So, both have their relative appeal, to be looked at as candidates. But I certainly do not want to preclude other basic networks from stepping forward. Part of this is a proposal bidding process. I mean, the cable industry is willing to put so much money behind certain objectives. But what are the networks willing to do? Is ESPN willing to bid on *Monday Night Football*? It's that kind of thing, you know; it's not just a one-way street. It's a matter of dialogue to see what makes sense and what the joint activity will likely be.

If it's decided the best way is to put all the money on one channel, there would no longer be a need for a funding mechanism. You could just set up a new network or have this superchannel and just charge everybody just like CNN or WTBS charge people today. Right?

It might be correct if we can satisfy the three things I mentioned. One is quality of a 10 to 20 rating. Second, it has to be exclusive to cable. And third is that we have some control of the back end—the eventual usage of that negative.

To the extent we can realize those three things, that's fine. But legally it may not be possible.

What is the role of NCTA in getting this thing going?

One of the roles of NCTA is to look strategically at the future of the industry, to the extent that this can become a vehicle to move cable onto the next plateau—that is, increasing the penetration and becoming a national medium. I think NCTA would serve a very useful role, and also serve a role in terms of the legal implications.

By the way, you can look at this punch-through programming scenario as a strategy in and of itself, but really it's a tactic for a broader strategy, and that broader one is for cable to become a truly national medium, and that would mean universal accessibility to all of America. Until the major cities, the urban centers, are built—like Washington, Cleveland, Baltimore, Chicago, Philadelphia, New York, St. Louis—until those remaining five million to six million households are built, and until rural America can receive cable programming—say, through TVRO—then cable is really not a national medium. That's our opinion.

Therefore, you can see TCI pushing to build in Chicago, say, or Washington, as we speak, or St. Louis, because we think it is important. Of course we want to do it rationally so we can make a return on our investment, but it is strategically important for cable to become a truly national medium like the three networks. That is our fundamental objective.

When you get those extra six million homes, how many homes will you have wired?

About 80 million homes wired. It would probably be 92% or 93% of TV households. And the others would never be wired because of low density. So that is our primary objective.

If you look at the average network revenue per household, per rating point, per month—you know, the sign-off, sign-on number—the network gets about 57 cents, the independents average about 33 cents and cable averages 17 cents. So you can see, Madison Avenue is pretty rational. Once it's wired you will see a dramatic increase on that figure. Right now we're at what, 45% or 47% of the TV households, so we can grow at least 100% easily. Whereas the networks can grow only at the rate of the household growth, which is about 1.2% per month. So you can see that each increment of growth increases our subscriber revenues, which increases the subsidy, increases the advertising, helps the building and puts in more programming until we reach parity.

The timing also is not bad. The networks are going through reshaping, cost-cutting. There are arguments with the studios on who does the deficit financing. There's the coming of a sunset on financial interest by 1990—a lot of things are happening around 1990 that we feel—if we can plan strategically to develop the kind of programming—could make cable a pretty dominant communications medium, unless we do something stupid. Get too greedy or whatever.

Too greedy?

Or not consumer friendly, offering lousy services. So that's our view

of that broader strategy. That's why we think the studios or the creative community should love and embrace cable, because it creates another alternative vehicle for distribution—distribution for the creative community, which only translates into public policy and more diversity of programming. So it all seems to be a win-win situation if we can do it right.

Do you believe that, in the next four or five years, some of these basic networks we know and love today will disappear?

This is an economical model question. I don't know which 10 to 12 basic channels will survive and be robust. But I do believe, if I use the current model without any pilots for programing, there's a limit to how many channels can survive in this great universe of ours. What happens is that, unfortunately, some people just multiply everything, and extrapolate it out, without understanding the boundaries of availability both in advertising dollars and viewership.

Let me see if I can develop what I call the fundamental boundary value problem of television. Number one, I make the assumption that viewing per day is probably going to plateau at about eight hours—right now it's seven hours and 20 minutes or something. Because people have to sleep, eat, go to work, whatever, and maybe they like the outdoors—but whatever it is, I'm predicting it will plateau at around eight hours a day.

So if you look at the total-day rating, that's 33 points—eight hours out of 24 hours. And let's give a broad range of numbers without punch-through programing. Let's give network 50%, the independents maybe 12% and let's give public broadcasting 3%. Give the pay networks 10%. What you have left is about 25%. So, 25% left of a 33 rating is 8.75, right? That includes TBS and all of the advertising—that's the total rating on total dayparts. If it's below .5, Madison Avenue may not want to look at it; Nielsen doesn't report it, you know. So, assuming everybody is equally bad, 16 channels.

Punch-through programing would change that dynamic.

Now that is not to be confused with how many channels we will offer to our subscribers, because there are channels that, for a variety of reasons, we think are valuable to the consumers, regardless of advertising: We support those channels with subscriber fees. Like C-SPAN. And there are things like the Merchandising Channel that don't depend on advertising; it actually gives rebates to the consumer, to the cable operator. Those will find their niche, maybe public service type stations or even maybe children's programing that may not have a big advertising appeal.

So put those types of channels separate, but we view the advertising-supported vehicles as being limited by that. It's the economic reality of the boundary. Once you study that, that's it.

The other advantage that I didn't mention is that there's a tremendous disparity in terms of ratings for broadcasters in noncable homes versus cable homes. The more we grow, the more cable homes there are, the lower the broadcast rating will be.

Mind you, I'm not threatening broadcasters. Indeed, we want them to join us. There are a lot of activities that they can work with us on. I'm not precluding NBC from programing something against *60 Minutes* on cable.

But I heard you say "exclusive to cable" about all this new programing.

I'm talking about broadcasters as a company that has the infrastructure for production. I'm not suggesting the networks, per se. But TCI is certainly not saying black and white, because if there are resources that broadcasters can contribute, we'll use them.

What's wrong with this idea? Your consortium idea.

Number one, it needs the unanimity of the cable industry. And generally, the cable industry comprises strong people who have different ideas, different thought processes. So, to coalesce this group, even though economically there are no rational reasons for resistance, there may be a whole bunch of other reasons.

But you do not need 100%. You say you need 50% or 60% to get it off the ground.

But that may be a difficult task. I just don't know, but that could be one of the problems.

Somehow I'm reminded of the old saying that a camel is an animal designed by a committee. And I wonder if this might suffer that flaw.

For it to work, we have to have totally independent, professional management. This would just be an investment vehicle to set up the ultimate criteria, you know, to increase penetration, to get the maximum back end, to be cable explicit.

It would be a up to professional manager who knows the business—not us; we're not in the programing business—to manage it. So to the extent that it might be run by cable operators—for instance, myself or anybody else—it would not work. I don't foresee that as a "camel." I foresee it as a funding mechanism to define a strategic direction, with the CEO of that funding corporation running it.

So the person might be a name that we've heard of in some other context.

I hope so. If we can generate \$500 million there are a lot of people who will come out of the woodwork to manage that. Or it could be some organization, by the way; it doesn't have to be one person.

Do you still believe that direct broadcast satellites have a place in tomorrow's media mix?

If it's a natural incremental business to the cable industry, it makes a lot of sense. We continue to believe that Ku-band or C-band DBS could help cable operators achieve universal accessibility.

But if it becomes sort of a stand-alone business competing with cable, we don't think it makes sense, unless, again, cable would do something stupid—charge higher rates or whatever it is.



In the spring of 1984, TCI came close to purchasing United Satellite Communications Inc., a medium-power DBS service that eventually went out of business. Why?

We were seriously looking at it because, number one, it would have formed a nice adjunct for serving rural areas and, number two, it would have allowed operators to offer cable services in areas waiting to be wired. The consumer wouldn't have to wait three or four years to get cable programming. So it's a combination of both of these requirements, plus there was an \$80 million net operating loss available.

You had said that the only thing that has gotten cable as far as it has is pay programming.

It has been, yes. HBO and Showtime absolutely created the breathing space for us to introduce the MTV's, the CNN's and all the other stuff. And we still don't want the pay side to slacken, either, because a lot of our cash flow is tied to the pay program.

What is the status of pay TV now? You called it sad a little while ago.

Yes. Sad and saggy. It's unfortunate that the fierce fighting between HBO and Showtime oftentimes is taken on at the expense of our consumers. Their fight for the market share.

How so?

In many ways. One is that on the duplicated films, they both run them at the first avail, so that consumers to both channels will see the same product—duplication. And second, because of the race for tonnage. They're up to 80, 90 titles a month. So that has deviated from the original idea of a movie service. You know, the major Hollywood studios release about 15 titles a month. Where is the other 80% of the product coming from? Encores, repeats, off-networks, off-syndications, classics and specials. So to the consumer's mind, it looks like an independent station without commercials. So it's not too good.

On top of that you add the window that cassettes have been able to get, and it loses all the sizzle of first avail. So "Raiders of the Lost Ark" is kind of ho-hum. It's nothing new. Junior saw it already, and Junior can get it any time, so there's nothing unique about that.

And then when you add on top of that, because of the first-sale doctrine and the competition of the video outlets, that prices are going down to 99 cents a day. So it devalues the product again and devalues your product with an earlier window. So all of that tends to hurt pay TV. We have to tell Hollywood: "Come on back to cable." Because Hollywood is the one that created that artificial window because they made so much money so quickly. They had a windfall the last two or three years because, together with their lead of current hits, they're releasing the backlog to the point where now all of the older pictures, the classics, anything that people would want to buy, has been bought. So they're down to the bottom of the barrel in their inventories.

They have reached a windfall, but unfortunately, the videocassette has something bad that they've not had to face at any other time: that once it's released it's always there. You hurt all of the subsequent windows. The damage is done.

And as I said, the major studios release only about 15 titles a month. And if you look at how many titles are released to video outlets—astoundingly, about 200 or 300 a month—then what happens? A lot of specialties, a lot of independents; the low-budget things are filling in. So a percentage of the majors' revenue is going to shrink. And yet it is their hits that are the locomotive for the video stores. But they're not charging more money, they're charging less money. Something is not right in the way they're charging, supply and demand, because they want to compete with the other studios. And we say one way to solve that is to repatriate the top titles back to cable.

Yes, but aren't they addicted to that idea right now? Because it is the rush now, isn't it?

I really think it's created a net revenue to the studio of about \$3 million to \$4 million per title, on average. Because there are costs, and ultimately there's still four or five bucks of costs of tapes and

cassette duplication. What we're suggesting, instead of looking at pay per view as a savior, is to look at a two-tiered subscription as we talked about once before.

What's that?

My view is that pay per view is a phrase that tends to narrow bright minds, because as soon as you talk about pay per view as "it," then you're talking about impulse buying, you're talking about two-way, one-way addressability, you're talking about telephone ordering, you're talking about building interface, a lot of really touchy and costly questions, without understanding why we need pay per view in the first place. What we really need, if you step back, is offering to our consumers early window hit titles, at a reasonable fee, and at the same time, satisfy Hollywood.

Well, you'd need three or four million bucks per title.

I'm saying, "Look, for us to keep or bring sizzle back to pay TV, there are about four of five different scenarios, but let's just throw a couple out. One is to create a subscription service, like a pay TV, but a five-title-per-month service, the best of five from Hollywood, current with videocassette rentals. Say, for seven bucks—but you have to buy either HBO or Showtime to get that. So they look at that as HBO Plus or Showtime Plus. And let's say we give a dollar a film to the studio that we picked into that. And right now there are 24 million or 25 million pay households. And let's say half of them buy that. That's \$12 million per title to Hollywood. Now that's something we know how to do tomorrow—add another subscription service. That's something we can market.

Is that enough money to buy your five films?

Well, I just said \$12 million is very good.

But you said three or four million dollars per title.

That's what they're getting net from the video outlets.

You're not asking for the early window, then.

No, I'm not greedy. And by the way, although I think it may hurt a little bit, we're only taking five out of this 15 or 20. It brings back the sizzle of pay, it will lift the umbrella of both HBO and Showtime, and then they can fight about market shares in between.

That's the kind of strategic direction we think we need to look at—problems and opportunities. The bigger picture, how do we solve it? The studio is happy; you can't do something where one side is so over-leveraged, and that's probably what happened, why Hollywood has gone to the video outlet.

Now the other scenario will be for HBO and Showtime each to get early window movies themselves. But you'll probably get lost in a sea of 80 titles, in my opinion.

How do they do that?

They've got to negotiate with the studios.

Is there any prospect for that now?

They're talking since we talked about this idea. Then there are other vehicles we can do—a combination of pay or subscription. What we're interested in is predictable cash flow with a rational capital structure, with not a lot of waste, the less kerf the better. Did you ever look up that word?

Yes. Kerf is the sawdust that disappears when you cut a board; it's that little eighth of an inch.

That's the problem. How do you minimize the sawdust? It doesn't do anybody any good.

Anyway, there are a whole bunch of different ways of looking at it besides this very narrow creation, this pay per view, which has a very high transactional cost, a very high capital cost—and the more sawdust there is, the less there is to share between the studios and us. Simple as that. The simpler it is, the more predictable it is, the more rational capital structure it is, the more it's likely to succeed.

Does it make more sense to take this equity fund that you're going to create, and use the money to get all of the early releases on the movies?

Well, there we have a simple solution—it could be self subsidized. But that would only take care of a small percentage of our universe, and what we want is the universe.

In creating this new channel or new programing, are you trying to become competitive as a fourth network?

If you use the word "network" as a financial resource where you can have strength of development of programing—yes. But if you're describing a network as a unified single channel carrier, it's not necessarily so.

The way I'm using it is as competitive with the other three networks. Think of it this way. There used to be a two-network economy, and then a two-and-a-half-network economy, and now finally a three-network economy. Is there now, do you think, a fourth-network economy, or even a fifth-network economy, because there almost is a fourth network growing up among the independents. And is there still enough advertising left to support cable's advertising ambition? If you think of this not as a programing ambition, but as an advertising ambition, will it work? Is there enough to go around?

I guess we're looking at it really more for programing rather than advertising. We look at advertising as a subsidy. Networks and broadcasters look at advertising as the only source of revenue. So, to us, we think—our model would actually enhance tremendously the creative community's development. Let me explain that.

In the model we use, for instance, let's say the advertising revenue for the programs we develop subsidizes half the cost of the program, and we get a 10 rating. Under that scenario in a single revenue stream medium, broadcasting, it will fail; a 10 rating in prime time may not stand the competition, and it will go off the air. Thus the statistic you see that eight out of nine new series pilots go off the air. Now as far as we're concerned, more of that eight that went off the air on network will stay on cable, because 10 is a very much improved program than what we have now.

What does that mean? That of the eight, probably three have good creative, good production values, but just can't cut the mustard under the single revenue medium. So what happens to those writers, those directors, those creative talents? They're unemployed during that time until they find the next thing, right?

Now there are dogs—probably five are probably bad concepts, and those nobody will pick up, including cable. But maybe there are three—which is, by the way, a three times better ratio than network, that will succeed on cable. There is more freedom on cable. I mean, we talked about the built-up bureaucracy of standards, of writers, rewrites. When I go to a studio and see all of this thing, what is the essence there? Maybe a half of that.

So there is less waste, and it is easy for us to commit to a 52-week series, which means the directors, the writers, the true creative talent—which is the most important piece—are much more likely to attract that kind of scenario than the feast and famine thinking of the network mentality. We do a pilot, we do three and four, and if it works, then you get something else, and if it doesn't work—bye bye.

With our scheme, the probability of success is more, and therefore, you create more of a possibility of back end on syndication, foreign and so on. So, we look at it as a way to increase utilization, efficiency of the creative community, which to us is ultimately the tapping of that into the TV screens.

How much of this product do you think will be series programing?

I hope as much as possible. Series or sports, yes. And with the freedom and the creative, and the probability of a long series, I think you can get a lot more creative juices flowing from Hollywood.

And you get cheaper programing, too.

I'm not looking for cheaper programing. I think cutting out inefficiencies would probably make it less costly. But we don't want to sacrifice the production values, the creative talents in the application. We just think that we can have a better show, because of the model I'm describing. And by the way, this is not TCI or the cable industry trying to reinvent the wheel. The wheels are there. We're just trying to put them on the car so it can roll.

How much is TCI going to raise its rates next year?

That's a good question. Not as much as you might think.

Well, 20%? So if it's 10 bucks now, you'll make 12 of it.

We try not to look at it as a rate increase as much as a restructuring. And we look at the three F's, as we call them, the three friendlies—what we want to make sure of is that the consumer perceives and receives real value from their service. And the three things, in an ideal sense, are to make it cable-ready-set friendly, to make it VCR friendly, and to make it multiple-set friendly. That's our broad precept.

First, cable-ready-set friendly. We concede defeat with the consumer electronic industry, with the flood of good Japanese product that's called cable ready. We can't fight it. We say it's not cable ready, but it is cable ready. The consumer buys it—it's cable ready. And therefore, it becomes anticonsumerism and frustrating and confusing if they buy a cable-ready set, and we go in a put in our black box, which defeats their cable-ready set. Somehow the consumer doesn't like that.

I mean, I spend an extra hundred bucks to buy my super duper cable-ready with the remote control, volume control, and the cable company says, well, we give you a converter that's super duper in its own right, but you can't have volume control, you can't tape while recording, or watch while it records a different channel.

Now that to me is not consumer friendly. It also has to convert. The imported TV set has a converter built in, it has infra-red remote control. So what do we do? We obsolete that and we put on top of these TV sets another converter, some more electronics, another remote control. I guess the only one who is making money is the Japanese importer. We don't make it and the consumer hates it.

That's the kind of thing we try to restructure, so we can eliminate that kind of interface.

The second is the VCR. It gets crazy, again, when they buy a cable-ready remote control that can program a tape. Once you get cable, it can't do that. Or if you want to do it, you have to have a masters degree and yet have to take refresher courses each time with diagrams to know what to do, and sometimes you push the wrong set of buttons and then you have to recapture back. So that's the problem of becoming VCR friendly.

We want to make the ideal work, so the person who bought the VCR can use the full range of capabilities of that VCR. He can watch Showtime while watching Turner, taping HBO, and will be able to reprogram everything.

The third thing is the multiple set. We probably followed the lead of the telephone company, which had multiple set charges, if you remember the old days. Well, we have multiple-set charges, and again, it limits the consumer. That means that cable, because of a multitude of channels, should work with multiple sets, should encourage multiple set usage because you can watch more channels at once. And we encourage VCR's because you can time shift. They should become our friends rather than impediments.

The multiple set, we believe, doesn't make economic sense. Look at the numbers. About 24% of our basic subscribers pay us multiple charges for additional outlets. And we charge them an average of \$2 a month more. And yet if you look at Nielsen, it shows that about 60% of the TV households have multiple sets. And it's probably 80%, because some have three and four sets. So what that means is that many people are either wiring them up themselves, which can create technical radiation problems, or using rabbit ears, which means they're not watching all of the cable programing. So we are much more inclined to charge a slightly higher rate and a one-time installation cost and let them use as many sets as possible. What goes into the house they can watch on as many sets as they want. This will increase viewership in cable homes, increasing the advertising revenues—and the consumer likes it. So what we're trying to do is reorient our thinking of restructuring the pricing and the technical delivery mechanism so that it can be those three friendlies.

What about your proposal to set up a cooperative or to be part of a cooperative to service earth stations cut off by scrambling?

All of the cable programmers up to now have been wholesalers. They license to the cable operators, about 7,000 of them, who then package it and retail it to about 36 million subscribers. For them to set up their own independent retail business is very costly for a smaller market. That's the nature of the beast.

Our suggestion was that if we can move in four steps, then we can alleviate that kind of problem, rather than say postpone more scrambling, and get into further confusion. One is to set up what we call a common software matrix grid so that the ordering process just needs one transaction to take care of a multitude of channels, and it would do all of the cross checkup, which is the authorized distributor agent, what territory he is in, what zip code and what program he is authorized to sell and at what price.

So therefore, you have a common mechanism for ordering, billing and authorization, into multiple different uplinks. That's one. TCI and M/A-Com have already been developing that for our own use, and we'd be glad to donate or share it, costwise, to the rest of the industry.

Second, we recommend creating a line data bank. That will safeguard the proprietary interests of all parties, probably servicing it out to one of the big eight accounting firms.

Third those programmers that are in the co-op would set their own independent retail rates for a la carte, which is their own, or a packaged discount by quantity. That is, if their service happens to be, let's say, in eight channels or above, then there is a discount to buying theirs.

Now this maintains the competitiveness between each service and at the same time allows the consumer to choose his own customized

package. And it could be 20 channels, but if it's above eight, then he gets a discounted price.

Once that structure is set up, which will still maintain inter-brand competitiveness among the programmers, then we can work with authorized entities—responsible entities such as TVRO dealers or cable operators or whatever—to serve as sales agents, to sell these consumer packages throughout the United States, and they would perhaps receive a sales commission to sell that.

But then it's not their customer. They're using it as a sales agent to the individual programmers who use the co-op as a common facility. It's a proposed scenario that seems to work for everybody—it will work for the TVRO owners, it helps the dealers to sell dishes, it makes the programming accessible in remote and rural areas, and we don't see any problem, even it sells right into our cable area.

So it just seemed to be a scenario that, with the cooperation of the programmers, should work.

I think we can evolve a mechanism with a lot less sawdust, just one massive one protecting their proprietary interests, that they can still market separately and offer to the consumer a package price that is reasonable. We're just looking at it from a public policy solution.

So it's an idea you don't have a proprietary part in?

We do not, but we see all of the posturing, we see all of the rhetorics that are probably symptomatic of some real problem; that is people in real rural America are calling their congressman and senators saying, "Hey, I can't buy it, I don't know who to call or how many I have to call, and the price is outrageous." I mean, this is the essence of what we're hearing when we go out. And yet when we talk to the TVRO dish owners in our area, they're very cogent, they're very smart, they're very knowledgeable about pay programming, and we have adjusted our price.

TCI has voluntarily restructured its pricing to serve its own area. It has nothing to do with competition; it's just that when we went out and did the survey in testing—and remember we talked about testing in 15 markets—we found that the consumer doesn't want to pay for things that haven't been scrambled. And also, they think the price is too high to pay. So we readjusted it, for the purpose of encouraging that growth to get more penetration for us. I think originally we had two pay and all of the basic packages for \$28.50. Now, for \$29.50 you get a whole decoder with it. Number two, that's the eventual price, but we started off on that at a \$23.50 price, with a decoder, and then we added a dollar per channel as they scramble it. But after the sixth channel, the other 11 cost the consumers nothing more.

Some of this is almost blue sky. What you talk about sounds a lot like blue sky in programming of marketing terms as opposed to technological terms. And yet the medium just never quite makes it—cable never quite makes it as the number-one medium.

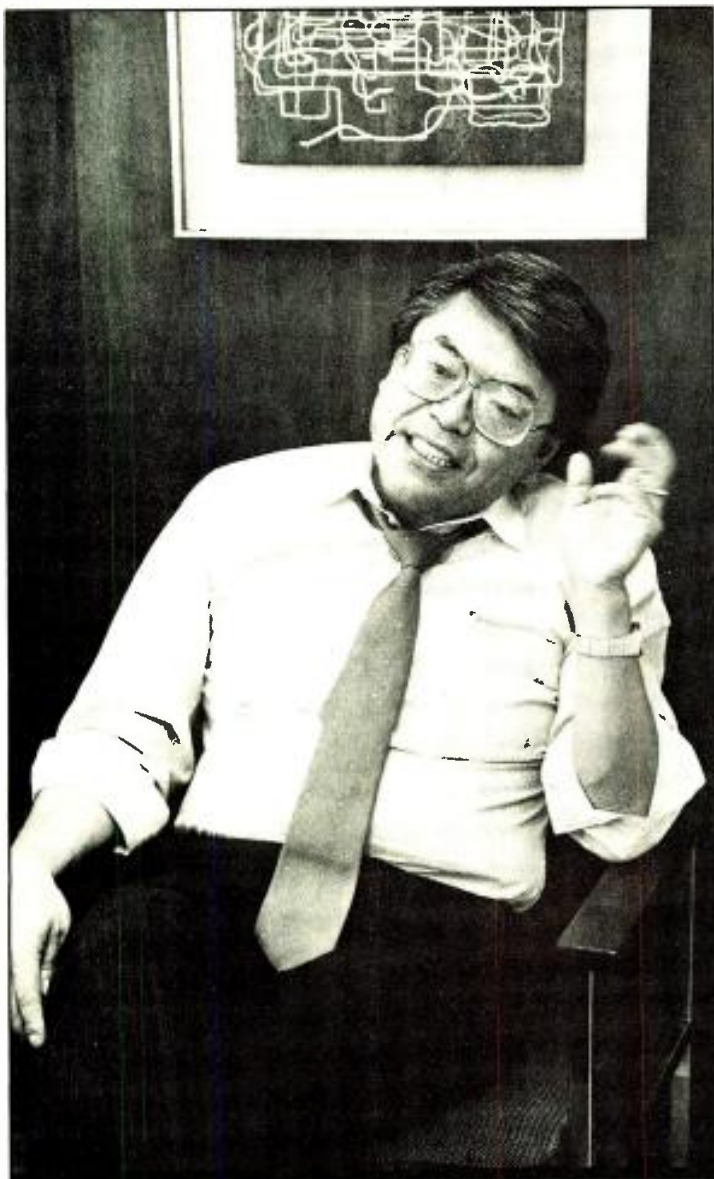
But cable can't make it by definition, until the rest of the nation is wired.

But some people think it will never be wired. Nobody was thinking it would be wired until you announced it.

We certainly make a change, and the industry has made a change. The cities have made a change, the Communications Act makes a change, the First Amendment rights make a change. The must-carry rule changes it.

The question is not whether we have made promises that are optimistic; the problem is that many of the promises were done without foundation. And what we're trying to say is that we've looked at the whole thing from where we started, with the boundary, how big is the pie and then what are the necessary ingredients, and then move along those lines.

It's not easy. But we believe that they're the correct direction, the trend, the arrows are pointing—they may drift back a little bit, here and there, but there's a net positive velocity that gives us positive feedback, which means—I use the analogy, it's like an antigravity snowball machine that rolls uphill, gathering momentum, size and speed. Going uphill. That's the analogy we can see.



Herbert case draws to a close

Supreme Court rejects appeal, giving CBS win; but victory comes at a cost: 12-year battle has paved way for plaintiffs to probe reporter's thought processes

Twelve years ago, former Army Lieutenant Colonel Anthony Herbert, who had gained a measure of attention for his claim that he had been relieved of his command of a battalion in Vietnam for accusing his superiors of covering up war crimes, filed a \$44.7-million libel suit against CBS and *The Atlantic Monthly* for reports challenging the truth of his accusations. Last week, the case—which in 1979 led to a major ruling by the Supreme Court governing libel suits—ground to a close, as that court rejected Herbert's appeal of a lower court decision dismissing the suit.

The case never went to trial. It grew out of a CBS *60 Minutes* segment broadcast on Feb. 4, 1973. Mike Wallace had been the correspondent and Barry Lando the producer, and the segment undermined the assertions Herbert had made both in his book, "Soldier," and in appearances on television talk shows that he had been victimized because of the war-crimes charges he had leveled against his superiors. Later, Lando wrote a piece for *The Atlantic* restating the thrust of the *60 Minutes* segment. Lawyers for CBS and *The Atlantic* said the pieces had been based on an investigation that lasted more than a year and involved more than 120 witnesses and thousands of pages of documents. Initially, Herbert's case rested largely on 11 charges of inaccuracy culled from both the *60 Minutes* piece and the *Atlantic* article. But the district court in New York where the case had been filed threw out all but two of them, one contained in the broadcast and one in the article. The court also dismissed the case against the magazine but said the suit against CBS, Wallace and Lando should be tried. Last January the U.S. Court of Appeals for the Second Circuit affirmed the dismissal of the suit against *The Atlantic Monthly* and also dismissed the suit against CBS. It said that even if the two statements were inaccurate and published with malice they could not be the basis of a libel judgment if they were "simply an outgrowth of, and subsidiary to" claims on which a court has held there can be no recovery (BROADCASTING, Jan. 20).

Herbert's lawyers, in seeking Supreme Court review, said the appeals court had developed a "novel" rule that a defamatory factual statement should not be actionable if it is merely "subsidiary" to a "larger" falsehood which is incapable of disproof. That doctrine, the petition added, would "grant an absolute immunity to knowing or reckless lies." In opposing review, lawyers for CBS and *The Atlantic* said that "12 years of litigation



Mike Wallace (l) interviewing Herbert

have established the alleged inaccuracies in the two remaining statements at issues are unimportant" and part of the broader—and nonactionable—picture of Herbert's claims that was presented in the television and magazine pieces.

The action of the court was somewhat anticlimactic, since the reasons for the court's denial of review were not given. Still, Ronald E. Guttman, associate general counsel for CBS Inc., expressed pleasure at the outcome—and relief the case was finally concluded. "No litigation should take 12 years—and two trips to the Supreme Court," said Guttman. Michael P. MacDonald, of the American Legal Foundation, which was established to help libel plaintiffs and represented Herbert in seeking Supreme Court review, said only that he was "disappointed." He had thought the appeals court decision was vulnerable to attack.

But if Herbert lost his case, his suit resulted in a ruling granting libel plaintiffs who are public figures, like the former Army officer, the right to probe the thought processes of the journalists they are suing. The Supreme Court, in 1979, in an opinion that reversed a decision by the U.S. Court of Appeals for the Second Circuit, said the First Amendment did not protect journalists from such an examination. Because he was a public figure, Herbert was required by the Supreme Court's ruling in *New York Times v. Sullivan* to prove he had been libeled maliciously, that is, that the defendants published the offending statements knowing they were false or with reckless disregard of whether they were false or true. Accordingly, the court

said in 1979, "unless liability is to be completely foreclosed," the thoughts and editorial processes of the defendant would have to be examined (BROADCASTING, April 23, 1979).

That ruling led to several years of pretrial exchanges by the parties in the *Herbert* suit but did not produce what the appeals court found to be evidence of malice on the part of CBS or *The Atlantic*.

□

The Supreme Court last week denied review in another libel case involving a broadcaster—but the decision was not unanimous. At issue was a suit a Philadelphia policeman and his wife had brought against Westinghouse Broadcasting & Cable Inc. for a report on police corruption that Westinghouse's KYW-TV Philadelphia had broadcast on three nights in February 1982. A U.S. district court in Philadelphia had dismissed the suit on the ground that malice could not be proved, a decision the U.S. Court of Appeals for the Third Circuit had affirmed. But the Supreme Court's denial of review was issued without the support of Chief Justice Warren E. Burger, who has announced his retirement, and Justice William Rehnquist, whom President Reagan has named to succeed Burger as chief justice.

The officer, James Coughlin, had been shown on videotape emerging from an after-hours bar carrying what the reporter on the tape said was an envelope. The context, Burger said in a dissenting statement in which Rehnquist joined, indicated that

Coughlin "had accepted a bribe." The only attempt the station made to obtain Coughlin's explanation, Burger said, was to stage "an 'ambush' interview four months after the fact." Coughlin—who later said he had been ordered to investigate a vandalism complaint at the bar and that the "envelope" was actually his report book—said he was being harassed and declined to answer any questions. And although the district court and the appeals court agreed that Coughlin

had not proved malice on the part of Westinghouse, Burger said, "an important federal question" has been raised that should be reviewed.

Coughlin had been "accused of accepting a bribe" but his suit "to clear his name has been found to be constitutionally barred," Burger said. He noted that the district court said that "an issue exists" as to whether the station, "with a minimum of effort," could have discovered the truth surrounding

Coughlin's emergence from the bar. But, Burger said, the district court then went on to quote the Supreme Court's "mandate," as issued in a 1968 case: "Reckless conduct is not measured by whether a reasonably prudent man would have published, or would have investigated before publishing."

Concluded Burger: "I would grant [review] and set this case for argument to determine whether the court's 'mandate' remains an appropriate one." □

TV journalists debate their 'art'

Third annual BROADCASTING-Taishoff seminar addresses major issues facing profession; 44 news people involved in Washington event

"I think journalism, on occasion, at its best, rises to the level of art," said ABC newsman David Brinkley during the third annual BROADCASTING-Taishoff seminar. Held June 13 and 14 at the ABC News bureau in Washington, the conference provided a forum for 44 television news journalists to discuss new developments and issues with which they are faced as they pursue their craft.

The seminar began Friday afternoon with "Insider Reports" that dealt with four areas of law and the government—C-SPAN and its coverage of Congress; Reagan and the press, from a reporter's point of view; Reagan and the press, from the view of the White House, and an attorney's view of journalists and the law. A reception was held Friday night at the Mayflower hotel in Washington.

The seminar continued on Saturday with keynote and luncheon addresses and four panel sessions: "Up and Down Links," "Ratings, Their Meaning and Impact," "Ethics" and "Identifying Future Leaders of Broadcast News." Relations between the networks and their affiliates were the subject of several of the sessions and speeches, with the consensus being that as local use of satellite technology increases, local reporting standards are rising and the networks are adapting to meet new demands.

The reporter's relationship with other divisions of the station also drew comment. A member of the audience asked for suggestions on how to tell a boss that "you don't think his idea is a very good one and you have an alternative." ("You do that carefully, of course," said conference moderator Jim Snyder, vice president of news, Post-Newsweek stations.)

The current administration's relationship with the press drew much attention throughout the two-day seminar. "They have dried up legitimate sources of news in this town," said George Watson, vice president and bureau chief, ABC News.

And many speakers stressed the need for stations to "grow" people who can move into positions of control. Keynote speaker Joel Chaseman, president, Post-Newsweek Television, said motivation, discussion, idea-seeking, schooling and freedom all help keep good people interested.

The seminar is co-sponsored by the Society of Professional Journalists, Sigma Delta Chi, and the BROADCASTING-Taishoff Foun-

dation, formed in memory of the late Sol Taishoff, BROADCASTING's co-founder and a former president of SPJ, SDX. It is designed "to identify and inspire future leaders of television news," and is open to journalists who have at least five years' experience and have "demonstrated excellence" in their field. Coverage of the seminar's events begins below.

Brinkley leads panel on journalistic ethics

"We are the only people I know who gather occasionally to discuss our ethics," said ABC's David Brinkley, moderator of a panel on that subject. Yet he claimed that ethics in journalism is no different from ethics "anywhere else—honest performance of whatever it is you profess to be doing." Journalists ask people to believe "that we are delivering a pure product, which is to say honest, as straight and accurate as we can make it, as truthful as the availability of truth allows," he said. They ask "that we don't lie, that we don't deceive them, that we don't deliver to them a product that is not fit for them to listen to or to read."

"Ethics is something that we either know or we don't know; we either have it or we don't," said panel member Betty Endicott, news director, WTTG(TV) Washington. "All we have as journalists is our credibility, and without the ethics that go with it we lose our credibility. There's nothing left for us. We

don't survive very long in the business."

Another panel member, Rob Sunde, director of news, ABC Information Radio, called "journalism ethics" an oxymoron. "We are in charge of changing, shaping, condensing, translating and otherwise editing and altering the words and images that we are reflecting," he said. "Whenever we tamper by editing, indeed we do tend to distort."

The panel, which also comprised Mike Kiernan, news features producer, WRC-TV Washington, and Bruce Johnson, reporter, WDVM-TV Washington, tackled issues ranging from leaks and running sensitive information to balancing news reports to staging news events.

Should a station should air privileged information about a dispute in which it is involved? The question was raised by one audience member who felt "compromised" when management would not allow a story to air that placed it in a bad light. "I'm really not in a position to quit my job on principle," said the audience member, who asked what others would do. "If I felt that strongly about a story, I would make sure that story got out," Johnson said, and advised leaking it to a local newspaper. Both Johnson and Kiernan saw no ethical conflict in providing the public with information a station didn't want to air.

On the issue of whether to oblige the state by holding a story until the state's "expensive and extensive investigation was complete," the panelists were in agreement. "As



Brinkley, SPJ Executive Officer Russell Tornabene and Snyder



Kiernan, Johnson, Endicott, Sunde

journalists, we're open microphones, we're open cameras," Sunde said. "Unless you have agreed specifically before even hearing it that you'll keep it off the record, it's your responsibility to tell people what it is you know"—as long as lives are not endangered, he said. Endicott qualified her answer: "As a news director I would sit down and listen to those arguments... I will not generalize."

How far should a journalist go in getting "the other side" of a story? "You need, especially these days, to bend over backwards to get the other side," Kiernan said. "I think increasingly we're being held more accountable." The motive of the person bringing "dirt" to a reporter is not considered as often, Johnson said. "Most of the time I find I don't have the luxury to sit there and try and weigh somebody's motive. I have to ask: 'Is it true?' And: 'Can you back it up?'" Brinkley asked: "Is there always another side? I'm not sure there is. I don't think every story comes with six pounds of this and six pounds of that and if you can get all of them and put them on a scale, it's balanced." He questioned why journalists feel compelled to have "rules that must always be followed." Every story is different, he said. "You make the judgment in each case, on its own, depending on the facts in that case. I don't know any other way to do it."

As for the staging of situations—involving the reporter in an emotional story, feeding answers to the man on the street before an interview, orchestrating movement so that the picture looks good—the panelists agreed it was wrong—and that it happens all the time. "I have a serious problem" with being made to hold a baby for a closeup during a story, Johnson said, or with shots of reporters driving people and opening their car doors. "I hate that kind of stuff. It's sickening." Bodies are brought back out of houses, witnesses are walked by a second time for camera crews that weren't ready, it was pointed out. Staging, Endicott said, is "getting someone to answer a question or getting somebody to do something they don't do—I think that's when we're talking about" firing people.

Watson critiques network-affiliate news relationship, White House interaction with press

"Recently I've been hearing and reading a lot about the impending doom of network news," said Taishoff Seminar luncheon speaker George Watson, vice president and

bureau chief, ABC News, Washington. But "the system of network affiliated stations remains the most effective means that exists of reaching the entire country and delivering very large audiences," he said.

The networks still reach 77% of the television audience in prime time, and two-thirds of the early evening audiences with their news shows, Watson said. "I believe the new competitive environment is forging stronger ties. Network affiliates are confronted with challenges from independent stations, barter syndicators [and] cable channels, and to meet that challenge, audience delivery becomes an even more crucial factor for both networks and their affiliates.... Mutual self-interest requires networks and affiliates to nourish [their] relationship, not to disrupt or undermine it," he said.

The development of satellite news gathering has blurred "the neat distinction that once existed between network and local news," Watson said. Affiliated stations must not "lose sight of what only they can do, which is cover the community that they serve," said Watson. "What's happening in the mayor's office may not look as exciting as what's going on in Manila, but the local audience, I'm convinced, is a lot more concerned with the activities of the mayor than Marcos," he said.

Substitute coverage last November by KSTP-TV Minneapolis-St. Paul of a presidential address to Congress was not bad, Watson said, but "the audience in Minnesota might have been better served with a broader perspective." The networks "have always lived and will survive with a certain amount of preemptions," he said. But "we need news, more, not less, that provides national context and perspective and perhaps helps provide and form a national consensus on vital issues that divide the country," he said.

Watson was asked whether the networks will feed their affiliates more substantive material in the hours before the network newscasts go on the air—for instance, when a story breaks earlier in the day. ABC feeds news on major stories, Watson claimed, but he admitted that "there are people at the *Evening News* who think that this is a little foolhardy, that we are competing with ourselves."

Watson answered questions about several issues that have faced network news recently, including the bogus footage the networks aired of the Chernobyl nuclear plant in the Soviet Union. He said he thought there had been no slippage in network checks and bal-

ances: "I've got a whole file on news hoaxes [from the past]. We were had." On NBC's decision to air an interview with Palestinian fugitive Abul Abbas, Watson said the network had received "a surprising amount of flak," and acknowledged he would have aired the interview too. As for the current disagreement over network broadcasts of the upcoming Statue of Liberty festivities, which he called "an ambiguous situation, a distasteful one," he said an agreement had been "pretty well hammered out." And on the networks' scramble to cover the space shuttle tragedy, an occurrence they were unprepared for because they had ceased regarding rocket launches as news, Watson said: "It was apparent that the image this agency [NASA] had projected and that we essentially had accepted and bought was far from being the true one."

Asked about media access to the President, Watson described it as "bad and getting worse. It's one of the many examples that spring to mind in which this administration has done what every other administration has attempted to do, but they've done it with greater success and they've done it to a greater degree." The Reagan administration "is the most successful in our history at suppressing information that it doesn't want out and in managing news," Watson said, "and I'm afraid they may have written a textbook that other administrations will attempt to follow."

The ups and downs of satellite technology

The three television networks' development of satellite technology is an attempt to improve the network/affiliate relationship, but local stations have to keep in mind their role in news delivery, according to the Taishoff Seminar's "Up and Down Links" panel.

"We are interested in being as full a partner as we can with our affiliates, and with doing a better job for them," said Bob Horner, vice president, CBS News, "because for years they've done a real good job for us."

Don Dunphy, vice president, ABC News, offered another perspective: "We're under great pressure now at ABC because of what has happened to our prime time schedule, where a lot of our affiliates have either left us or are considering leaving us." Satellite technology, he said, is seen as one way to combat slippage in the network-affiliate relationship. In fact, he said, the stations "demanded it."

Ninety percent of ABC's affiliates receive the network's satellite transmissions, Dunphy said.

CBS has started regional operations so that stations can exchange material, but is "behind the other networks in terms of announcing a cost-sharing arrangement with stations," said Horner. NBC has made a commitment of \$100 million over the next 10 years for its satellite system, Skycom, which all but four of its 200 stations have the capacity to receive, according to Rebecca Bell, director, NBC News.

But just having the capability to transmit by satellite is not enough. "Content is still

the important thing, and will be the important thing," said Bell. "Those of us working with this area now are very anxious for the 'new play toy' business to go away, and get back to covering the news in an intelligent and responsible way."

"We're going to lose sight of our own mandate, and that is to keep our viewers informed about what's going on in our own communities," said Jan McDaniel, Washington bureau chief for Chronicle Broadcasting, group owner of three television stations. Horner agreed. Stations are using technology to travel and do "stories that are not particularly local," he said. Even if out-of-town reports are done well, "I wonder what used to go there. What did it knock out?" Horner asked. "Was there something that Dan Rather or Peter [Jennings] or Tom [Brokaw] wasn't going to tell them, that they were being told, that now they aren't being told because somebody's telling them a different version of what Peter, Tom and Dan are going to tell them?"

There was much discussion about the value of the new technology, especially satellite news gathering. Attendee Bob Selwyn, corporate news director, Gillett Communications, Nashville, said: "The tool is great. We use the tool. . . . My problem is that now I have got additional headaches trying to hold at bay those people who would say, 'Drop your reporter and photographer. You've got all these other things coming in you can't even keep track of.' " What ABC has done, he said, "takes more than the cost of one reporter. And I think I would rather have the reporter, thank you very much, than video."

McDaniel stressed: "I think we have to figure out that we're not competitors in all these arenas. [Although] we have the hardware to compete, not all of us have the editorial backup to compete with the networks. . . . We're still, I think, heavily dependent on the networks for editorial, for pictures, for technology."

Satellite transmission is "a tool that we have to use," said attendee Peter Clarke, KRDO-TV Colorado Springs. Traveling the long distances between towns "is out of my budget," he said.

And attendee Erin Hayes, KYTV-TV Springfield, Mo., an NBC affiliate and a member of Conus Communications, the Minneapolis-based satellite service, said the new technology enables her to do a better job

of reporting. "If getting a feed means I don't have to spend seven hours on a plane and back, and it means I can spend the time on the phone, in the court house, with the documents doing real hard, heavy researching that takes time—thank God."

The way satellite service is used "varies widely with the quality of the news operation," Horner said, but "the good ones cut into things they were doing anyway."

The panel was asked whether the networks could "peacefully co-exist" with the other satellite services of the world. "Our goal is not to run them out of business," Dunphy said. "The job that Conus has done has been fantastic. There's no question that they have forced us to reevaluate a lot of what we're doing," he said.

Presidential assistant describes problems of handling press corps

A different perspective on the issue of press access to the President was provided by Elizabeth Board, special assistant to the President and director of the television office of the White House. "I don't feel the President is that far removed," she said. "A lot of people in the national press corps will only count the press conferences that he does in the East room—the full-blown ones with the White House press corps. They don't count the regional press lunches. They don't count all the other events that he does for local media. I count those events because I think the local media are just as important, if not more important, and I don't think they're any easier on him." The meetings with local media "put him in front of 900 editors, when it comes to television, and 10,000 or more when it comes to radio, instead of just four network editors," she said. Board also pointed out there has been an increase in the number of media representatives attending each White House press conference. "Now, walk into the press room and it's jammed," and many are unfamiliar faces, she said.

According to Board, "briefing a President for 80 reporters from all over the country is a lot tougher than briefing him for a press conference with the national press corps, because you can always divide it down into 10 issues—maybe five key issues for a press conference."

In a luncheon with local television reporters, she said, "we have no idea if someone's going to ask a question about an obscure situation in Atlanta. The President, if he doesn't answer it, looks foolish on television in Atlanta, and people will probably be more incensed." The role of the office of communications, under Pat Buchanan, Board said, is planning press events and briefings rather than "putting out fires every day with the press," as Deputy Press Secretary Larry Speakes does. "We try to think about what the issues are that we want to get in front of the public. Is it contra aid? Is it the situation in Afghanistan? What is it we want to push?" she said.

Board is mainly in charge of production: "I make sure when we have a conference that the lighting is right, that everything is there when it's supposed to be, that the situation is comfortable for the President, and that he

looks as good as he can," she said. She produces the Oval Office speeches, handling the electronic graphics that she says Reagan "does not like. . . . When we rehearse them, he says, 'Why don't you just give me a piece of paper and let me show these people.' " But, said Board, "audiences are very sophisticated these days. They're not used to seeing network anchors with a piece of paper with a graph on it. They're used to seeing very sexy graphics. Animated graphics. And so he's moved into that as well."

But if the public makes demands of the President on technical grounds, the press doesn't seem to be demanding similar standards in terms of content. After Reagan made several blunders in a recent press conference, "the media went very easy on us," she said. In their morning meeting the following day, she and Buchanan "looked at all the news reports and read all the newspapers before the meeting and it was pretty much a piece of cake. It just was not as tough as I expected," Board said.

Asked why she thought the media went so easy on the President, she said: "I don't quite understand it. The wrap-ups afterwards were completely innocuous. They really didn't focus on it at all. . . . There just can't be any reason for them to go that easy on him. It's just not the nature of the press corps to go easy on a President." But Reagan has an "undefinable" quality that makes him look good on television, Board said. "He has an incredible sense of self-confidence."

Of course the press is not always easy on the President. Board took issue with the press's predisposition toward interrupting "events" to pose questions. "When there's an event in the Rose Garden, it's an event; it's not time for Sam Donaldson to shout out at the President. . . . I really take issue with all that shouting at the President at events. I really think it ruins a lot of them," she said. "I think it makes the press corps look bad at home. When I talk to people outside Washington, they say: 'How can you let that happen?' They're just aghast that Sam can shout at the President something about his hearing aid, make a crack about his hearing after a press conference. They're just appalled."

But many members of the audience claimed it is impossible to get to the President any other way. "The popularity of the President with the public is undeniable. The popularity of the President with the news media is something else," said one attendee. The word from reporters in Washington is that "this guy is teflon because you can't get close enough to throw anything at him," he said.

Board claimed that when Reagan goes on the road to speak to local reporters, "the marching orders are to help the local media as much as possible, to get as many of them credentialed. After all, the President is going there for a reason. If he wants to talk to the Washington press corps, he can stay at the White House and walk into the press room."

But a local reporter in the audience said: "The way these things are usually orchestrated, you're never going to be able to ask a question—ever. . . . They love to have the cameras there, they want to broadcast live as much coverage on the evening news as possible, but, 'Don't bother us. Don't ask a

Finalists. NBC has released the list of those filling in for NBC's *Today* co-anchor, Jane Pauley, when she takes maternity leave July 24 ("Closed Circuit," June 2). They are: Anne Garrels, NBC News State Department correspondent; Ann Rubenstein, NBC News correspondent; Gloria Steinem, co-founder, editor and writer of *Ms.* magazine; Carol Marin, co-anchor at WMAQ-TV Chicago; Lea Thompson, anchor at WRC-TV Washington; Pat Mitchell, *Today* contributing correspondent; and Jean Enerson, anchor at KING-TV Seattle. Pauley returns on Oct. 10, her 10th anniversary as co-anchor of the program.

question. Don't get involved.' "

Board, who went to the White House from a job as a network news editor for NBC News, was asked: "Did you have any trouble changing your mindset coming from a profession where you're a presidential critic to suddenly being a presidential standard bearer?" Yes, she said, but it helps to work under Pat Buchanan, "who is a journalist, first." Still, she admitted, when she was with NBC, her attitude was: "News is news."

Brian Lamb reports on C-SPAN's past with the House and its future covering the Senate

Little more than a week after beginning live, gavel-to-gavel coverage of the Senate, C-SPAN, the nonprofit, industry-owned cable public affairs channel, is enjoying a rapid rise in popularity, said C-SPAN President Brian Lamb, a speaker at the Taishoff seminar.

Among the people attending the afternoon briefing, several said they use excerpts from C-SPAN's House of Representatives coverage in their news shows. Several more said they had watched Senate coverage at some time in the past week and a half. "I was intending to watch it for 12 or 13 minutes to try and find a bite and I ended up transfixed for an hour and a half," one attendee said. "It's interesting knowing everyone," another offered. "The Senate is truly all stars."

In one week, the number of homes receiving C-SPAN II, which covers the Senate,



Lamb

rose from two million to 7.5 million, Lamb said.

The C-SPAN audience is more varied than is generally believed, according to Lamb. During the 1984 presidential campaign, he said, the service learned it had "a tremendous black audience" through responses to call-in shows. On the other hand, "from Richard Nixon to Ronald Reagan to Mario Cuomo to the governor of Utah, they all watch," he told the journalists. As do broadcasters, city councilmen and bankers, he said.

Some of the people most interested in the Senate coverage are senators, who are starting to realize, said Lamb, that regular viewers of the service may end up being more informed on some issues than the senators

are. Senators are getting the impression that the whole world is watching them, Lamb said. "It's had a tremendous impact on their minds, their brains," he said. "They think millions are watching out there."

That impression has led to an increase in the number of senators giving speeches at the beginning of each day, said Lamb. Those speeches are pushing the Senate schedule back so that "they don't even get started until after noon, and then they end up being on at night," he said. "They've been on at night all week until 9, 10, 11 o'clock," Lamb said.

As C-SPAN coverage settles in "for the long haul," Lamb told the audience, assuming the Senate votes on July 29 to continue coverage, "you're hopefully going to use a lot of it when it's right for your audiences. I still want somebody to capsule it for me at night and find out if I should go back and watch more of it."

As for the future: "I think there isn't any question that we will be in the United States Supreme Court," Lamb predicted. "I don't want to pick a day," he said, but "reality sets it." Officials don't want to be remembered as "people [who] weren't aware and alert and interested in change."

Network news losing luster, says Chaseman; station competition in news is way of future

Joel Chaseman, president, Post-Newsweek Stations, said in a keynote speech that that local television news is catching up with network news and in some ways overtaking it. "Some network newscasts have already lost their way," he said. "Instead of using their massive resources and battalions of people to summarize the day and give shape to primary events and issues, they are wasting their time and ours in misguided and obsequious excursions into touchy-feely trivia." Local newscasts have "better energy and a clearer sense of direction," Chaseman said.

The networks need to reset their priorities, he said. When Corizon Aquino was becoming president of the Philippines, CBS's Dan Rather was in Iowa, and "they were trying in their writing to make the general farm story that day of equal topical significance and urgency with what was going on in Manila," said Chaseman.

Criticism that TV news should have more depth is missing the point, said Chaseman. "I think you can't make TV news be what it can't be." What television does best is give "a feeling of the place and time. A feeling of what it's like to be there and who these people are," he said. But "if you want the depth and the history and the deep analysis, television news is not the place to try to do it in my opinion. I think we can give what Phil Graham [late publisher of the *Washington Post*] called in another context 'the first rough draft of history.'"

For a time, as an alternative to buying expensive programing to fill their schedules, large-market stations tried expanding their news broadcasts; Chaseman said, but "it was a pale wash. There was no intensity or urgency. There was a lot of repetition." Those stations "have gone about as far as they can go," he said, and many are turning back to

other programing. Independents, he noted, are increasing the time they devote to news. "You now have many independent stations in each market which are well-funded group operations that are able to call upon technology and people to equal what the affiliates have. That's an important development," he said. With the new sources of national programing, such as Fox and Tribune, independents will look "more and more like the old network affiliates," said Chaseman, while at the same time, affiliates have the technological capacity to bring programs from outside and preempt their networks. "You're going to have a blending, so beware of the labels of affiliate and independent... They're going to look very much alike." That trend will lead to "new forms of news and a lot more news," Chaseman predicted.

The merger/takeover climate that pervades broadcasting "will lead to an either/or situation," Chaseman said. When companies amass debt, he said, "that puts an enormous pressure on the management of those stations to somehow come up with some profits that weren't there before." Will stations be run to maximize profits or run "for the long term, as servants of the community, as news media, as important ways to communicate?" Chaseman said: "I think the answers are going to be very different from one ownership to the next... It's going to depend a lot on what commitments these people made to the people who gave them the money." Operators that choose to put money into news will "build some very formidable competitors," he said.

Legal advice for the newsroom

Steps that journalists can take to stay out of—or at least win in—the courts were discussed by Alice Lucan, attorney, Gannett News Service. Journalists should ask themselves: "What practices do they want to find in your newsroom in order to show either that you're negligent or that you're reckless?" The proofs are usually circumstantial evidence, she said. For instance, internal memoranda and tape left on the cutting room floor. But a station should make an effort to preserve notes and tapes from any story it thinks may cause problems, she said, because "we do better and win cases with notes [rather] than without them."

Lucan suggested retyping notes so that they "reflect the material that you used to put together the story and get the crap out of it" and then throwing out the originals. "I think that it is perfectly fine, perfectly ethical and good, common business sense to go back over your records and to be sure that your notes reflect what you need," she said. In addition, when notes are retyped, sources can be coded to protect their identities, she said.

Many states have shield laws that allow journalists to keep the identities of their sources secret, but the scope of those laws varies from state to state, according to Lucan. Other states have what is referred to as a "federal qualified privilege," she said, which says "you're going to be the last witness. You're not going to testify until the person subpoenaing you has shown that there are no alternate sources and that you

have relevant direct evidence that is important to the main issue." However, a journalist who is called to the stand as the last witness will be "in contempt or you're going to testify. There's just no way out. It's: 'Whose will is going to bend first?'" she said.

In questions of attribution, a reporter can quote defamatory claims taken from a reputable source, such as the courts or the state legislature, Lucan said. But a reporter cannot "quote Aunt Joan saying it" unless Aunt Joan can be proved to be a reputable source, "like UPI or AP, and that you were not reckless or negligent" in relying on Aunt Joan. "Republication makes the republisher liable for the libel," she said.

Lately, journalists have been the objects of increasing numbers of petty law suits, Lucan said. "What's happening to all of us is that we're getting harassed with suits where people say, 'Come on, give the client a couple thousand dollars and we'll go away.' The price paid in these "nuisance suits" can range from \$10,000 to \$25,000, she said.

Lucan did not recommend countersuits. "The system is set up to encourage that disputes get resolved by litigation," she said. "In order for abusive process or a malicious prosecution counterclaim to work, you have to be able to prove that the plaintiff knew, genuinely knew, that he had no chance of success, that he knew his claim was meritless. It's sort of like proving that you had actual malice or were in reckless disregard for the truth," she said. "And you have to prove that his motive was to get you guys."

One audience member asked how to deal with "fishing expeditions" where a subpoena asks for "everything from July 1981 to Dec. 31, 1981, on a specific case... every scrap of paper, notes, everything you've got." Another attendee answered that his station charges for the time involved, and often asks the judge to make up a trust fund to assure that the station gets paid. Lucan said she thought hiring a lawyer was "worth the investment. You've got to tell the plaintiff's bar, the subpoenaing bar, the trial bar, that it's going to be very costly if they subpoena you because you're going to run them through the mill on this motion to quash. You're going to be obstreperous, difficult, mean and ugly. And just do it three or four times, and perhaps even get some coverage on your own station and in the newspapers."

What it takes to get ahead in television news

The television news business is looking for bright, committed people it can develop into better journalists, according to the final panel session, "Identifying Future Leaders of Broadcast News." "We need people who know something about their communities and who care about their communities, and who are willing to make enough of a commitment to those communities to stay there long enough to make a difference for their stations," said Wayne Godsey, general manager, WISN-TV Milwaukee.

Many people in broadcasting concentrate too much on short-term success, Godsey said. "The person whom I try to hire will be the person who has guts enough to convince

me to think long term and at the same time wisdom enough to achieve sufficiently in the short term."

Steve Wasserman, news director, WCBS-TV New York, agreed. "My biggest challenge is to foster a certain amount of leadership in the department I run, and try to identify people within my department that I can help grow."

Jeanee von Essen, vice president and foreign news editor, Cable News Network, said she is having trouble hiring people from outside to fill positions at the upper levels. "Our bigger successes are coming from within."

The three panelists identified qualities that journalists need to develop. They must be "as good as managers as they are as journalists," Godsey said. Von Essen said good technical people—editors, cameramen, producers—are available, but "I'm having a really hard time finding the upper echelon producers who have a lot of smarts about news judgment." She also complained that journalism graduates can't write.

Wasserman said that in hiring producers "not only are you trying to ascertain whether they have news judgment, whether they can write, but whether their chemistry, whether their body clock will be in sync with yours." Some people fit in with one newsroom and not with another, he said.

Recruiting minorities is a problem, the panel agreed. "There are not a zillion qualified black producers running around in the industry," Wasserman said, "and frequently you find yourself confronted with the choice of hiring an experienced nonminority producer who can go in there tomorrow and can hit the ground running, or hiring someone who clearly is not ready to do the job but has long-term potential." More often, the experienced person is hired, he said. One solution would be to set aside money in the news budget to hire people "that are clearly risks, but have some long-term benefits," said Wasserman. But few stations are prepared to do that.

CNN, however, has a special training program. Recruits from undergraduate and graduate programs and from small-market stations are given an opportunity to work in various capacities at the cable system's bureaus, von Essen said. CNN, programming 48 hours of news each day, needs a large staff and can afford broad training programs, from which it often picks people to move up in the ranks.

People interested in advancing have to create their own opportunities, the panelists said. "It's incumbent upon the person not to wait for an invitation," said Wasserman. "If you feel burned out or you feel you're not getting challenged in new ways, I think it's incumbent upon you to go in and ask for something, pitch for something. Make sure that your boss is aware of your interests," he added.

But "you can't turn over your assignment desk every six months," von Essen said. "You have to have a basic structure of people who really want to be there, because you have to have a certain level of expertise. You've got to have some hardcore people who really love it." Then you can allow other people to experiment with various positions, she said.

Importance of news ratings emphasized by Taishoff panel

Ratings—how to live with them when you can't live without them—emerged as the theme of a panel session discussing their meaning and impact. The panel consisted of Jack Bowen, president of McHugh and Hoffman, a communications consultant, and two Washington news directors—Jim Van Messel of WRC-TV and Tom Doerr of WJLA-TV. Bowen provided the background for discussion; Van Messel and Doerr shared their experiences.

Bowen began by listing five major shortcomings and four values of the ratings system. The shortcomings: 1) ratings measure behavior in bulk rather than individual elements; 2) ratings are very gross measurements with a significant margin for error; 3) diaries are inconsistently filled out and meters measure very small samples; 4) salesmen sell rating points rather than quality, and 5) ratings create a sense of program similarity. The values: 1) ratings help identify a change in market position; 2) ratings help reveal patterns of audience behavior; 3) ratings develop a sensitivity to the use of promotion, and 4) ratings make it possible to monitor progress.

Van Messel said: "There was a time when news directors really felt it very fashionable to say, 'Ratings are not important. I don't care what they are. I don't look at them. I'm just going to put on the best news product, and the ratings be damned.'" Today, he said, any news director who says that "either is lying or doesn't have an understanding of where we are in 1986." At the annual convention of the Radio-Television News Directors Association, he joked, "you say, 'How are you doing?'" and the person you've walked up to says: "Well, we're number one at 11 and we're close at 6."

Ratings are "the only barometer of success we have," said Doerr. Not only are they used "as a tool to bolster our station's revenue," he said, but they can be used as "a tool in a floundering news organization to get people to feel good about what they do." WJLA-TV, which Doerr joked "has been rebuilding for 15 years," has never had continued success in the ratings, he said. When he took over the news directorship last year, Doerr said, he developed a quarter-hour serial viewing strategy designed to bring up the ratings by keeping viewers longer rather than by luring them from other newscasts.

Today's viewers are more interested in stories on financial security, jobs, education and opportunities than on spot news that doesn't really affect their lives—the "murder, rape and mayhem," Bowen said.

A station that wants to gain viewers through counterprogramming "must be able to mount and sustain a real, alternate choice," Bowen said. Viewers measure new programming against what they're used to getting, said Van Messel—and often they're comfortable with the dominant station's programs. Moderator Jim Snyder pointed out it is only when a winning station begins to make mistakes that a competitor can move. A station cannot move up to number one unless another station moves down, he said.

As for the question of why the ratings

system is not better. It is because there has not been significant pressure on the rating services to change. Van Messell said. "It's very difficult to change the minds of researchers," Doerr claimed. There has been

investment in new systems like the people meter, Bowen said, but the current system is "the best compromise the industry has been able to put together."

Ratings are only a guideline and research

must be kept in perspective. Van Messell pointed out. "What we can't forget is that a good quality journalistic product and good ratings don't have to be mutually exclusive." □

Panelists debate cameras in court

At Rutgers University conference, views of federal, state judges and broadcasters are heard on pros and cons of issue

Whether cameras and microphones should be allowed to cover court proceedings, a subject that has generated debate in news and legal circles for years, continues to be a hot topic, evidenced by the lively exchange between audience and panelists at a Press, Bar and Bench Conference June 12, sponsored by the Journalism Resources Institute of Rutgers University in New Brunswick, N.J.

Of principal concern to the federal judges speaking at the "Broadcasting and the Courts" seminar was the use of television cameras in the court. "I don't have a problem with television in the appellate or state supreme courts, but I'm concerned about the effects of television filming in a trial court," said Dickinson R. Debevoise, a judge for the U.S. District Court of New Jersey, at a panel examining broadcast coverage inside the federal courtrooms. "The function of a trial court is to receive complex and, at times, controversial evidence to resolve a dispute. The function is not to educate or entertain the public," Debevoise said.

Television in the courtroom would affect lawyers, some of whom would seek publicity in the press as well as jurors, who cannot be contaminated by outside influences, said Debevoise.

John W. Bissell, also a U.S. District Court judge in New Jersey, said he "endorsed" Debevoise's views on television coverage, not only on the federal level, but with state courts as well. "Don't even bet on still cameras being completely unobtrusive because even the clicking of a camera can get the judge's attention," he said.

"There's a lack of education and sensitivity on the part of the photo press," said Bissell. "I don't think the press is generally inconsiderate, but a 'getting the best shot' attitude usually prevails."

Bissell told the audience that on the few occasions when he has granted permission to have television cameras in the court room, lighting tended to be an irritant. "Besides, cameras are not necessarily the best way to present news with impact," he said. "Straight reporting with notes coupled with graphic sketching presents a more dramatic picture in the audience's mind and the public is less likely to misinterpret what they see," said Bissell.

Dick Sheeran, a reporter for KYW-TV Philadelphia who was seated in the audience, took exception with Judge Bissell's comments. "We cover a number of trials and we don't use lights. We are governed by new rules in New Jersey," said Sheeran.

"Television cameras are not the problem,

it's the editing," said George Schneider, Essex County, N.J., prosecutor, who was attending the seminar. Some reporting—including newspapers—misleads the public, he said. "Television won't influence trial proceedings any more than the media in there does now."

In direct contrast to the views expressed by Debevoise and Bissell were those of I.V. DiMartino, assignment judge for the superior court of New Jersey in Camden County. "Since camera coverage is accepted in other forms of public activity, there should no longer be a debate," DiMartino said at a later session on looking at "actual experience" with electronic media coverage in the court rooms.

"I believe cameras have a place in the courts...The move permits both the media and the courts to better fulfill their obligations to society," said DiMartino. DiMartino said that there have been cameras in his courtroom on at least 25 occasions and, when placed in one position, they "don't interfere with defendants, attorneys or court proceedings." Said DiMartino: "All the objections I heard deal with disruption of trial proceedings, but those matters are in the control of the judge."

"We are doing more court stories today because people are more interested in them," said Kent Manahan, senior anchor/reporter for New Jersey Network's *New Jersey Nightly News*. She underscored her statement by noting that the night before the seminar her news program aired three stories on court proceedings.

Manahan envisions a future court proceeding when videotaping of witnesses who can't appear in the courtroom would be common practice. She also sees new courtrooms built with enough wiring to accommodate camera coverage.

Cathy Candolfo, New Jersey correspondent for WPVI-TV Philadelphia, added that it's easier for a reporter to cover a trial on videotape because "viewers are able to hear and see opening and closing arguments as well as dramatic testimony of key witnesses." Cameras bring viewers closer to the reality of what takes place in a courtroom, she said.

Ned Schnurman, senior executive producer of PBS's *Inside Story*, called the issue of television coverage in the courts "socialologically fascinating," but wondered what it had to do with justice.

Rob Sunde, director of Region 12 for the Radio-Television News Directors Association and news director of ABC Radio's Information Network, said the argument for cameras and microphones in the courtroom is not that the public has a right to know, but that "they have a right to find out."

Speaking at a session that delved into broadcast performance in and out of court-

rooms, Sunde said that judges need camera and radio coverage "because they have a lack of knowledge about the journalist's job."

"It's estimated that 65% of the American public get most of their news from television while the average American household spends seven hours and 10 minutes per day with TV and it's barred from covering the judiciary branch of government. I think it's wrong," said Burton Benjamin, former senior executive producer for CBS News and author of "The Benjamin Report," which analyzed CBS coverage in the CBS-Westmoreland case. "If some of the major trial cases in history were on tape today, it would be a tremendous resource," he said.

One argument against television in the courtroom, said Benjamin, is that stations and networks would want to go for the "juggular" by covering sensational cases and ignore the rest. But the former CBS News executive said he did a study of the court coverage the network did and it included such topics as libel, selective service and price-fixing.

Jack Sabatino, an attorney with the firm of Robinson, Wayne, Levin, Riccio, & LaSala, Newark, N.J., presented a paper on microphones and cameras in the court that outlined the general arguments pro and con. The arguments favoring access: public educational benefits; enhanced public supervision and judicial accountability, and more accurate reporting. The most common arguments against access, some of which were voiced by Debevoise: distraction of participants; diversion of judicial time and resources; adverse psychological effects on participants in the proceedings—one of the prime arguments against microphone and camera access by the ad-hoc committee of the Judicial Conference in 1984—and distorted reporting.

Sabatino also released results of a survey of 17 New Jersey federal judges and magistrates on the issue of camera and microphone access in the courts. The majority of those polled (10) said they favored "the current absolute prohibition on still photography, video cameras or audio coverage of any federal courtroom proceeding."

Other speakers at the Rutgers University seminar included: Ralph Goldberg, former associate general counsel for CBS; Gale Seider, television news producer with KYW-TV Philadelphia, and Brenda Flanagan, Trenton bureau chief for WOR-TV New York licensed to Secaucus, N.J.

The Press, Bar and Bench Conferences, which began in 1984, are part of a three-year project started by Rutgers' Journalism Resources Institute, headed by Jerome Aumonte, with principal funding from the *Newark Star-Ledger* and the S.I. Newhouse Foundation. □

Covering the news with hands tied

Press restrictions imposed by South African government force journalists to step lightly

Despite tight restrictions placed on journalists by the South African government, *CapCities/ABC's World News Tonight with Peter Jennings* aired an interview with South African Bishop Desmond Tutu last Wednesday (June 18). Said Jennings at the start of the program: "We had a conversation with Bishop Tutu this afternoon which he knew and we knew could lead to his arrest for the following reason: When the South African government imposed its state of emergency last Thursday, it imposed on South Africans of all races the onerous duty of censoring themselves. That means that when any South African... tells the world of what he or she thinks is going on there at the moment they could be charged with subversion."

(ABC had a camera in Tutu's house in Johannesburg, recording his side of the conversation, and another camera in Jennings' office. When the 14-minute telephone interview was over, the tape of Tutu was taken to a satellite ground station, where it was fed to New York. The two pieces were then edited together in New York so that the viewer saw Tutu and Jennings on screen, ABC said.)

The Tutu interview was taped, since there is a ban on live television broadcasts under the restrictions imposed on the press in South Africa since a national state of emergency was declared there June 12. Media spokesmen for the South African embassy confirmed that there is also a ban on live television or radio interviews with South Africans; statements considered "subversive" are not permitted to be sent from South Africa, and authorization must be obtained from the police before taking TV, radio and photographic coverage of South Africa's security forces or before covering public disturbances, violence, strikes or demonstrations.

Among the other restrictions under the emergency decree: All journalists are prohibited from identifying anyone detained by the South African government before the government makes individuals' names known, and reporters need permission from police before going to restricted areas (which are predominantly areas in and around Cape Town and Johannesburg, and are primarily black residential areas, according to a spokesman for the South African embassy in Washington) and the self-governing black states within South Africa known as the homelands. Additionally, the press has had to rely on daily press briefings from the government's Bureau for Information in Pretoria for the only official source of news about the national state of emergency.

In an interview on ABC's *Nightline* June 17, South Africa's foreign minister Pik Botha told Ted Koppel that there was "complete press freedom" in South Africa. "What has been done is to control those parts of public comment that tends to incite violence. We have a responsibility—a lot of people have been killed in this country, mostly black on black, and we are protecting black



Jennings and Tutu

people now and we are stopping incitement to further violence," Botha said.

As Bishop Tutu said during the approximately 14-minute interview by telephone with ABC, "most" of what he said on the air was against the government's state of emergency restriction. According to Robert Murphy, vice president of ABC's TV news coverage, both parties—the network and Tutu—"are liable under the law. So it could affect us," Murphy said, adding that ABC had not received any reaction from the South African government as of early Thursday. He

said also that ABC does not "necessarily believe it was in violation of the restrictions."

As for covering the news in South Africa since the restrictions have been set, the networks are attempting to follow the South African government's guidelines, and as ABC's Murphy said, "at the same time, present as complete and as objective a report as we can... The restrictions on what we can say and what we can take pictures of are so tight it's sometimes very difficult," he said.

NBC and CBS reported similar difficulties. David Buksbaum, CBS vice president of news coverage and operations, said that network is working within the laws of South Africa and trying to "deal with the restrictions." John Lane, executive vice president of NBC News, said the restrictions are "really tying our hands. We can't cover the news in South Africa."

The South African government has instructed the foreign press, ABC's Murphy said, to abide by the regulations "or face the penalties" (a fine and/or imprisonment, or in the case of CBS News cameraman, Win DeVos, deportation.) Murphy added that there is not an attempt on the South African government's part to "have direct censorship." At the transmission point, there is no censor to edit transmissions, Murphy said, adding: "If you violate their rules then they take action after the fact, not before the fact." □

NBC shows Abbas tape to Justice

After screening in New York and hour-long special report, threat of government subpoena lessened

NBC News has been accused of consorting with criminals in connection with the interview with Abul Abbas that figured in a two-minute piece broadcast last month and in a one-hour special report last week, on its new newsmagazine series, *1986*. But last week, NBC News President Lawrence K. Grossman said the news organization has been cooperating with U.S. law enforcement officials who are conducting a criminal investigation of Abbas. Grossman left the extent of that cooperation vague, however. He also indicated there are special reasons for it.

Government officials and even members of the media have criticized NBC News for making and keeping an agreement with Abbas not to reveal the location of the interview as a condition of obtaining it (BROADCASTING, May 12). Abbas is wanted by the U.S. in connection with his alleged role as mastermind of the hijacking of the Achille Lauro cruise ship, a hijacking that led to the shooting death of American Leon Klinghoffer. And there was no indication NBC was backing away from that agreement.

But Grossman said the network two weeks ago permitted Justice Department officials to view the tapes of correspondent Henry Champ's complete interview with Abbas, including material that was not shown on the air. The screening was made available at NBC headquarters in New York, and neither copies of the tapes nor transcripts was provided to the government, Grossman said. And he indicated the reason

was not to serve as an arm of the law enforcement officials; rather, he said the showing was part of the effort the show's producers were making to check the validity of Abbas's comments. Grossman said the tapes had been shown to others as well, and the result, on air, was a translation of Abbas's comments from Arabic to English, followed, as often as not, by anchor Tom Brokaw's comments contradicting Abbas's version of events.

Grossman also said cooperation with the authorities was required by NBC News guidelines. He cited one that calls on the news division to notify authorities if it turns up evidence of an impending crime that would put someone's life at risk. And Abbas, in the interview, after being notified the U.S. had offered a \$250,000 reward leading to his capture, said he was putting "a million-dollar bounty on Ronald Reagan's head." Officials at NBC News interpreted that as threatening the life of the President, which is a crime. So for that reason, too, the tapes were shown to Justice officials.

For whatever reason NBC News screened the tapes, the possibility that Justice would issue a subpoena for them largely dissipated. However, talks between the department and NBC News officials are continuing, Grossman said. He declined to be specific, expressing concern for the safety of NBC News people around the world in the event NBC was perceived as working for the Justice Department. Grossman said Justice requests for talks with members of the NBC crew that taped the interview with Abbas have been resisted. "We're still talking," Grossman said, "but we're not in confrontation." □

CBS press tour: searching for highest prime numbers

LeMasters aims to bring CBS back to first; details network adjustments for coming season

Reporters from around the country got their first real look at the new number-two programming executive at CBS—Earl H. (Kim) LeMasters III—at last week's consumer press tour in Los Angeles. The creator of such successful shows as *Dallas*, *Simon & Simon* and *Magnum, P.I.* made no bones about his mission in the day-to-day programming hot seat at CBS—develop hit shows that will put the network back in first in prime time.

"I am commerce oriented," LeMasters told reporters last week. In a perfect world, LeMasters said he'd like to "have it all" on the CBS schedule—programs reflecting quality and generating large ratings as well. But in the real programming world, a choice often has to be made between putting quality shows on the air, or shows that attract the widest possible audience. LeMasters made clear last week what his choice would be. "I would like very much for CBS to be the number-one network," he said, "and in order to do that, we need hit shows."

LeMasters, 36, has been a programming executive for 15 years, the last 10 at CBS. The first five years involved stints at ABC and Warner Bros. He has been involved with the development of both dramatic and comedy programming, and most recently, mini-series.

His boss at the network, CBS Entertainment President Bud Grant, concurred that LeMasters will spend most of his energy trying to develop hit shows for the prime-time schedule. "I think that since we are in the second position, and we are underdogs," said Grant, "we need hit shows." Grant claimed that LeMasters is recognized as one of the best development executives in the programming community. "The thing that he is going to concentrate on is finding the next *Magnum*, the next *Dallas*."

LeMasters was quoted recently in *USA Today* as saying, "Some other fool will be doing this after I'm out. It's only TV we're doing. When we turn out the lights, it was only TV." Reporters at last week's press tour took that to mean that perhaps he doesn't take the medium quite as "seriously" as



LeMasters and Grant

some of his predecessors and older colleagues. His response: "I take the competition of television very, very seriously. But I'm not somebody who's gonna start out to try to make a television show important. I would like a show to be able to evolve into importance." He cited *M*A*S*H* as an example. It started out, he said, as a very funny comedy that drew a big audience. With that advantageous start, the show evolved into one that handled "some very tough issues," said LeMasters. "I think that my primary job is to entertain people. And if it comes from a show like a *Paper Chase*, or if it comes from a show like *The Dukes of Hazzard*, that's my job."

LeMasters claims not to rely on research to pinpoint programming trends he looks to development. "Mainly what I look for are characters that are going to have a relatability to the audience. . . . My personal philosophy about successful television is that it does give you an emotional response. One of the reasons that comedy can turn around a network so fast is that if I can give you a comedy that you will laugh at, by definition, you have committed to it emotionally." NBC, he said, is the most recent proof of that theory, as ABC was in the mid-1970's.

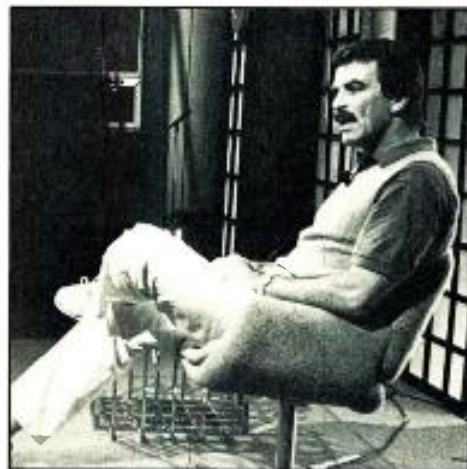
CBS hopes to create some comedies that will repeat the success of NBC over the last two years, said LeMasters. CBS now has the fewest comedies on the air, six, compared to NBC's 13 and ABC's nine. "I think we'll be putting it [comedy] back on the air," he said. The trick for the programmer, he added, is to gauge how much is enough. "The other

thing to guess is when comedy will cycle down again. So the other thing you have to do is say, 'All right, when it starts cycling down, am I prepared?'"

But it's the characters in any show of any genre that are key, LeMasters said. The point was made that before Tom Selleck was cast for *Magnum*, he made two earlier pilots for CBS. "The reason that we spent a lot of money doing pilots with Tom," Grant said last week, "was because Kim felt that here is an actor who is going to be a television star."

Few would argue the point, although his show has taken a beating in the ratings the last two seasons against *Cosby*. In an effort to rejuvenate the former top-10 show, CBS is taking three actions. It is conducting a special promotional campaign for both the show and the star this summer. The program will move to a new time period in the fall—Wednesday at 9 p.m. opposite ABC's *Dynasty*. The show will do so-called "crossover" episodes with both the popular *Murder, She Wrote*, and *The Equalizer* in an effort to pull back some of the viewers *Magnum* may have lost when it was up against *Cosby*.

With the move of *Magnum*, *Simon & Simon* has been pushed into the unenviable Thursday slot against *Cosby* and *Family Ties*. LeMasters denied that S&S was being



Selleck

Fox v. Fox. All that bears the name Fox may not belong to Rupert Murdoch. And Fox Broadcasting Co., licensee of WBFM Jenkintown, Pa., is expected to file suit this week in Montgomery county (Pa.) common pleas court to make that point: It's seeking an injunction prohibiting Murdoch from using the same name for his satellite-delivered national programming service for independent television stations.

William L. Fox, Fox Broadcasting president, told BROADCASTING last week that the station has been using the company name since 1968. Fox said his company complained about the alleged infringement, but Murdoch's Fox Broadcasting, according to Fox, is contending that the station's case is without merit.

used as a "sacrificial lamb" against *Cosby*. He said, however, that S&S story lines got "a little too silly" last season and that efforts would be taken to move the characters "back to their roots" next season. (The brothers will sell their agency back to its original owner; Rick assumes his Bohemian life style back on the beach.)

Dallas is also undergoing some changes next year, most notably the return of Patrick Duffy as Bobby Ewing, who was killed off last season. LeMasters said Duffy's return is seen as "necessary to continue the power and strength of *Dallas*." As for the character's return from the dead, LeMasters said the element that CBS was banking on to make the gimmick work is "willing suspension of disbelief" on the part of viewers. "We're willing to bite the bullet and take our licks, for whatever upset we create," he said, "and we hope the audience will stick with it."

LeMasters also said CBS would try an hour-long game show in prime time later this summer. *The Price is Right* will bow in August for a six-week run on Thursday from 8 to 9 p.m. Other than to say they'd be "delighted" if the program scored well in the ratings, neither LeMasters nor Grant would say whether *Price* would be used as a replacement series next season. CBS has selected six pilots to be used as replacement shows next fall.

The six midseason replacements include four hour-long dramas and two half-hour comedies. The dramas include two from Universal, *Outlaws* and *All the News Outlaws* is a "high concept" show about a gang of 19th century outlaws and the sheriff pursuing them who travel through time to 1986 and start a detective agency. *All the News* is a "reality-based" show about crime reporters. CBS has also committed to Columbia Pictures (in association with Jay Bernstein) for *Houston Knights*, a story about two undercover detectives. The fourth drama is a little more light hearted, and is called *Shell Game*. It stars Margot Kidder and James Reed as two flim-flam artists who "go straight" to become producers of a news magazine show. It's produced by Warner Brothers.

The comedies are *Popcorn Kid*, from Leonard Goldberg Productions, and *The Cavanaughs*, from MTM. *Popcorn* is about the misadventures of teen-agers who work at a movie theater. *Cavanaughs* explores relationships in a feisty Catholic family in Boston.

Stringer promises adjustments in 'Morning News'; expresses hope for 'West 57th'

Howard Stringer, executive vice president, CBS News, told reporters last week at the press tour in Los Angeles that there will probably be substantial changes in the *CBS Morning News*. The changes, he said, which could include both personnel and the program's format, would be implemented in September.

The moves will represent the latest in a series of efforts, all failures so far, to make the program competitive with NBC's *Today* and ABC's *Good Morning America*. Susan Winston, who guided *GMA* to prominence

years ago as executive producer, has joined CBS News as executive director for *Morning News* planning, with the task of reshaping the program. Stringer said she and the top management at CBS News were currently evaluating "options for formats and different ways of doing that broadcast. We've given ourselves a couple of months to explore all of the options, to see if there is a more thoughtful, more aggressive way of doing a morning news broadcast." The only resolution about the program's future look, said Stringer, is that it will be "more of an information/news broadcast than talk show." He denied that CBS had pursued GMA's *David Hartman* to switch to *Morning News*. "We're thinking of lots of things," said Stringer, but recruiting Hartman is not one of them.

As to *West 57th*, the magazine show now in the middle of a summer run on the network, Stringer said if it continues to show improvement, "I'd like to think there's a hole in the schedule somewhere." The program is not scheduled to start the new season, but it does have the support of CBS/Broadcast Group President Gene Jankowski, who last week said that if the show improves its ratings it may be spared from cancellation. After six weeks on Wednesday from 8 to 9 p.m., it averaged a 7.8/14. Two weeks ago, after a switch to the 10-11 p.m. slot, it averaged an 8.5/16. However, network officials acknowledged that the first week at 10 p.m. was not a fair gauge because programs on NBC and ABC were joined in progress because of a presidential press conference.

Stringer also told reporters last week the program received a letter of support from an earlier critic of the show—former CBS President Richard Salant. Salant confirmed last week that he sent the letter. "I thought it was a damned good show," he said of the broadcast two weeks ago. From the beginning, Salant said, he believed *West 57th* "had a good deal of promise if they would knock it down half an octave." He acknowledged that the look of the show, which he described as a "little jazzy" for his taste, may just be a sign of the times. But he said "the pieces have been absolutely straightforward." Will the show survive? Salant has his doubts, remembering the several years it took *60 Minutes* to find its audience. With the pressures today for a program to be a hit almost immediately, said Salant, "I'm not optimistic."

Stringer also talked about the status of CBS News commentator Bill Moyers, who has said he will leave the network when his contract expires at the end of the year. But Stringer said he still hopes to persuade Moyers to stay on. "He hasn't experienced the hard sell [yet]," said Stringer. "The old salesmanship will begin shortly." Moyers is currently working on three documentaries for the network, including one that will feature an interview with Warren Burger, conducted last week soon after the chief justice announced his resignation from the Supreme Court. He's also be doing one on Mexico and a third that focuses on the problems in Atlantic City, N.J. It has a "kind of 'Our Town' feel [to it]," said Stringer. "If he's successful, we can take it to other towns and explore the problems of American communities

across the nation."

Stringer acknowledged that the news division was preparing for the eventuality of additional budget cutbacks. "We've been having meetings, exploring options about how we would cut money back," he said. "It's been on the money issue, not on any specific percentage or any specific figure. We have not been told what our contribution would be." But the division will be prepared when the order comes down, he said. "Whatever it is," he said, "we will have the leeway [to adjust] in many ways without necessarily going into wholesale cutback."

Jankowski says cost containment report due by month's end, with more company layoffs expected

A committee looking at costs throughout the CBS/Broadcast Group will report its conclusions and recommendations to CBG President Gene Jankowski "within the next month," Jankowski told reporters in Los Angeles last week. He said it was "probable" that more layoffs would result from the committee's analysis of costs throughout the group, but he declined to say how many layoffs might occur. He suggested they would be "across the board," affecting most divisions within the Broadcast Group.

Those on the committee looking into the group's spending include the three group executive vice presidents, Thomas Leahy, Van Gordon Sauter and Neal Pilson, and the company's chief financial officer, Tim Reynolds. "Some time in the early summer," said Jankowski, "we will go public with the action steps that we're going to take and the ramifications of it."

One of the network's expenses is compensation for affiliates. Asked if the current compensation structure would be affected, Jankowski responded, "There's no answer to that." He said there were no plans to cut compensation, but suggested a final verdict has not yet been reached. "What we're doing is zero-basing everything that we do, and taking a good look at everything to see if it is realistic in today's environment." The "environment," for the purposes of the committee's work, he said, includes projected performance for the next five years.

Jankowski said the decision to experiment with a game show in prime time this summer, on Thursday from 8 to 9 p.m., was not an attempt to cut costs but an effort "to see if we can do something to offset the impact of *The Cosby Show*." The game show, which will air the last six weeks of the summer season, he said, "represents the ultimate in counterprogramming."

Jankowski said CBS is in favor of implementing a 52-week season. "It makes more sense to judge how well an organization does by its performance over 52 weeks, not over a 30-week period, determined by one of the trade publications." The 52-week season, he added, would also "eliminate this incredible pressure on four particular [sweep] weeks, three or four times a year." But, he noted, everyone involved, the networks (which have all stated their support), local stations, advertisers and their agencies, "would have

to agree that this is a better process."

Jankowski also said CBS did not have any deals in the works to buy or sell any broadcast properties. He said the network, which disposed of KMOX-TV St. Louis earlier this year, would not sell any more properties and was "looking hard" for further acquisitions. "But we haven't found anything. If anybody knows of anything, they can call me in New York."

Poltrack's picks: NBC, CBS, ABC

David Poltrack, CBS research vice president, predicted that next season NBC would repeat as the winner of the prime time program ratings race. However, he said that based on projections by his research staff, CBS would narrow the gap. "We are calling it a tighter race," said Poltrack. Last season, NBC won with a 17.5 rating, compared to a 16.7 for CBS and a 14.9 for ABC. Poltrack told reporters at the press tour in Los Angeles last week that he thinks NBC will win next season (1986-87) with a 17.0 rating, while CBS should place second with a 16.6 and ABC third, with a 15.2. Before the start of last season, Poltrack recalled, he predicted a much closer race, with CBS eeking out a win. Part of the reason that prediction was off, he said, was that he woefully underestimated the performance of NBC's returning shows. Typically, he said, returning shows for all three networks average about 95% of their previous year's rating. Last season, however, NBC's returning shows averaged 103%. In calculating next season's projections, Poltrack devised a new formula for handicapping new shows. He took the combined share of the competition and subtracted the new show's lead-in share. The average result was a 29. When the result was less than a 29, Poltrack said the show would have a better than average chance of succeeding. When the result was greater than a 29 the show would have difficulty.

Poltrack also reported that ratings throughout most of last season were down in prime time for most of the major cable networks, although a few registered gains.

Crime pays. NBC's new crime drama, *Crime Story*, debuting in the fall on Tuesdays (9-10 p.m.), will give executive producer Michael Mann two prime-time cop shows to worry about next season. He also produces *Miami Vice* for Universal. Mann told reporters last week in Los Angeles that "looking after two shows is not a problem." Principal photography for the pilot, which was delayed in a dispute over the network license fee, was finished three weeks ago. The program will be different from previous police shows in several respects. It will be serialized (although recaps will introduce each episode so viewers can pick up individual episodes); the first season will span 15 years, starting in Chicago and ending in Las Vegas; not only is the program based on actual events, according to Mann, it also stars an 18-year veteran-cop-turned-actor, Dennis Farina. Farina took a leave of absence from the Chicago police force in 1985 to try an acting career and subsequently resigned from the force. He guest-starred last year in several network shows including Mann's *Miami Vice*, *Hardcastle & McCormick*, *Remington Steele* and *Hunter*. He also stars in the soon-to-be released theatrical film, "Red Dragon," which Mann also produced. Mann has also brought in another former police officer, Chuck Adamson, as a writer/adviser. Adamson and Farina worked together on the force as detectives assigned to the burglary detail.

The program is designed to be as realistic as possible, Mann said. Much of the action centers on the relationship between Lieutenant Mike Torello (Farina) and his wife, Julie (Darlaine Fluegel), and their efforts to keep their marriage from coming apart under the pressures of his job. Violence is prevalent and may become controversial, because it occurs both in the storylines concerning Torello's police work and in scenes involving his wife. Torello, said Mann, is "emotional and sensitive. A lot of the conflicts revolve around the inability of the two to handle the pressure of his job."

NBC meets the press

Tinker says NBC is conducting its own cost-cutting evaluation

ABC and CBS aren't the only networks taking a hard look at the cost side of their business. NBC Chairman Grant Tinker said last week that a committee headed by executive vice president Robert Walsh was doing just that at NBC as well. The committee, he said, is "taking a hard look at all the ways we spend money." That evaluation, he said, would "probably result in some efficiencies. It will be as painless as we can make it."

The committee was formed after the network's evaluation of projected revenues and costs over the next five years. "We were shocked by the upward curve of the cost side," he said he and NBC's senior management concluded that "no matter how successful we might be, we'd better do something about future costs."

The primary need for the study stems from the changing network advertising environment. Advertisers will not be willing to pay the double-digit rate increases they have absorbed in the past, said Tinker. The networks aren't delivering substantially greater audiences and can only pass along so much of their cost increases in the form of higher ad rates.

He said there was no "timetable" for implementing whatever "efficiencies" are deemed necessary, although Walsh's report will probably be in before the end of the year. Privately, a network source suggested that some job positions may be eliminated where functions were found to be overlapping. But, the source said, "we aren't talking about major surgery here."

Tinker also told reporters last week in Los Angeles that he would leave the network probably within the next three or four months. He said he had not made future plans and would not until he had actually left.

Tinker said his greatest contributions to NBC were bringing talented managers to line positions at the network (he bought in



Tartikoff



Tinker

two, Larry Grossman from PBS to head news and Bud Rukeyser from *Newsweek* to head promotion and advertising) and perhaps "reinventing" an atmosphere where programs were given a chance to grow and become successful before being canceled.

He also noted that he called CBS executives Bud Grant and Gene Jankowski early last week to express his regret at having publicly stated earlier that NBC would be "light years" ahead of CBS if the latter really thought its competitive position hadn't seriously declined over last season. Asked if he meant what he said about CBS, Tinker replied, "Yes I meant it. I knew what I was saying. I just shouldn't have said it."

North Korea may host some Olympic events; IOC proposal is characterized by NBC as compromise to avert boycott

If the International Olympic Committee has its way, Communist-ruled North Korea may be the site of some of the 1988 summer Olympic games. The proposal is an effort to appease the North Koreans, who have threatened to organize a boycott of the games by Communist countries if they aren't awarded some kind of co-host role in the games, according to Michael Eskridge, NBC's executive vice president in charge of Olympics.

Eskridge stressed that the current proposal is far from an offer to the North Koreans to co-host the games with Seoul. He described it more as a compromise proposal by the IOC to head off any potential boycott. Eskridge said it was his understanding that at this point Cuba is the only Communist country that has agreed to follow North Korea in a boycott (if it opts for one).

The IOC proposal, he said, offered the North Koreans events including table tennis, archery, some soccer and a bicycle road race. In exchange, he said, the North Koreans were being asked to send a team to the games and open their borders to people producing coverage of the games, as well as spectators. North and South Korea have until June 30 to reply to the proposal. The current proposal does not address which country would be the host broadcaster for events taking place in North Korea. A second set of discussions would address that issue, Eskridge said.

NBC is not involved in the talks, but Eskridge said the network might benefit if some events were held in the north. "From our point of view," he said, "it would both add to viewer interest—North Korea is one of the most secretive countries in the world—and

eliminate the possibility of a boycott that [North Korea] has been trying to organize."

NBC has partial protection from boycotts in the form of cash compensation that it would receive from the South Koreans. The amount of compensation is determined by how competitive the would-be boycotting countries have been in past games. If for some reason the American team does not participate in the games, said Eskridge, the network would receive a full refund of its television rights payment and would not cover the games.

NBC believes it will be able to sell perhaps \$600 million in advertising for the games, and make a "reasonable profit" said Eskridge. (The rights payment was \$300 million and production and marketing and administrative costs will total close to \$150 million.) Taking into account agency commissions, the network stands to earn between \$60 million and \$70 million at most. Eskridge declined to talk specifically about how much the network expects to take in.

No decisions have been made yet on the on-air talent for the games, but Eskridge said NBC would probably use several "central hosts" rather than the single-host approach (Jim McKay) that ABC has used in the past. He said that *Today* "would have a presence in the games" and that *Today* co-host Bryant Gumbel would have an expanded role in the coverage, although that role is as yet undefined.

With 1988 being an election year, Eskridge said there would be frequent network news cut-ins in the Olympic coverage, particularly in 7 a.m.-10 a.m. part of the sched-



Winners. Co-anchors of NBC's *Today* show, Jane Pauley and Bryant Gumbel, were honored last Wednesday (June 18) as "Broadcasters of the Year" by the International Radio and Television Society at a lunch at the Waldorf-Astoria hotel in New York. Joining such past winners from the news field as Walter Cronkite, Barbara Walters and Ted Koppel, the early morning news team was recognized for having "significantly enhanced" the broadcasting industry. "Why does it matter so much to me that you have included my name in this citation? I am the 34th in a long line of succession of females on the *Today* program. I did have the good timing, however, to come along, to be the first never to have been identified as a *Today* show girl. Though a television critic once did identify me as a hood ornament...This is not a hood ornament," she said holding the award. "And I feel it is tangible proof that Jane Pauley isn't either..."

Gumbel said that when he joined the program he was "struck by how lightly regarded morning fare was." He said that those who pretend "journalism is always spelled with a capital 'J,' maybe can't appreciate the pride we take in being news people and caring an awful lot about a number of things that fall under that banner. So I accept this as an indication that a lot of that attitude is changing," he said. The co-anchor team works, he said, because of an "attitude of mutual respect and a great deal of affection and perhaps primarily because Jane happens to be more patient than I am." L-r: Gumbel, Pauley and IRTS's Ed Bleier.

NBC wins prime time and ties in news share

In a familiar story line, half-hour sitcoms gave NBC another summer win in prime time programing for the week June 9-15, according to the Nielsen ratings. In news ratings, CBS regained the ratings lead after tying NBC three weeks ago, and losing to that network two weeks ago. But NBC tied CBS in news shares for the week June 9-15.

NBC's prime time win was led by its 8 to 10 p.m. Thursday comedy block, which provided the week's top four programs in their order of appearance—*The Cosby Show* (25.4/48), *Family Ties* (24.4/45), *Cheers* (21.4/40) and *All is Forgiven* (18.6/34). NBC had a 12.8 average rating during the week, and a 25 share, compared to a 10.4/20 for ABC and a 9.9/19 for CBS. In the evening news race, CBS had a

10.3/22, NBC a 9.7/22 and ABC a 9.4/21.

Eight of the week's top 10 shows were half-hour comedies. The only hours in the pack were the seventh-ranked *20/20* (16.3/32) on ABC, and the ninth-ranked *Murder, She Wrote* on CBS. In nightly wins, NBC took Thursday, Friday and Saturday; ABC won Tuesday and Wednesday, and CBS took Monday and Sunday.

The week's ratings statistics showed significant declines. HUT levels were 51.7, down more than 8% from the comparable week a year ago when they were at 56. The three network ratings also slid more than 8%, from 35.9 to 33.1. The three-network shares held their mark of last year, 64.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	25.4/48
2.	Family Ties	NBC	24.4/45
3.	Cheers	NBC	21.4/40
4.	All is Forgiven	NBC	18.6/34
5.	Golden Girls	NBC	17.0/36
6.	Growing Pains	ABC	16.6/30
7.	20/20	ABC	16.3/32
8.	Who's the Boss	ABC	15.9/30
9.	Murder She Wrote	CBS	15.4/32
10.	227	NBC	15.4/31
11.	Hardcastle & McCormick	ABC	15.4/27
12.	60 Minutes	CBS	15.0/35
13.	Moonlighting	ABC	14.7/26
14.	Highway to Heaven	NBC	14.6/26
15.	Kate & Allie	CBS	14.5/26
16.	Paternity	NBC	14.1/27
17.	Newhart	CBS	14.0/24
18.	Birmingham Steele	NBC	13.5/28
19.	Hotel	ABC	13.4/27
20.	Life Party: Beatrice	CBS	13.4/25
21.	Blue's Magic	NBC	13.4/23
22.	Hill Street Blues	NBC	13.3/26
23.	Miami Vice	NBC	13.0/27
24.	MacGyver	ABC	12.9/23

Rank □ Show □ Network □ Rating/Share

25.	Facts of Life	NBC	12.7/29
26.	You Again	NBC	12.4/24
27.	Spenser: For Hire	ABC	12.4/23
28.	*1986	NBC	12.3/23
29.	Cagney & Lacey	CBS	12.1/22
30.	St. Elsewhere	NBC	11.8/24
31.	Stiller & Meera	NBC	11.8/22
32.	... & Justice for All	ABC	11.6/23
33.	Mr. Belvedere	ABC	11.5/25
34.	Stringray	NBC	11.4/23
35.	Scarecrow & Mrs. King	CBS	11.3/21
36.	Hunter	NBC	11.3/20
37.	Gimme a Break	NBC	10.8/26
38.	Webster	ABC	10.8/25
39.	Bridges to Cross	CBS	10.5/19
40.	Farrell for People	NBC	10.3/18
41.	A Team	NBC	10.2/19
42.	Grease	ABC	10.1/21
43.	Apple Dumpling Gang	ABC	9.8/21
44.	Equalizer	CBS	9.6/18
45.	Magnum, P.I.	CBS	9.5/17
46.	Brotherly Love	CBS	9.1/18
47.	Crazy Like a Fox	CBS	9.0/17
48.	West 57th	CBS	8.5/16

Rank □ Show □ Network □ Rating/Share

49.	Love Boat	ABC	8.4/17
50.	Twilight Zone	CBS	8.3/19
51.	Mr. Sunshine	ABC	8.3/17
52.	Knight Rider	NBC	8.2/19
53.	Hearts of Steel	ABC	8.0/16
54.	The Insiders	ABC	8.0/15
55.	Simon & Simon	CBS	7.9/15
56.	Alfred Hitchcock Presents	NBC	7.6/15
57.	Prince of the City, pt. 2	ABC	7.6/13
58.	Amazing Stories	NBC	7.5/16
59.	Airwolf	CBS	7.2/12
60.	Knots Landing	CBS	6.9/13
61.	Great Muppet Caper	CBS	6.8/15
62.	Lily	CBS	6.6/14
63.	Punky Brewster	NBC	6.4/14
64.	Roley Square	CBS	6.2/11
65.	Dynasty II: The Colbys	ABC	5.8/11
66.	Benson	ABC	5.7/13
67.	Different Strokes	ABC	5.6/14
68.	Silver Spoons	NBC	5.6/13
69.	Ripley's Believe It or Not	ABC	5.2/10

*Indicates premiere episode

ule. Nightly News with Tom Brokaw will not be preempted by the summer Olympics coverage.

Midseason replacement series announced by NBC, 'Tortellis'; comedian Jay Leno signs contract; long-form drama, 'Year in the Life,' also on network agenda for late fall

NBC announced last week its commitment to a second midseason replacement series—a *Cheers* spin-off called, *The Tortellis*. The show, by Paramount (from the creators of *Cheers*, Jim Burrows and the Charles Brothers), focuses on the life of Nick Tortelli, ex-husband of *Cheers*' salty barmaid, Carla Tortelli, and his new wife, Loretta. NBC had announced earlier that *Stingray*, a midseason replacement last year, had been renewed as a midseason replacement for next year.

NBC Entertainment President Brandon Tartikoff also told reporters at last week's press tour in Los Angeles that the network signed comedian Jay Leno to an exclusive "long-term" contract with NBC. Leno will host as many as four late-night comedy spe-

Holdout. *Miami Vice* star Don Johnson didn't show up for work last week, the first week of shooting for the program's 1986-87 season. He's holding out for more money, according to NBC Entertainment President Brandon Tartikoff. At this point, Johnson and *Vice* producer Universal are the two sides in the contract dispute, although an NBC business affairs executive said Universal may, depending on the outcome of talks with Johnson, "come to us for relief." Tartikoff had no comment on where the network would draw the line, or if the show could go on without Johnson. "We are not at that point yet," he said. "I don't like to speculate about that." He said the show would shoot "around" Johnson until his return. Reports in Los Angeles last week said Johnson was currently being paid \$30,000 per episode. There was no word on how much more he wanted.

cials in the coming year and Tartikoff said the network wants to develop a prime time, comedy-variety series—that Leno would host—in the 1987-88 season. Tartikoff also said Leno is a candidate to be one of the substitute hosts for Johnny Carson on *The Tonight Show*. "We'd like to see him on NBC in all dayparts," he said of Leno.

Tartikoff also announced a commitment to a special long-form, drama special from the original producers of *St. Elsewhere* (Josh Brand and John Falsey), entitled, *A Year in the Life*. It's designed to portray a slice of American family life in dramatic form and

will follow the lives of a family for one year. It has been tentatively scheduled to debut Monday, Dec. 15, 9 p.m.-11 p.m., with the second and third parts airing from 10 p.m. to 11 p.m. the following two nights, with a two-hour finale Thursday, Dec. 18, at 9-11.

The network also announced that Oscar-winning director, William Friedkin ("Exorcist" and "The French Connection") was directing an NBC made-for-television movie, *C.A.T. Squad*, which will air July 21. It's about a special government counterassault tactical squad called on to save a top-secret space laser project. □

Syndication Marketplace

■ **Orion Television Syndication** threw a party in New York last week to celebrate its success in selling *Hollywood Squares* for the coming season. Orion President Scott Towle said the show has now been placed on 105 stations covering 75% of the country, and that 50% of those clearances are for access. Additionally it was reported that the national minute in the show has been 75% sold out by LBS Communications. Sales of *Hollywood Squares* are on a cash-plus-



Towle and Davidson

barter basis, with Orion keeping one minute. No announcement was made concerning who will appear on the game board. The show will include on-stage appearances by "mystery guests." Dom DeLuise was in the middle square in the pilot, but Orion has not been able to sign him as a permanent guest. John Davidson will host the show and Rick Rosner will produce. Towle said Orion will stick with game shows and game-show hybrids in the future and planned to have two more shows on the air by January.

■ **All American Television** sent stations a letter last week detailing a new marketing plan to spark an interest in its new series, *Beyond 2000*. Stations can get the 12 first-run episodes of the one-hour first-run series as either a weekly series, with 10½ minutes for themselves and a minute and a half for All American, or as a monthly, with six minutes for themselves and six minutes All American. LBS will sell All American's barter time. Joseph E. Kovacs, executive vice president, said All American was being generous on the weekly's barter split to get the show going. "When it works, we'll come back with a series we can make money on." All American is looking to place the series in a weekend slot. *Beyond 2000* will reformat the Australian production's segment. David Birney is the host.

■ **D.L. Taffner** says that it has now cleared *Too Close for Comfort* on 12 more stations bringing the show's total to 107. New stations are KTZZ-TV Seattle; WTTQ-TV Birmingham, Ala.; KXMC-TV Minot, N.D.; WKFT-TV Raleigh, N.C.; KSTU-TV Salt Lake City; KXMB-TV Bismarck, N.D.; WKCH-TV Knoxville, Tenn.; WXGZ-TV Green Bay, Wis.; KXMD-TV Williston, N.D.; WBAK-TV Terre Haute, Ind.; KBAK-TV Bakersfield, Calif., and KXMA-TV Dickinson, N.D.

■ **Paramount** has cleared *Solid Gold* in New York on WNYW-TV. *Solid Gold* is now cleared on 160 stations covering 95% of the country. Sales of the one-hour show are on a barter basis with six minutes for stations and six minutes for Paramount.

■ **Multimedia Entertainment** reports that going into its third year, *Sally Jesse Raphael* is now in 75 markets. The latest addition is WXYZ-TV Detroit. Sales of the half-hour show are on a cash-plus-barter basis with Multimedia keeping one 30-second spot.

■ **World Events Productions** is distributing 65 half-hours of the animated strip, *Saber Rider and the Star Sheriffs*, for 1987. Distribution will be on a barter basis with four minutes for stations and two minutes for World Events. *Saber Rider* is a "space western" with a soundtrack that will blend the excitement of MTV with the "magic" of classic animation. The show, based on a Japanese series, will be recorded in Dolby stereo. There is enough material from the Japanese series to reformat it into 51 episodes. Additionally 14 new episodes will be produced. World Events vice president of production, and executive producer, Peter Keefe, said that show has a toy line manufactured by Bandai. World Events is now looking for a toy manufacturer to market an accessory line of toys worldwide for the American show.

■ **Television Program Source** reports that *Card Sharks* is now a firm go for the coming season. Recently the show was acquired by WNBC-TV New York and WPVI-TV Philadelphia. TPS says that it is anticipating a September lineup of more than 60 stations. Sales are on a cash-plus-barter basis with one minute withheld.

■ **Gaylord Syndicom** says that it has cleared a one-hour tribute to the Statue of Liberty, *Lady Liberty, A Musical Salute to America*, on more than 150 stations covering 85% of the country for its June 28 telecast. Hosted by Hal Linden, the program will feature appearances by John Denver, Martin Sheen, Tony Danza, Robert Guillaume and Mike Love of the Beach Boys. Sales are on a barter basis with six minutes for stations and six minutes for Gaylord Syndicom. Orbis Communications is selling Gaylord's time. Clearances include WABC-TV New York, KHJ-TV Los Angeles, WGN-TV Chicago, KTVU-TV San Francisco and KTVT-TV Dallas.

AAF convention: protect interests of advertising

Annual meeting, held in Chicago, emphasizes need for strong lobbying to ward off unfavorable legislation and to promote 'freedom to advertise'

The Windy City was host last week to about 700 advertising executives at Chicago's Hyatt Regency hotel for the annual American Advertising Federation's convention, June 14-17. Under the theme, "The Changing Climate: Get Wind of It," AAF members were reminded by speakers of the need for strong local and national lobbying to ward off legislation contrary to advertising's interests.

AAF President Howard Bell told the group Sunday morning that the gathering was intended to "be a learning experience... [to] better carry out our basic mission to protect, to advance and to promote the interests of advertising—particularly the freedom to advertise," he said.

The AAF executive outlined the organization's efforts to meet "head-on, the challenge of increased governmental attacks on advertising at the state and local levels." Among them: the joint effort of the American Association of Advertising Agencies, the Association of National Advertisers and the AAF—the State Legislative Alert and Action Coalition, which monitors "threats" to advertising at the local level, legislative workshops (some of which are planned for around the country), and AAF's Ad Pac, which supports the election and reelection of congressmen supporting advertising's interests. Legislative work is "the name of the game," Bell said.

That issue was explored further during a panel session Monday morning offering "A View from Washington" by Representative Edward R. Madigan (R-Ill.), recently appointed Federal Trade Commissioner Andrew J. Strenio Jr. and Wallace Snyder, AAF senior vice president of government relations.

The last presented an overview of the government issues AAF is following in Washington and across the country, including "at-

tempts to ban certain ads altogether, to require intrusive warnings in many ads, and to either tax the advertising process or to deny business tax deductions for advertising expenses." He added that "while the climate at the FTC toward advertising has grown more favorable, Congress and state legislatures have become the forums in which these severe restrictions on advertising are being debated."

Strenio said "preventing consumer injury and protecting the integrity of the free market economy" are the goals of the FTC. He said "consumers themselves are often the most effective enforcers of honest advertising" through their choices of which products to buy. The "marketplace" and the advertising industry also help to deter false or misleading ads, he said. He said the FTC "is charged with the responsibility for preventing deceptive advertising. We take that mandate very seriously."

Strenio said that he expects the commission to "review especially closely" cases raising health and safety issues. Additionally, he said, the FTC will continue to eliminate "overly broad or unnecessary restrictions on advertising... In addition to raising serious First Amendment concerns, advertising restrictions that are too stringent are anticompetitive and extract high costs from consumers," the commissioner said.

Also presenting his view from Washington was Representative Madigan. The congressman commented on calls by the American Medical Association and other groups to ban advertising of tobacco products and proposed health warnings on alcohol products, among other things. He said the "problem" with banning or restricting products in response to specific groups, he said, is the "precedent that is established... If it is OK for the Congress to go along" with one special interest group, what about other future requests? Replying to a question about what other products may be candidates for ad warnings or ad bans, such as that proposed for alcohol, Madigan said that "when you get into" adding warnings to products, such

as, "if you drink this product it can result in heart disease, or if you drink this product, it can result in liver disease... it is possible to envision" that ads for cars should say "that 13,711 people were killed in automobiles like this in the last five years, or that if you drive this automobile too quickly under such and such circumstances, it can result in fatal injury... There's no end to the types of things that people can conjure up," he said.

■ Bell also outlined a new operating plan for AAF, which will establish organizational goals, strategies and timetables governing the group during the coming years. He listed eight goals of AAF, including communicating AAF views to legislators as well as its grass-roots membership; improving advertising and its self-regulation; educating "special groups" such as legislators, and encouraging volunteerism.

Among the group's objectives: To increase AAF company membership dues by "at least" 10%; to "secure the affiliation of at least three major city, and five smaller market ad clubs or federations" in 1987, and to enlarge its international membership. AAF has formed a new public relations committee to help "improve the awareness and perception" of the organization.

Outgoing AAF Chairman Glen Fortinberry, chairman and president of Ross Roy Inc., told the group before passing the chairman's gavel to AAF Chairman-designate, Bernard Flanagan, vice president of marketing for *The Wall Street Journal*, that he relates the AAF today to a company or brand that "needs to be properly positioned... a need to relaunch this product of ours." He said there was a need for better communications within the infrastructure of the AAF and that the AAF's "broad-based grass-roots constituency" must reflect solidarity.

President Reagan also added his support to the grass-roots organization, calling the AAF "one of the most vigorous and important professional associations in the country." Reagan told the group he felt "a special kinship with AAF, as if you were part of my own family—literally." Reagan's brother,



Bell



Rostenkowski



Kinsella

Bell on the presidency. Steve Bell, anchor of *ABC's World News This Morning*, addressed the AAF membership at a Sunday lunch (June 15), interspersing quips and anecdotes about the occupants of the White House, past and present. Of President Reagan (who Bell said had "work habits that often make bankers' hours seem like slave labor") Bell said, "Ronald Reagan has less command of substantive detail than any other President I or any of my colleagues has ever covered... Yet, what a remarkable practitioner of the art of the Presidency... He has reestablished at the White House the leadership potential—for better or for worse—that had been slowly slipping away since the early days of Vietnam," Bell said. The President, Bell said "is a great communicator," able to rally the American people behind him. "And we're all learning," Bell said, "that that may be an essential key from here on to strong leadership in this media age that we all share."



Has the press been unfair to Ronald Reagan? Bell said it "hasn't been able to lay a glove on the man." Bell said that Reagan has "gotten the fairest coverage of any President since the days of Vietnam. And he has been the beneficiary of a changing time and a changing national mood," Bell said, adding that following Vietnam, Watergate and the return of the hostages from Iran, the "spirit and confidence" of the United States has returned "for numerous factors." Bell said Reagan's "own buoyancy and optimism were perfectly matched with where the American people wanted their attitude to go."

The news media were not exempt from the "Vietnam-Watergate hangover period," Bell said. It was a time of "cynicism replacing healthy skepticism too often." He said that during that time the media felt they had "been had, lied to... and we had been lied to," Bell said. "But the reaction was too often an over-reaction. And that's when you slip from healthy and necessary skepticism to destructive cynicism. And when that happens, we as a news media are guilty of a bias... [one that] is negative, that risks distorting the whole by focusing only on our shortcomings and discrepancies as a society," Bell said. The veteran journalist said that "and even at worst, I am convinced that we have always provided Americans with the best and the fairest and the most comprehensive news coverage of any people on our earth at any time in our history," Bell said.

Neil, was president of the Advertising Association of the West, "a group that later helped to form the AAF," the President said.

He thanked the group for its volunteer efforts and named specific AAF clubs that have conducted public service campaigns. He said he couldn't think "of any group more inclined to take a positive view of things than advertisers." Advertisers "believe in the underlying values of the free market—values like freedom of individual choice, enterprise, innovation and the willingness to take risks. It was because Americans acted on these values that our economy became the envy of the world," the President said.

■ AAF's Bell touched only briefly on what he called "the most significant new change" in the advertising industry—"merger mania. We're going to wind up with one member if we're not careful," Bell said.

One who did address the issue, however, was John Kinsella, president and chief executive officer of the Leo Burnett Co., Chicago. Last Tuesday morning (June 17), Kinsella ended speculation that Burnett would merge, seek a major acquisition or go public. Reading from a company memo circulated to the company's 4,125 employees worldwide, Kinsella said, "We see no reason to merge with one of the large agencies simply to move up in the so-called 'rankings'... We take the point of view that for us, the best way to grow is to build our business—not buy it. That's our challenge. We want to grow by providing our clients with superior advertising and service." He said the company didn't "believe this is solely a business of size. We exist to provide a service, and if

we provide that service in superior fashion, there will always be clients to hire us," he said.

■ Representative Daniel Rostenkowski (D-Ill.) talked about tax reform during an AAF lunch last Monday (June 16), calling it an example of "what makes good politics." He called the tax bill "the major accomplishment of this Congress." It proves, he said, not only that Congress can "deal on a bipartisan basis with difficult issues, but it also is a lesson that we are aware of the new direction our economy is taking...." He said the tax bill reflects "a number of changes and changing perceptions" about the American economy, including the "increasing importance of service industries like advertising," Rostenkowski said.

He said past tax laws were tailored to help those "with large capital requirements. Investment incentives were our priority.... The problem came when we had to pay for our generosity by raising the tax rate for businesses generally. To be blunt about it, there's a direct relationship between the tax preferences for business and a high corporate tax rate," the congressman said. He said: "Once you do away with expensive items like investment tax credit, you can immediately afford to lower rates."

Rostenkowski said the view has changed from a "command and control view" of the economy, to two present tax bills that "encourage economic growth, without deciding whether some sectors of our economy are more worthy than others." Rostenkowski said both the Senate and House bills are "a vast improvement" over present law. He said

the Senate bill has "lower rates and hits the individual taxpayer harder by eliminating preferences.... On the other hand, it spares a lot of business preferences, particularly those that have been used by the oil and gas people, by the banking interests, by defense contracting and the basic industry."

The House bill gives individuals an actual tax cut that's 50% larger than the Senate bill does, he said, saying the reduction is financed by "shifting much of the tax burden to the business side and taking the rates higher in an attempt to leave more for the middle income taxpayer." He said this "is not the reform to end all reforms"—no more than World War I "turned out to be the war to end all wars. But it's going to be more logical and better fastened together than any code since 1913," he said.

■ Also during last week's meeting, AAF presented its silver ADDY awards during a presentation at the Art Institute of Chicago. June 15. Milwaukee's Frankenberry, Laughlin & Constable won 15 awards—seven ADDY's and eight Citations of Excellence, including three ADDY's for its Mothers Against Drunk Drivers' campaign. San Francisco-based Hal Riney & Partners received six ADDY's and seven Citations of Excellence, including ADDY's in both regional-30 seconds or less category for Blitz Weinhard Brewing Co., and for Dreyer's Grand ice cream for ads of more than 30 seconds. It also won for its national television commercial of more than 30 seconds for the E.J. Gallo Winery.

Also, winner of this year's AAF National Student Advertising Competition, sponsored by Levi Strauss, was Iowa State University. The 1987 NSAC sponsor will be Chevrolet, AAF said. □

Common Market proposes to relax rules on European TV advertising

Plan would establish uniform set of rules for transborder broadcasting affecting TV ads, sponsorship, program production, copyright

A Common Market proposal to relax restrictions on European television advertising and transborder broadcasting has received a mixed response from international advertising representatives and other U.S. media experts urging liberalization of Western Europe's television industry.

Issued by the Commission of the European Communities as part of a several-year-long consideration of cross-frontier broadcasting using satellite and cable technology, the proposal would establish a uniform set of pan-European regulations for the 12 member states on TV ads, sponsorship, program production and copyright.

A lengthy debate is expected on the document, which is being forwarded to the European Community's Council of Ministers, European Parliament and other EC adminis-

Stock Index

	Closing			Closing			Net	Percent	P/E	Capitali-	Market		Closing			Net	Percent	P/E	Capitali-	Market	
	Wed	Jun 18	Wed	Jun 11	Jun 18	Jun 11	Change	Change	Ratio	zation	Capitl -		Wed	Jun 18	Wed	Jun 11	Change	change	Ratio	zation	
										(000,000)										(000,000)	
BROADCASTING																					
N Capital Cities/ABC	243	240	3/4		2 1/4	93	27	3.896					O Atty & Gargano	11	1/4	11	1/4		9	24	
N CBS	136	133	1/2		2 1/2	187	25	3.189					O BBDO Inc.	30	1/4	30	1/2	- 1/4	0.81	19	389
O Clear Channel	15	1/8	15	1/4	- 1/8	- 0.81	21	44					O Compact Video	5	5/8	5	1/8	1/2	9.75	56	24
O Jacor Commun.	8	1/2	8	1/2				48					N Comsat	36		35	7/8	1/8	34		652
O LIN	49	3/8	51	3/4	- 2 3/8	- 4.58	37	1,307					O Doyle Dane B.	24	1/8	24		1/8	52	21	137
O Malrite	15		15	3/4	- 3/4	- 4.76	18	125					N Foote Cone & B.	63	3/4	61	1/4	2 1/2	4.08	15	242
O Malrite 'A'	15	1/2	15	3/4	- 1/4	- 1.58	22	65					O Grey Advertising	115		115			15		138
A Price Commun.	12	5/8	12	3/4	- 1/8	- 0.98		123					N Interpublic Group	58	1/2	58	5/8	- 1/8	- 0.21	17	638
O Scripps Howard	67		66	1/2	1/2	75	24	691					N JWT Group	39	3/8	37	1/2	1 7/8	5.00	17	357
O SunGroup Inc.	3	1/2	3	1/2			35	5					A Movielab	7	5/8	7	3/4	- 1/8	- 1.61		12
N Taft	105		100	1/4	4 3/4	4.73	49	951					O Ogilvy Group	34	1/4	34		1/4	73	16	468
O TVX Broadcast Group	10	1/4	11		- 3/4	- 6.81	42	60					O Saatchi & Saatchi	35	3/4	35	3/4			17	1,849
O United Television	33	1/8	33	1/8			31	362					O Telemation	5	1/4	5	1/4		5		6
BROADCASTING WITH OTHER MAJOR INTERESTS																					
N A.H. Belo	55	3/4	53	1/4	2 1/2	4.69	28	644					A TEMPO Enterprises	19	7/8	18	1/4	1 5/8	8.90	50	114
A Adams Russell	40	1/4	38	1/8	2 1/8	5.57	25	249					O TM Communications	3	1/8	3	1/8		312		23
A Affiliated Pubs	55		54	1/4	3/4	1.38	31	981					A Unitel Video	9	1/2	9	5/8	- 1/8	- 1.29		20
O American Comm. & TV	3/32		1/8		1/32	- 25.00		7					CABLE								
N American Family	31	1/8	31		1/8		40	20	1,244				A Acton Corp.	2	1/4	1	3/4	1/2	28.57		13
O Assoc. Commun.	49		48		1	2.08		233					A Cablevision Sys. 'A'	18	1/2	18	1/4	1/4	1.36		388
O Business Men's Assur.	28	5/8	28	1/2	1/8		43	17	302				O Cardiff Commun.	2	1/4	2	1/8	1/8	5.88	6	4
N Chris-Craft	72	1/2	76		- 3 1/2	- 4.60	32	473					N Centel Corp.	55	5/8	54	1/4	1 3/8	2.53	12	1,538
N Dun & Bradstreet	115		112	7/8	2 1/8	1.88	28	8,742					O Century Commun.	13	3/4	12	1/2	1 1/4	10.00	275	266
N Gannett Co.	84	3/8	82	1/4	2 1/8	2.58	26	6,774					O Comcast	27	7/8	27	1/4	5/8	2.29	37	593
N GenCorp	74	7/8	74	1/8	3/4	1.01	17	1,673					N Heritage Commun.	26	3/8	26		3/8	1.44	61	458
N General Cinema	51	3/4	51	5/8	1/8		24	21	1,884				O Jones Intercable	14	1/2	14	3/4	- 1/4	- 1.69	35	188
O Gray Commun.	138		138				23	68					T Maclean Hunter 'X'	18	3/4	18	3/4			26	690
N Jefferson-Pilot	54	3/4	51	1/8	3 5/8	7.09	12	1,526					O Rogers Cable of Amer.	14	7/8	15	1/4	- 3/8	- 2.45		76
N John Blair	29	1/2	29	5/8	- 1/8	- 0.42		238					T Rogers Cable Systems	17	1/2	17	1/8	3/8	2.18		410
O Josephson Intl.	10	1/8	10	3/8	- 1/4	- 2.40		47					O TCA Cable TV	21		19	3/4	1 1/4	6.32	36	226
N Knight-Ridder	56		53		3	5.66	25	3,144					O Tele-Commun.	53	7/8	54	1/4	- 3/8	- 0.69	207	2,588
N Lee Enterprises	26	5/8	26	1/4	3/8	1.42	22	674					N Time Inc.	87	1/4	84	3/4	2 1/2	2.94	27	5,476
N Liberty	42	1/4	40	7/8	1 3/8	3.36	17	426					O United Artists Commun.	18	3/8	18		3/8	2.08	54	754
N McGraw-Hill	58	5/8	58	3/8	1/4	42	20	2,955					N United Cable TV	31	1/8	30		1 1/8	3.75	77	723
A Media General	98	3/8	97	3/4	5/8	63	21	692					N Viacom	31		30	7/8	1/8	.40	30	1,062
N Meredith Corp.	76	5/8	74	1/4	2 3/8	3.19	15	725					N Western Union	6	1/8	6	3/8	- 1/4	- 3.92		149
O Multimedia	40		39	1/2	1/2	1.26	88	439					ELECTRONICS/MANUFACTURING								
A New York Times	76	1/4	72	7/8	3 3/8	4.63	26	3,084					N 3M	111	3/8	106	3/4	4 5/8	4.33	18	12,740
O Park Commun.	28	1/2	27	3/4	3/4	2.70	27	393					N Allied-Signal	43		44	1/4	- 1 1/4	- 2.82		7,533
N Rollins Commun.	38	3/4	38	5/8	1/8	32	43	566					O AM Cable TV	1	1/2	1	5/8	- 1/8	- 7.69		5
T Selkirk	24		23	5/8	3/8	1.58	52	194					N Anixter Brothers	11	3/4	11	1/8	5/8	5.61	21	427
O Stauffer Commun.	155		157		- 2	- 1.27	25	155					N Arvin Industries	34		33	3/4	1/4	.74	14	549
A Tech/Ops Inc.	32	3/8	29	1/4	3 1/8	10.68	6	70					O Birdview Satellite		5/8		3/4	- 1/8	- 16.66		5
N Times Mirror	66		61	3/8	4 5/8	7.53	19	4,254					O Burnup & Sims	5	1/2	6		- 1/2	- 8.33	275	49
O TPC Commun.		3/8		3/8				4					O C-Cor Electronics	6	5/8	6	1/4	3/8	6.00		19
N Tribune	76	1/2	72		4 1/2	6.25	24	3,106					O Cable TV Indus.	2	5/8	211/16		- 1/16	- 2.32		7
A Turner Bcstg.	26		28	3/8	- 2 3/8	- 8.37	59	566					A Cetec	7	1/4	7	1/4				14
A Washington Post	169		169				21	2,196					O Chyron	5	1/2	5	3/8	1/8	2.32	26	55
PROGRAMMING																					
O All American TV	14	1/2	9	1/4	5 1/4	56.75		17					A CMX Corp.	1	3/8	1	3/8				7
O American Nat. Ent	2	7/16	2	1/8	5/16	14.70	12	5					A Cohu	7	3/4	8	3/8	- 5/8	- 7.46	15	14
O Barris Indus	22	3/8	22	1/2	- 1/8	- 0.55	37	198					N Conrac	16	3/8	16	5/8	- 1/4	- 1.50	14	108
O Birdfinder Corp.	1	1/16	1	5/16	- 1/4	- 19.04		3					N Eastman Kodak	59	7/8	60	1/8	- 1/4	- 0.41	50	13,525
N Coca-Cola	119	1/8	112	1/2	6 5/8	5.88	20	15,326					O Elec Mis & Comm.	4	1/8	4	1/8				16
N Disney	50		50	1/8	- 1/8	- 0.24	34	6,468					N Gen. Instrument	22		23	1/4	- 1 1/4	- 5.37		712
N Dow Jones & Co.	53	1/2	54	1/4	- 3/4	- 1.38	25	3,450					N General Electric	81	1/4	79	5/8	1 5/8	2.04	15	37,048
O Financial News	17		16	7/8	1/8	74	212	183					O Geotel Inc.	1	1/2	1	1/2			6	5
O Four Star	5	7/8	5	1/4	5/8	11.90	6	4					N Harris Corp.	31	1/2	31	5/8	- 1/8	- 0.39	21	1,267
A Fries Entertain.	8		8				15	41					N M/A Com. Inc.	17		17	3/8	- 3/8	- 2.15		740
N Gulf + Western	65	1/4	61	5/8	3 5/8	5.88	19	4,034					O Microdyne	5	3/8	5	1/2	- 1/8	- 2.27	48	24
O Hal Roach	14		16	1/4	- 2 1/4	- 13.84		77					N Motorola	38	1/2	43	5/8	- 5 1/8	- 11.74	61	4,917
A Heritage Entertain.	11		10	1/4	3/4	7.31	12	30					N N.A. Philips	43	1/4	43	1/8	1/8	.28	18	1,251
O King World	41	3/4	40	1/2	1 1/4	3.08	26	427					N Oak Industries	1	5/8	1	3/4	- 1/8	- 7.14		54
O Laurel Entertainment	7	3/8	6	7/8	1/2	7.27	28	18					A Pico Products	2	1/2	2	1/2				8
A Lorimar-Telepictures	30		29		1	3.44	30	1,018					N RCA	66	1/2	66	1/2			15	6,114
N MCA	50		48	3/8	1 5/8	3.35	22	3,903					N Sci-Atlanta	10	3/8	10	1/2	- 1/8	- 1.19	18	243
A New World Pictures	19		19	3/4	- 3/4	- 3.79	36	202					N Sony Corp.	20		20	7/8	- 7/8	- 4.19	12	4,622
O Orion Pictures	17		15	1/8	1 7/8	1															

sion of the topic has been heavy in international communications circles since the early 1980's, especially after the 1984 publication of EC's controversial 367-page treatise, "Television Without Frontiers," but the earliest that new regulations could be fully in place would not likely be until the end of the decade.

Television advertising was a key concern of the commission in formulating the proposal, since a loosening of ad restrictions is

believed by many to be an essential economic element of the expanding European TV services, both public and private (BROADCASTING, March 31). The proposal calls for member states to substantially increase the amount of advertising allowed in cross-frontier broadcasting, up to 15% of the program day. The percentage, an average of nine minutes per hour, is to be greater in those countries where internal broadcasters already exceed the limit.

Along with the expansion for cross-frontier broadcast advertising, however, the proposal also would allow a series of restrictions on advertising by domestic broadcasters, including limits on sponsorship, bans on alcohol and tobacco ads, forced grouping of ads, decency standards and constraints on advertising aimed at children.

The commission proposal aims as well to bolster the European production industry

Top 100 Television Advertisers

Procter & Gamble remains television's leading advertiser, spending nearly \$780 million in network and spot television in 1985. It was followed in the top five by Philip Morris (\$478 million), McDonald's (\$303-million), Pepsico (\$266 million) and R.J. Reynolds (\$262 million).

The following is a list of the top 100 advertisers as compiled by the Television Bureau of Advertising from an analysis of data from Broadcast Advertisers Reports. An asterisk denotes that data has been adjusted to reflect mergers, acquisitions and divestitures.

	Network TV	Spot TV	Total TV	% chg		Network TV	Spot TV	Total TV	% chg
Procter & Gamble*	\$493,729,600	\$285,362,800	\$779,092,400	5%	S.C. Johnson*	44,979,200	8,113,900	53,093,100	67%
Philip Morris*	348,281,300	139,002,100	478,283,400	-2%	Adolph Coors	18,076,400	34,633,100	52,709,500	42%
McDonald's	184,882,200	118,054,200	302,936,400	19%	Cosmair	42,130,800	10,272,700	52,403,500	-4%
PepsiCo*	82,456,300	183,482,100	265,938,400	9%	Eastman Kodak	44,303,300	7,895,200	52,198,500	-30%
R.J. Reynolds*	179,344,900	82,898,500	262,243,400	2%	Volkswagenwerk	34,892,300	15,677,700	50,570,000	34%
General Motors	209,897,600	49,033,200	258,930,300	-4%	U.S. Armed Forces	50,351,300	N.A.	50,351,300	23%
General Mills	115,771,400	122,980,900	238,752,300	6%	Bayer	46,368,300	3,925,700	50,294,000	-6%
Pillsbury*	115,860,600	115,807,200	231,667,800	7%	Hershey Foods	32,553,700	17,242,000	49,795,700	13%
Ford	191,373,200	37,494,400	228,867,600	12%	UAL*	29,940,300	18,576,900	48,517,200	-9%
Anheuser-Busch	154,503,400	72,618,800	227,122,200	0%	Time	2,903,200	45,344,600	48,247,800	7%
Unilever	153,753,600	55,530,400	209,284,000	4%	General Electric	41,143,400	7,004,900	48,143,300	0%
Kellogg	156,431,100	51,049,700	207,284,800	23%	Chesebrough Pds*	42,150,800	5,771,200	47,922,000	-8%
American Home	181,951,400	19,813,300	201,764,700	-3%	Stroh Brewery	38,109,500	9,638,500	47,748,000	-15%
AT&T	167,727,800	29,705,800	197,433,600	-27%	Kimberly Clark	40,726,800	6,212,700	46,939,500	-17%
Coca Cola*	119,106,900	75,209,300	194,316,200	-5%	MCA	38,862,500	7,966,900	46,829,400	36%
Dart & Kraft*	111,229,600	63,941,500	175,171,100	-1%	Nissan Dealers	—	45,840,800	45,840,800	34%
Johnson & Johnson	154,963,700	10,618,200	165,581,900	-5%	Mazda	38,775,600	5,381,100	44,156,700	44%
Beatrice*	111,640,100	53,398,300	165,038,400	1%	Schering-Plough	39,308,200	4,170,800	43,479,000	14%
Sears, Roebuck	122,657,100	34,443,400	157,100,500	-24%	Merrill Lynch & Co.*	25,909,900	17,276,900	43,186,800	66%
Ralston Purina*	102,616,800	44,322,800	146,939,600	13%	American Cyanamid	28,371,000	13,833,200	42,204,200	-21%
Bristol Myers	127,641,900	17,091,500	144,733,400	4%	Noxell	38,739,500	2,823,500	41,563,000	-4%
Nestle*	76,754,100	54,610,500	131,364,600	7%	Pantry Pride*	32,300,000	8,942,000	41,242,000	-32%
Chrysler	96,194,300	32,351,100	128,545,400	4%	Pfizer	38,552,000	2,652,500	41,204,500	0%
Mars	87,216,400	39,874,100	127,090,500	17%	Grand Metropolitan*	23,786,600	16,594,800	40,336,400	6%
Warner-Lambert	83,352,400	39,280,900	122,633,300	-4%	K Mart*	16,221,800	23,260,400	39,482,200	-32%
Toyota	27,793,200	71,013,800	98,807,000	28%	AMR Corp.	23,007,900	16,280,600	39,288,200	1%
Sterling Drug	80,980,300	14,881,800	95,862,100	-4%	Monsanto*	33,021,800	5,778,500	38,800,300	7%
Hasbro	31,655,600	63,766,900	95,422,500	34%	E&J Gallo Winery	33,571,200	4,113,500	37,684,700	18%
Sara Lee*	64,680,200	27,034,600	91,714,800	-1%	Gulf + Western	18,621,900	18,031,000	36,652,900	-24%
Quaker Oats	67,045,100	23,596,100	90,641,200	0%	Mobil	12,864,800	23,212,800	36,077,600	-5%
H.J. Heinz	56,461,900	34,123,700	90,585,600	12%	Warner Comm.	21,043,900	14,816,400	35,860,300	-32%
Beecham Group	73,162,800	12,933,700	86,096,500	2%	Imasco	8,925,300	26,826,300	35,751,600	15%
Wendy's	44,274,200	40,441,800	84,716,000	14%	Chevrolet Dealers	—	35,273,700	35,273,700	48%
Colgate Palmolive	64,955,800	16,751,000	81,706,800	-9%	Black & Decker	26,135,200	8,760,700	34,895,900	71%
Campbell Soup	68,496,900	11,667,900	80,164,800	-16%	Olds Dealers Assn.	—	33,620,600	33,620,600	76%
Nissan	34,859,600	44,673,900	79,533,500	-13%	Dayton-Hudson	—	33,275,400	33,275,400	8%
GTE	14,653,500	57,214,400	71,867,900	61%	Metropolitan Life*	23,900,400	8,970,700	32,871,100	102%
Am. Dairy Assoc.	71,089,400	—	71,089,400	53%	Prudential	28,438,800	3,648,900	32,087,700	49%
Gillette	53,634,600	16,118,900	69,753,500	-4%	Tandy	28,336,600	3,254,000	31,590,600	-17%
William Wrigley	47,914,400	19,304,400	67,218,900	15%	MCI Comm.	—	31,019,200	31,019,200	-6%
IBM	62,749,200	2,227,100	64,976,300	-23%	A.H. Robins	6,591,900	23,712,000	30,303,900	-4%
Honda	55,108,700	9,819,500	64,928,200	3%	Ford Dealers Assn.	—	29,812,300	29,812,300	6%
Dow	52,799,400	11,720,600	64,520,000	15%	Walt Disney Prods.	2,336,700	27,469,500	29,806,200	88%
J.C. Penney	44,552,200	17,639,800	62,192,000	23%	Mennen	28,283,500	1,252,900	29,536,400	6%
American Express	40,448,400	19,805,800	60,254,200	-24%	Jeffrey Martin	22,700,300	6,788,100	29,488,400	9%
Clorox	45,122,100	13,619,200	58,741,300	-9%	Pontiac Dealers	—	28,974,200	28,974,200	61%
Mattel	37,165,500	20,808,400	57,973,900	15%	The Kroger Co.*	8,800	28,785,000	28,793,800	12%
American Motors	52,690,400	3,811,500	56,501,900	-18%	CPC International	16,851,800	11,768,100	28,619,900	-14%
Union Carbide*	46,460,100	9,893,400	56,353,500	21%	Citicorp	17,174,200	10,964,600	28,138,800	16%
IC Industries*	22,769,100	31,546,600	54,315,700	30%	News Corp.*	5,384,800	22,716,700	28,101,500	-19%

bolster the European production industry and independents, with domestic quotas on TV programs calling for 30%, and ultimately 60%, of all internal broadcasts (excluding news, sports, game shows, ads and teletext services) to be produced by member states. Co-productions would be allowed under the proposal, but would limit nonmember states to a 30% share of total production costs.

Independent producers would be guaranteed 5% of domestic broadcasters' programming budgets under the proposal, increased to 10% after three years in effect.

Advertising community representatives were supportive of the commission's move to lift restrictions on the medium, but for some, the liberalization had not gone far enough. Silvan Barnett, advisory council chairman of the International Advertising Association in New York, called it a "step in the right direction for commercial television across frontiers," but said he still had "quite a few reservations" about the proposal.

The Brussels-based World Federation of Advertisers welcomed the commission efforts but expressed concerns about the proposed controls on domestic advertising. The group also called for the lifting of all percentage limits on cross-frontier advertising and argued production quotas would lead to a "distortion" of the European TV market to the detriment of viewers.

A fundamental issue, raised both by Barnett and international media consultant John Eger, is whether the EC should regulate European television at all. [The commission proposal is currently in the form of a directive, the least rigid type of EC's binding regulation. The body can, however, offer non-binding guidelines on which member nations can form their own domestic regulations].

"The directives certainly merit applause," commented Eger, most recently senior vice president, CBS Worldwide Enterprises. "But the fact that regulation is to follow is controversial. It's one thing to interpret, another to create a set of pan-European regulations."

Commented Barnett: "We feel the whole thing should be self-regulated. The problem is administration. They may have to set up an administrative scheme, perhaps involving industry. But it's very hard to administer; the technology is way ahead of the ministers."

According to Eger, the EC's tacit recognition that competitive transborder services could transmit into Europe from outside the region unimpeded (for example, from direct broadcast satellites in international slots over the Atlantic Ocean), is all the more reason to fully loosen restrictions on domestic television entities. "If they're concerned with that competition, why are they taking a half step? It's much better for them to state the philosophy and encourage voluntary codes," he said. "I recognize this is a giant step. EC has done a remarkable job of fashioning agenda for future and putting forward documents for continuing debate."

"But a bigger wave is coming," Eger added, "and these directives will be swept up in the undertow. The fortress Europe approach really doesn't make sense, because there will be global media." □

BottomLine

Portfolio particulars. American Financial Corp. and chairman and chief executive officer, Carl Lindner, filed with Securities and Exchange Commission indicating 6.2% holding in Chris Craft Industries. Filing reportedly said stock purchases began on April 9 "as an investment in the ordinary course of business," although plans could change depending on future developments. ■ Group including Bass brothers reduced holdings in Walt Disney Co. to 18.1%. At beginning of this year, "Sid R. Bass and other investors" held 23.52% of Disney shares. ■ Loew's Corp. recently increased CBS holdings from 17% to 19.7%. ■ Metromedia and Chairman John Kluge have recently bought Orion Pictures Corp. stock and stock warrants equal to 6.5% of shares outstanding.

□

Dealing for dollars. Entertainment-Media Venture Partners I, L.P. (EMV), is in process of raising \$30 million for venture capital fund for investing in "entertainment and media industries." Managing General Partner of Century City (Los Angeles), Calif.-based EMV is Raymond A. Doig, who, along with Dennis Stanfield, former chairman of Twentieth Century-Fox, started Carlyle Capital Corp. in 1982. ■ Arthur E. Levine, recently resigned president of Westwood One, has started LCL Investments, Los Angeles-based investment and acquisition firm. Second letter of firm's name represents Edward R. Cheramy, former partner in entrepreneurial services group in Los Angeles office of Price Waterhouse. Third partner in firm is Lauren B. Leichtman, federal securities lawyer. Levine said company will be involved in takeovers, leveraged buyouts and venture capital investments. Company has already bought 18% of IDB Communications, Los Angeles-based satellite transmission services company that does uplinking for Westwood One and number of other networks. Cheramy is now IDB director and executive vice president, and Levine said company would likely go public this fall. In acquisition area he said there are "two or three companies we are looking at now," in \$100-million-to-\$250 million range, all of which are in service industry but none are in communications/entertainment business. Plans could involve either leveraged buyout or hostile takeover. Levine also said LCL would be looking at investments and acquisitions in foreign companies, such as England, and Japan.

□

Class system. Dow Jones said it would distribute new class B stock to shareholders of record as of June 9. New stock will receive same dividends as existing common stock and can be converted to latter on one-for-one basis. However, each share of class B stock will carry 10 votes—existing common stock has one vote per share. Current shareholders will receive one share of class B stock for every two shares of existing stock they hold. Class B stock will not be transferable, "except to a stockholder's family members, trusts for their benefit and certain charitable foundations." Company's shares will continue to be traded on New York Stock Exchange, while exchange rule prohibiting listing of two-class stocks is reconsidered.

□

Selling times two. Times Mirror completed previously announced sale of subsidiary, Times Mirror Microwave Communications Co., to management and Grumman Hill Associates for approximately \$175 million. ■ Time Inc. said it plans to sell 10% stake in Temple-Inland, forest products concern, through public offering. In December 1984, Time Inc. spun off former subsidiary as separate publicly held company, and agreed to sell remaining 10% within five years. Current value of Time's holding is roughly \$120 million, which company said it would use to fund acquisitions.

□

Debt department. Centel Corp. filed shelf registration for up to \$80 million in debt securities. Chicago-based utility, telecommunications company and MSO said proceeds of any offering would be "used for retiring higher-cost debt and general corporate purposes," as well as to "partially fund corporate acquisitions." Offering would be Centel's first since April 1983. ■ News Corp. said it would redeem 40% of preferred shares issued to fund Metromedia television station purchase. Redemption of \$460 million would be financed by working capital and two separate debt offerings, one of which was for securities convertible into publicly traded shares of Reuters Holdings PLC owned by News Corp. Rate on newly issued debt is lower than that on preferred shares being redeemed, and will lower News Corp. interest costs. ■ Price Communications filed for debt offering of exchangeable zero coupon notes due 1991, "which will yield approximately \$25 million in proceeds," and \$100 million, principal amount, of subordinated notes due 1996. Use of proceeds, said company, may include future acquisitions; purchase of WKSE(FM) Niagara Falls (Buffalo), N.Y., subject to FCC approval; interest payments on existing debt; repayment of \$2-million note to shareholders, and stock and debt repurchase. Offerings, through Morgan Stanley, also include roughly one million shares of common stock being sold by shareholders, Equity-Linked Investors, managed by Desai Capital Management, and Citicorp Venture Capital. ■ RCA is redeeming on July 21, 9¼% sinking fund debentures due June 1, 1990, and on Aug. 15, 10.20% sinking fund debentures due Aug. 15, 1992.

RIDING GAIN

O N R A D I O

Programing addition

CBS is launching a new programing distribution unit, CBS Radio Programs, that will market to radio stations a variety of program formats and concepts, both long- and short-form. "There will be no restrictions on the kinds of programs that will be evaluated," said a CBS Radio spokeswoman. The first show to fall under the CBS Radio Programs umbrella is *Business Update*, the 30-minute afternoon, drive-time financial news report produced by CBS News for American Public Radio (BROADCASTING, April 14.) The series is slated to debut in the fall.

The CBS programing unit will be headed by Bob Kipperman, who is currently vice president and general manager of RadioRadio, CBS's youth-oriented radio network. Kipperman will continue to oversee RadioRadio and will report to Dick Brescia, senior vice president, CBS Radio Networks, who will have overall responsibility for CBS Radio Programs. Affiliate relations will be handled by Bob Leeder, who has been a district director in the RadioRadio affiliate relations

May movement

Network radio sales maintained double-digit growth in May with billings jumping 11.9% over May 1985 to \$35,296,364. For the year-to-date (January-May), network radio business is to \$141,516,782, up 16.5% over the comparable period last year. The data is from the Radio Network Association, which relies on financial information collected from network companies each month by the accounting firm of Ernst & Whinney.

department since the network's inception in 1982.

"The station marketplace, as well as advertiser support for specialized programing, has been growing dramatically. And we are looking to take advantage of those two factors," said Brescia.

CBS Radio does not plan to hire any additional staffers for the unit. Programs will be produced in conjunction with "outside" independent program producers. Programing that is currently being distributed by the CBS Radio Network and RadioRadio will continue to be a service of those respective networks, said Brescia.

Liberty on radio

The ABC Information Network, which has the exclusive national radio rights to "Liberty Weekend" (BROADCASTING, April 21, June 16), has unveiled its schedule of live coverage for the four-day event.

ABC Radio will air the opening ceremonies on Thursday, July 3, from 8:30 to 11 p.m. highlighted by President Reagan's and French President Mitterand's lighting the Statue of Liberty's torch. Scheduled to be on hand are singers Frank Sinatra, Neil Diamond, Kenny Rogers and Debbie Allen.

Also on ABC's agenda are the "Americana Concert," July 4, from 8 to 10 p.m. featuring John Denver, Whitney Houston, Barry Manilow, John Williams and the Boston Pops, Johnny Cash and Joel Grey from Liberty State Park and the "International Concert," July 5, from 8 to 10 p.m. with classical performances from Central Park by the New York Philharmonic Orchestra, flutist James Galway, violinist Pinchas Zukerman and opera star Placido Domingo. ABC Information will air the closing ceremonies on July 6 from 7 to 11:30 p.m. featuring, among other things, an international sports salute from the Byrne Arena and a concert from Giants Stadium, both in East Rutherford, N.J. The closing concert will have performances by singers Frankie Avalon, Willie Nelson, Kenny Rogers and Patti LaBelle with

scheduled guest appearances by Elizabeth Taylor, Gene Kelly and Shirley MacLaine. The ABC agreement is with "Liberty Weekend" producer David Wolper and the Statue of Liberty-Ellis Island Foundation.

In a separate development, ABC said Chicago's top rated radio station, WGN(AM), has renewed its affiliation agreement with the Information Network.

Here comes the sun

Soft rocker KHX-FM Prescott Valley, Ariz., is switching to a new transmitter operated entirely by solar power, which it believes is a first for a full-time commercial radio station.

Station President Sanford Cohen said that Arizona Public Service, the local power company, wanted to charge \$30,000 per mile to run cable underground (as required by a state ordinance) from the nearest available utility pole to KHX's new transmitter site—the station's current transmitter is located at the studio—on top of Glassford Hill in Prescott (about four miles). The cost, said Cohen, prompted him to look at solar energy as an alternative. The solar company selected by Cohen and his chief engineer, Chuck Smith, was Photocomm Inc. of Scottsdale, Ariz.

According to Cohen, the solar-operated transmitter has a four-day backup capacity with its battery and further backup strength through a propane generator.

The new KHX tower stands 471 feet above average terrain with an omni-directional signal at 3,000 watts.

Silver surfers

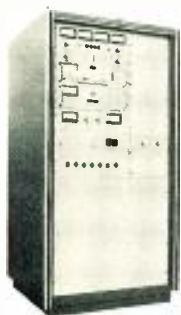
The United Stations Programing Network is presenting a three-hour Beach Boys broadcast over the July 4 holiday weekend, marking the group's 25th year in the music business. Called *The Beach Boys Silver Anniversary Special*, the show will feature songs and "vintage" and recent interviews with members of the group. Bob Shannon, afternoon personality for WCBs(FM) New York, will host the special. The show is produced by Ed Salamon, executive vice president/programing, for United Stations, and is being sponsored by Dr Pepper.

Also for the July 4 weekend, United Stations Programing is offering its third annual *Summer Beach Party*—a three-hour program featuring new and classic summer tunes—as well as the second broadcast in the 1986 "Country Six Pack" series, *Ricky Skaggs: The Great Entertainer*.

Stern stuff

DIR Broadcasting, the New York-based radio programing unit of Lorimar-Telepictures, has signed a deal with album-rock WXRK(FM) New York's morning personality

New Class A Winner



Continental's Type 814B 4.3 kW FM Transmitter uses the Type 802A Exciter to deliver a crisp, clean signal.

With an output of 4,300 watts, it has plenty of power reserve for Class A operation on a 2-bay antenna system. It's solid-state except for one 4CX3500A Tetrode in the final amplifier. A built-in harmonic filter is just one of many outstanding operating benefits. For a brochure, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

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varian

Howard Stern calling for Stern to do a weekly, three-hour, music/talk program.

The show, which will also feature two of Stern's sidekicks, Robin Quivers and Fred Norris, is targeted for a late summer launch. It will be recorded with a studio audience in New York.

Radio arts

National Public Radio's finance and programming committees have adopted a resolution creating a daily arts and performance service, with funds to be raised from non-dues sources and not to exceed \$1.4 million without further board authorization. The board authorized management to spend up to a year developing the service and testing it on air and stipulated that "in concept and in execution, the service will use stations and other producers as sources of program material..." NPR's new service resulted from the board's determination that NPR "should continue to provide leadership in arts and performance programming" and that "the system of audience-building can be served by successful arts and performance programming which is accessible, is consistent in format and style, encourages repeat

tune-in and provides for forward promotion...."

Money matters

Thirty-two stations still owe \$200,661 to National Public Radio on the outstanding balance owed the Corporation for Public Broadcasting on its three-year, \$7-million loan for a satellite uplink and computer equipment. If the stations make good on their promises of payment in June or July, there will be no second assessment of NPR member stations for the amount, which is due Sept. 30.

In a related matter, CPB signed an agreement last Tuesday (June 17) providing funds to purchase a transponder on Westar IV, which will be leased to NPR by a Transponder Trust but operated and maintained by NPR. CPB had been leasing a transponder from Western Union. The purchase is expected to save NPR's 280 stations as much as \$2,500 each, per year.

'Focus' on news

Mutual Broadcasting said it is making a "major commitment" to investigative reporting with today's (June 23) launch of *Fo-*

cus, a weekly series chronicling major events and controversial issues. The initial report, "Chemistry of a Nightmare," centers on the Army's disposal of two toxic chemicals—"mustard" gas and nerve gas—used in manufacturing weapons.

Each *Focus* series will feature five, three-minute reports that will air within the network's weekday *America in the Morning* broadcast. The investigative reports will also be available to affiliates through a bulk feed on the previous Friday as well as through regular news feeds.

Football feed

Images Presentations Corp., Jericho, N.Y., has acquired the syndication rights to three professional football radio series produced by Stone Sports Productions, Dallas. The five-minute series are *Inside the NFL*, *Countdown to Super Sunday* and *Dallas Cowboys Football Report*. Each series will run Monday to Friday and will be available for barter sponsorship. The series features interviews with National Football League players and coaches.

The Media

Home shoppers called promising market for cable

Cownie tells Cable Club members that service could be boon as part of revenue mix, but no panacea

James Cownie, head of Heritage Communications' cable group and vice chairman of the National Cable Television Association, told members of the Washington Metropolitan Cable Club last week that cable shopping services were the "most exciting phenomenon" to hit the cable industry since he had arrived on the scene.

Such services as the Home Shopping Network and the Cable Value Network, Cownie said in a luncheon speech, allow cable operators to capture a "sliver" of the \$700 billion that is rung up each year in retail sales. For cable, the sliver could be significant and could offset the loss of pay television revenues.

But Cownie was careful not to overstate the importance of home shopping in a cable system's revenue mix. He said it has the potential of adding only a few dollars of revenue per subscriber per year.

Cownie's projection is based on the experience with a home shopping service at one of Heritage's large systems. Through the system, the shopping service generates sales of \$500,000 a month, or \$6 million a year, on which Heritage receives a commission of 5% or \$300,000. When the \$300,000 is divided by the system's 110,000 subscribers, he said, the net revenues come out to less than three dollars a year.

The "real value" of cable shopping may be in its ability to increase the "perceived value" of cable among consumers, he said. Improving the perception of cable would

boost penetration, decreasing the number of disconnects while increasing the number of new subscribers, he said.

Cownie acknowledged that cable has a poor public image. The perception that cable is monopolistic was evident at the House Telecommunications Subcommittee hearings on scrambling two weeks ago, he said. What's more, many feel cable is a "negative societal force," he said. It conjures up the "image of the person going home and wasting time watching television."

The characterization of cable as powerful and monopolistic is "absolutely wrong and absolutely unfair," Cownie said. The perception is fueled for political reasons by cable foes in Washington—the broadcasters, the motion picture industry and municipalities, he said. It's also caused by the fact that cable has won a series of public policy victories in Washington, he said.

In reality, Cownie said, cable does business in a competitive marketplace, vying with broadcasters and, potentially, MMDS and direct-to-home satellite broadcasters for viewers. MMDS is the "real sleeper," he said. Cable has been successful on the legal and regulatory fronts—but only in the past few years, he said. In the history of cable, he said, lawmakers and regulators have done cable more harm than good.

According to Cownie, cable's image problem among consumers is aggravated by "consumer-unfriendly" cable converters that disable remote controls on television sets and videocassette recorders and make it difficult to record programs on VCR's. Cable has to address the problem, he said. "It would be naive to bury our heads in the sand

on this particular issue."

Cownie said he was encouraged by the "growing consensus" among operators that more dollars have to be spent on basic programming (BROADCASTING, June 2). He said he didn't know whether operators would decide to put all the dollars into a "superchannel" or to divvy them up among several of the existing services. "But," he said, "I think it is going to happen."

By spending money on original programming for basic cable, cable operators would increase ratings and boost penetration, which would result in increased advertising revenues, he said. The extra advertising dollars would be used to produce more programming, he said.

According to Cownie, cable operators need to bolster pay television, which has been hurt by competition from the home video industry. One possible way, he said, is through the creation of a "subscription pay-per-view service," a new pay-per-month service offering top movies at the same time they are offered to the home video stores. Such a service, he said, could be created by the existing pay programmers like HBO and Showtime/The Movie Channel or by a consortium of cable companies.

Not surprisingly, Cownie said he is optimistic about the future of the cable business. "It is recession proof and...it is a forgiving business," he said. He cautioned cable operators and would-be cable operators, however, not to "get perched to high"—that is, not to pay too much to build or acquire cable systems. Those who pay \$1,200 or more per cable subscriber may suffer if they are forced to compete with other media, he said. □

Satellite Footprints

China connection. Hughes Aircraft Co. was more or less denying a report last week from China that it had proposed joining with China's space agency to launch commercial satellites aboard Chinese rockets from a launch pad on an unidentified Hawaiian Island. But it stopped short of saying such a venture was out of the question.

On Sunday, June 15, the New China News Agency reported that Hughes had made the proposal to the China Great Wall Industry Corp. Asked by reporters to comment, Hughes issued a terse statement from Hughes President Donald White: "Our people are exploring many possibilities and to discuss them further would be purely speculative. There has been no proposal by Hughes Aircraft Co. concerning this issue."

Hughes spokesman Richard Dore said he couldn't expand on White's statement, but he said Hughes was well aware of the China Great Wall's capabilities. Hughes has even suggested to Western Union that it explore the possibility of launching its Westar VI-S satellite aboard a Great Wall rocket. Hughes built Westar VI-S for Western Union.

Meanwhile, Henry Schwartz, chairman and president of Teresat Inc., said last week that Teresat has awarded a contract to Great Wall to launch two Hughes-built communications satellites by the end of 1987. Schwartz's problem now is to come up with enough cash—approximately \$50 million—to buy the satellites from the insurance underwriters who own them ("Satellite Footprints," May 12). The insurers took title to the birds after they were declared losses in February 1984. The satellites were successfully deployed by a space shuttle, but they failed to reach geostationary orbit. The satellites were retrieved on a subsequent shuttle mission and refurbished by Hughes Aircraft.

New deal. When Brightstar Communications of America (BCA), a subsidiary of Samuel Broadcasting, made its debut earlier this year, Samuel said it had agreed to purchase a half-interest in Brightstar Communications Ltd., a Visnews Ltd. subsidiary whose principal asset was a full-time transponder on an Intelsat bird over the Atlantic Ocean capable of relaying signals between the U.S. and London. The Intelsat transponder was to play an integral role in BCA's plans to transmit television programming from the U.S. to Europe and vice versa.

But the partnership was never consummated. Instead, Samuel and Visnews signed a deal last month making BCA Brightstar Ltd.'s exclusive marketing agent in the U.S. and allowing BCA to use "Brightstar Communications" in its name. Bill Page, director of marketing for Brightstar in the U.S., wouldn't say why the two parties decided to change the nature of their relationship. But, he said, it was a mutual decision and it would have little effect on the business plans of BCA or Brightstar.

Page said Brightstar is doing a good business, handling 75% of the ad hoc television traffic between the U.S. and England. To enhance its service, he said, Brightstar was negotiating to secure a transponder on Intelsat's Major Path One satellite over the Atlantic to replace its current slot, which is on a spare satellite. A transponder on Major Path One would give Brightstar greater coverage of Europe, he said. Brightstar also is planning to install an earth station in New York to give it direct access to the Intelsat birds. Currently, Brightstar's feeds go through Comsat earth stations.

The military way. Cable programmers who were counting on the Defense Department to help them find a way of protecting their satellite feeds from interference from Captain Midnight and other "satellite terrorists" must have been disappointed by the testimony of Donald C. Latham, assistant secretary of defense, before the House Telecommunications Subcommittee a couple of weeks ago. The military has developed two anti-jamming technologies to protect its satellite communications, but neither seems applicable for the satellite distribution of broadcast or cable programming.

According to Latham, the military's global Defense Satellite Communications System (DSCS) has two "electronic counter-counter measures" (ECCM's). First, the satellites have specially designed antennas that will relay signals only to earth stations in a limited number of small areas. "This makes it necessary that any potential jammer be geographically close to one of the terminals with which we are communicating," he said. Satellites with such antennas could be used in the distribution of television if the users pre-determine their

uplink sites, he said, but the technology is "not inexpensive."

Second, Latham said, the satellites feature spread spectrum ECCM. Some of the military's circuits use only a small fraction of the available satellite capacity, he said. "Upon detection of jamming signals, these circuits can be electronically 'spread' across the entire bandwidth of the satellite channel, making it very difficult for a jammer to succeed," he said. "Without getting into the mathematics of the situation, it would take a jammer several hundreds of times more powerful than our transmitter to overcome this method of communications." For "a variety of technical reasons," he said, spread spectrum ECCM is not "readily applicable" to TV transmissions.

The nonmilitary way. In testimony during the same hearing, Steven D. Dorfman, president and chief executive officer, Hughes Communications Inc., offered some more practical suggestions for tracking down jammers, but they all required satellite carriers or the authorities to take action while the jamming is occurring. According to Dorfman, Hughes is investigating methods of isolating the source of interference. "One approach is to move the receiving antenna on the spacecraft and use the resulting changes in signal strength to reduce the search area for the interferer," he said. "It also may be feasible to isolate the source location by comparing the interfering signal at the primary satellite with that received by adjacent satellites. Finally, aircraft or low-altitude satellites may be used to search out the intruder."

Still hot on the trail. Richard Smith, chief of the FCC's Field Operations Bureau, had nothing new to report last week on the FOB's ongoing effort to track down Captain Midnight, whose disruption of HBO occurred nearly two months ago, on April 27. Smith said FOB is "still making progress" in its investigation, which involves mostly legwork at this point. The source of the interfering signal has been narrowed to several areas, he said. Dallas remains the area of "prime interest," he said.

Smith said he is still optimistic that the investigation will pay off and Captain Midnight will be brought to justice. If he wasn't, he said, he would not be using so many of the FOB's limited resources.

Because Captain Midnight's signal containing an anticrambling message completely overpowered and preempted the HBO signal, the FOB has concluded that the spurious signal came from a high-power professional uplink. In an attempt to prevent further incidences of such interference from pro uplinks, he said, the FOB has sent letters to uplink operators asking them to be more diligent in securing and monitoring their facilities.

SSE for IBM. Satellite Systems Engineering Inc., the Bethesda, Md.-based firm known best for its satellite engineering expertise, has landed a potentially lucrative contract to market the 20-watt Ku-band transponders on IBM IV (formerly SBS IV) for an IBM subsidiary, Satellite Transponder Leasing Corp. According to SSE Marketing Vice President Al Griebenow, who just joined the firm from Ford Aerospace Satellite Services Corp., SSE will receive a percentage of the revenues resulting from transponder leases. He wouldn't say how much SSE's cut is, or how much SSE would like to lease the transponders for.

Griebenow is focusing his selling efforts on users of satellites for the transmission of television, including broadcasters, cable programmers and corporations. Broadcasters are seeking satellite time for satellite news gathering and the delivery of specialty networks, he said. Corporations are increasing use of television and satellites for training and the dissemination of sales and marketing information to widely scattered offices, he said.

Over the past few years, sellers of satellite capacity have had a tough time in the marketplace because of the oversupply of transponders. But, according to Griebenow, the string of launch failures over the past several months, highlighted by the shuttle disaster and punctuated by the loss of an Ariane rocket on May 27, has served to increase demand for those transponders in orbit and make them more valuable. "The market is going to become much tighter sooner than expected," he said.

Another factor favoring sellers is the high cost of insuring and launching new satellites, Griebenow said. As a result, satellite carriers will have to ask more for transponders now on the ground or on the drawing board, he said.

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Amer. Cablesystems	Third	\$9,473	-13	(\$111)	NM	(\$0.01)
Anixter Brothers	Third	\$162,529	-1	\$5,138	23	\$0.14
Gannett	First	\$614,741	27	\$44,845	9	\$0.56
Gulf + Western	First	\$863,900	3	\$45,700	-15	\$0.73
Home Shopping Network	Third	\$42,895	1,072	\$4,585	4,531	\$0.36
Jacor Communications	First	\$3,857	83	(\$1,082)	NM	(\$0.22)
Lee Enterprises	First	\$50,416	6	\$4,253	17	\$0.16
M/A-COM	Second	\$212,241	2	(\$54,700)	NM	(\$1.26)
Malrite Communications	First	\$20,186	22	(\$3,544)	NM	(\$0.28)
Rogers Cablesystems	Second	\$24,294	1	(\$1,196)	NM	(\$0.08)
Tri-Star Pictures	First	\$47,461	136	\$1,207	NM	\$0.05
Viacom International	First	\$212,604	159	\$4,163	-33	\$0.20

American Cablesystems Corp. had 1985 third-quarter net loss of \$1.7 million. Operating income in most recent quarter was \$1.39 million, down 2% from previous year's period. Company said reduced revenue and operating income was result of sale of systems in "Virginia, West Virginia and Tennessee, plus the transfer of three Massachusetts systems to our Northeast Limited Partnership." Revenue from ongoing operations was up 20% to \$8.4 million, while operating income before depreciation and amortization increased 27% to \$3.4 million. ■ **Anixter Brothers** operating profit was up 28% to \$7.9 million. ■ Operating income for **Gannett** was up 18% to \$101.3 million. Interest expense more than quadrupled to \$17.4 million. Broadcasting operations had revenue of \$72.4 million and operating income of \$17 million. On "pro forma basis," broadcasting division revenue was up 13%, with local television up 20%, national spot television revenue up 18%, and radio station revenue up 7%. ■ Operating income for **Gulf + Western's** entertainment operations showed "sharp gains...largely as a result of the substantial improvement in Paramount's motion picture activities," including first-run syndication of 25 theatrical films. Separately, company said income from television operations, both network and syndication, were even with results from year-earlier period. ■ **Jacor Communications** had net loss of \$544,000 in previous first quarter. "Broadcast cash flow," company reported, was up 16% to \$648,000, but net loss for Cincinnati-based group owner increased because of certain noncash expenses and interest associated with recent acquisitions. ■ Broadcasting operations of **Lee Enterprises** registered 3% gain in revenue, to \$11.5 million. Net financial expense for company increased as cash was used to repurchase shares, and remaining monetary assets earned lower return. ■ **M/A-Com** had 1985 second-quarter net income of \$9.9 million. In most recent quarter, company showed \$73.5-million loss from continuing operations before taxes, including \$67.7 million pre-tax loss from "restructuring costs and other unusual items." Restructuring costs included "consolidating and redirecting" resources previously used in home satellite dish business. Company said: "Orders for descramblers rose sharply as HBO and Cinemax started to scramble their TV signals early in the quarter. However, orders for backyard TVRO earth stations were at a low level. Orders began to improve as the quarter came to a close, and we expect sales of this equipment to continue to improve for the balance of the year." M/A-Com said it would not be profitable for the year. ■ **Malrite's** net income of \$2.8 million in previous first quarter included \$5.7-million pre-tax gain on sale of radio stations. Most recent net loss included \$1.8 million after-tax charge from "pre-payment" of 15½% senior secured notes. Company said first-quarter cash flow was \$3.1 million. ■ Net loss of **Rogers Cablesystems of America** is after \$129,000 gain from sale of cable systems. In previous second quarter, company reported net loss of \$136,000. Operating income before depreciation and amortization rose 1% to \$8.2 million. Company noted that for first six months, revenue from basic cable services increased by 19%, while revenue from pay services declined by 8%. ■ In first quarter of 1985, **Tri-Star Pictures** had net loss of \$4.4 million. In most recent quarter, company registered operating income of \$2.2 million. ■ Operating income for **Viacom International** increased 38% to \$22.8 million. Cable television networks unit had revenue of \$123.5 million, and operating cash flow of \$11.8 million; figures for entertainment unit were \$16.7 million and \$6.1 million; for cable television, \$55.4 million and \$19.7 million, and for broadcasting \$19.7 million and \$6.1 million. Viacom noted improved operating margins for both broadcasting and cable television units. For Showtime/The Movie Channel, company said revenue increased but "earnings from operations were lower due to higher programming costs." Entertainment unit margin was down, "impacted by increased production expense related to the development of first-run programming for syndication to television stations." Company said that Lifetime network showed smaller losses from operations, helped by per-subscriber fee charged to cable systems beginning in January.

LEGAL NOTICE

ALL INTERESTED PERSONS
PLEASE TAKE NOTICE THAT:

The Defendant CBS Inc. ("CBS") has requested a federal district court in Los Angeles to modify the Final Judgment entered on July 31, 1980, in *United States v. CBS Inc.*, Civil Action No. 74-3599-RJK (C.D. Cal.). The plaintiff United States has tentatively agreed to that request.

The complaints in this action and in two companion cases, *United States v. American Broadcasting Companies, Inc.*, Civil Action No. 74-3600-RJK (C.D. Cal.), and *United States v. National Broadcasting Company, Inc.*, Civil Action No. 74-3601-RJK (C.D. Cal.), were filed December 10, 1974. Each complaint alleged that the defendant network had violated Sections 1 and 2 of the Sherman Act by combining with the television stations it owned and with affiliated stations to monopolize and restrain trade in television entertainment programs exhibited on its network during prime time hours. The complaints also alleged that each network violated Section 2 of the Sherman Act by monopolizing television entertainment programs exhibited on its network during prime time hours.

The proposed modification, which is submitted under the existing provisions of the CBS Final Judgment, would conform certain of the injunctive provisions running against CBS to those entered against ABC and NBC. CBS would be allowed to increase its in-house production of prime time television entertainment programs from two and one-half hours per week to three and one-half hours per week, the amount currently permitted to ABC and NBC. Future increases would be permitted at the same time those increases become effective for ABC and NBC. The precise terms of the modification are found in papers filed with the Court.

Interested persons may submit comments concerning this matter by sending them within sixty (60) days to Kevin R. Sullivan, Assistant Chief, Communications and Finance Section, U.S. Department of Justice, Safeway Building, 521 12th Street, N.W., Room 504, Washington, D.C. 20530 (telephone: 202/724-5944).

Copies of the complaint, proposed Modified Final Judgment, motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7233, United States Department of Justice, Tenth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone: 202/633-2481), and at the Office of the Clerk of the United States District Court for the Central District of California, 312 North Spring Street, Los Angeles, California 90012. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the fee set by the Department of Justice regulations.

Changing landscape. The spread of Ku-band satellite news gathering capabilities is affecting not only the relationship between network and affiliate news, but also the importance of regional news feeds and the definition of local news itself, said news executives at a Radio-Television News Directors Association regional meeting in Washington.

As many as 275 of the Ku-band satellite news gathering trucks are predicted to be in the field by 1988, said moderator Tom Doerr, news director, WJLA-TV Washington, up from the 100 projected to be in use by the end of this year. A concurrent rise of nonnetwork and network television news services to local stations, added panelist Dan Webster, vice president, Conus Communications, leaves broadcasters "sitting in the driver's seat."

On the rapid push to implement the new technology, Bob Horner, vice president, news services at CBS, said: "The technical sides of this will even out and it will shortly be a battle of traditional journalism. We're now going at different speeds, but in 12 months, in terms of technical capability, we will all be at same place."

Horner argued the new technology had also led the news field into a period of technological "excess," but said the industry will "shortly return to content." Also on the RTNDA panel were Terry O'Reilly, Group W Newsfeed news director, and Joel Albert, WRC-TV Washington news operations manager.

The regional conference, held in association with the Washington chapter of the Society of Professional Journalists, Sigma Delta Chi, also featured a panel on the news application of new remote sensing satellites of Eosat and Spot Image Corp., which can provide digitally enhanced images of 10-to-20-meter areas anywhere in the world.

WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. □ Sold by Comco Inc. to Hall Communications for \$2.8 million. Seller is Orlando, Fla.-based group of six AM's and two FM's owned by James C. Robinson, Joel H. Sharp and Walter M. Windsor. Buyer is Norwich, Conn.-based group of five AM's and five FM's principally owned by Robert Hall. WAMR is on 1320 khz with 5 kw day and 1 kw night. WRAV is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Stan Raymond & Associates.

WIOG-FM Saginaw, Mich. □ Sold by Booth American Co. to F-B Communications for \$2,225,000. Seller is Detroit-based group of four AM's and six FM's principally owned by John L. Booth and family. Buyer is Jack FitzGerald, Kim Bene, Guyon Turner and David Schaller. FitzGerald is operations manager at WTVN(AM) Columbus, Ohio. Bene is promotion and news director at WXFL-TV Tampa, Fla. Turner is chief executive officer of WOLF-TV Scranton, Pa., and, with Schaller, has interest in WJCK-TV Watertown, N.Y. WIOG is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

WFEA(AM) Manchester, N.H. □ Sold by Ocean Coast Properties to Sunshine Group Broadcasting for \$1,450,000. Seller is equally owned by Phillip Corper, Robert Delaney, Roy Edwards, Robert Gold and Charles Smith. It also owns WPOR-AM-FM Portland, Me. Buyer is owned by George Silverman. It also owns co-located WZID(FM), WMGX(FM) Portland, Me., and WFXR(FM) Charleston, S.C. WFEA is on 1370 khz full time with 5 kw. Broker: Blackburn & Co.

KLOZ(FM) El Paso □ Sold by KLOZ Associates to Transcontinental Broadcasting Co. for \$1,250,000. Seller is principally owned by Robert Sherman. It has no other broadcast interests. Buyer is owned by George Jenne, David Walker and Leonard R. Nachman. Jenne is general manager of WJBO(AM)-WFMF(FM) Baton Rouge, and has interest in WXCL(FM) Peoria and WKQA(FM) Pekin, both Illinois. Nachman is attorney and Walker is investor, both from Baton Rouge. KLOZ is on 102.1 mhz with 57 kw and antenna 1,160 feet above average terrain. Broker: Chapman Associates.

KBCH(AM) Lincoln City, Ore. □ Sold by Brown Broadcasting Enterprises Inc. to Matrix Media Inc. for \$325,000 cash. Seller is owned by William G. Brown, who has no other broadcast interests. Buyer is owned by S. Michael Symons, Saginaw, Mich., investment adviser with no other broadcast interests. KBCH is on 1400 khz full time with 1 kw. Broker: Blackburn & Co.

KXNP(FM) North Platte, Neb. □ Sold by Central Nebraska Broadcasting Co. to Mid-Plains Broadcasting Inc. for \$275,000. Seller is owned by Neil Nelkin, who has no other broadcast interests. Buyer is owned by John C. Mitchell. It owns KSWM(AM)-KELE(FM) Aurora, Mo., and KNES(AM) Fairfield, Tex. KXNP is on 103.5 mhz with 100 kw and antenna 403 feet above average terrain. Broker: Chapman Associates.

For other proposed and approved sales see "For the Record," page 79.

Changing Hands

PROPOSED

WKSE(FM) Niagara Falls (Buffalo), N.Y. □ Sold by Porter Communications Corp. to Price Communications Corp. for \$2,450,000. Seller is owned by W. Turner Porter who also owns WMYS(AM)-WERZ(FM) Exeter, N.H., and WMER(AM) Westbrook and

WJBQ(FM) Portland, Me. Buyer is publicly traded, New York-based group of four newspapers, outdoor advertising firm and station group of eight AM's, seven FM's and three TV's headed by Robert Price, president. WKSE is on 98.5 mhz with 46 kw and antenna 420 feet above average terrain. Broker: Kozacko-Horton Co.

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6/23/86

INTV attacks A/B switch proposal

In paper distributed on Hill and at FCC, association says switch is not answer to must-carry problem

Reports that FCC Chairman Mark Fowler is pushing the A/B switch concept as an answer to must carry have spurred broadcasters to launch an effort to nip that proposal in the bud. A position paper circulated last week at the FCC and on Capitol Hill by the Association of Independent Television Stations attacked the idea of using A/B switches as a substitute for the adoption of new must-carry rules.

Two weeks ago, Fowler announced the commission would issue an order on its pending must-carry proceeding before the FCC breaks for its summer recess Aug. 7. At the same time, reports surfaced that he was leaning toward the switch idea (BROADCASTING, June 16). The device, when installed on a television set, allows cable subscribers to switch between cable and off-air reception. The idea that cable operators be required to provide customers with A/B switches instead of adopting the must-carry compromise agreed to by the leading cable and broadcasting trade associations has been promoted by some parties in comments filed with the FCC.

"Although the broadcasting and cable industries have reached a historic agreement on new, modified must-carry rules, some at the FCC are apparently ignoring this compromise and instead favor a 'solution' that would rely on A/B switches," INTV wrote. "A/B switches are a nonsolution to must carry," the association argued.

Among INTV arguments against using the switches:

- "The vast majority of cable subscribers do not have access to outside TV antennas." According to a study prepared by ELRA Group on behalf of the National Association of Broadcasters, "57% of cable subscribers never had an outside antenna, and half of those who once had them removed their antennas once cable was available."

- "Increasingly, zoning regulations and/or private building covenants prohibit outside antennas for environmental and esthetic reasons."

- "But for the presence of cable, off-air reception capability would still be available in many areas." Instead, cable has marketed its services as an alternative to rooftop devices.

- "Cable companies routinely 'volunteer' to remove antennas from a new subscriber's home."

- "In 1985, the chairman of NCTA told his organization's national convention that

soon '... outdoor antennas would be as extinct as do-do birds.' "

- A/B switches don't work with most cable-ready TV sets, "even though such sets now constitute two-thirds of all new sales and eventually will represent a majority of sets in use."

- "Unless expensive electronic A/B switches are used, the mechanical variety

are incompatible with the growing number of remote control devices now in use."

- "In some areas, geography makes off-air reception difficult, if not impossible. However, it is in just such areas that cable companies have complete monopolies: They are the only cable system in town and consumers' sets are virtually useless without that cable. Under such circumstances, A/B

More time. Pan American Satellite Corp. was granted another extension last week—its fourth—of its FCC deadline for showing it has the financial qualifications to establish the separate communications satellite system the commission has conditionally approved. PanAmSat, whose last deadline was June 16, now has until July 31 to make its showing.

PanAmSat, in seeking the extension, blamed its inability to obtain a financing package on the problems that have developed in coordinating the proposed system with Intelsat—and the reports of those problems that have appeared in the trade press. PanAmSat was referring to the differences between the U.S. and Intelsat as to the information Intelsat says is necessary to complete the process.

PanAmSat also blamed Intelsat directly, contending that the global organization "has used every possible means to delay and obfuscate" PanAmSat's coordination process, a charge Intelsat denied. "We're trying to proceed in an orderly manner," said Robert Leahy, an Intelsat spokesman. "We need the information so an intelligent decision can be issued. But it's not yet forthcoming. They always blame us, but that's ridiculous."

PanAmSat, whose request was contained in a letter by its counsel, Raul Rodriguez, noted that, as a result of the loss of the Arianespace rocket in May, PanAmSat has more time to conclude its financial arrangements. Rodriguez said PanAmSat had received "unofficial word" that Arianespace will not launch the PanAmSat satellite until "some time after Jan. 15, 1987." The original launch date had been in early October.

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Washington Watch

Feed protection. House Judiciary Committee has approved legislation (H.R. 3378) that would protect networks against use of their feeds for commercial and financial gain and prohibit dish owners from intercepting networks' news and sports backhauls. Provisions prohibiting interception of such broadcast feeds are part of major rewrite of "Wiretap Statute" of 1986 passed by Copyright Subcommittee last month (BROADCASTING, May 19).

NBC and LaRouche. NBC has gone into federal court in Alexandria, Va., to force disclosure of source of funds that supports political extremist Lyndon H. LaRouche Jr. In secluded style on Virginia estate where he lives. NBC won \$202,000 court judgment against LaRouche in countersuit to libel action he brought against NBC-TV in 1984. But LaRouche said he has no money and refused to pay. NBC has petitioned court for order compelling LaRouche to account for how bills are paid for upkeep of his estate, including armed guards that patrol it. NBC says 20 organizations linked to LaRouche can and should pay judgment even if he cannot.

Wilson protest. Senator Pete Wilson (R-Calif.) has objected to Canadian request that U.S. devote spectrum in 800-900 mhz band for mobile telephone service using satellites. Wilson said he believes spectrum, which Canadians intend to use for mobile satellite service, should be devoted to public safety use. FCC should remember Canada's continuing "theft and retransmission of U.S. television signals," Wilson said in news release. "While international comity and coordination in communications is an important factor to be considered by the FCC as a general proposition, in the present case Canada could be no less deserving of special consideration at this time."

McComb TV. In summary decision, FCC Administrative Law Judge Walter C. Miller has conditionally approved grant of new TV on channel 28 in McComb, Miss., to McComb Television Ltd., company resulting from merger of three competing applicants for frequency. Susan T. Dowdy has largest interest (33%) in McComb TV. She is wife of Representative Wayne Dowdy (D-Miss.), who has interests in several radio stations, including 33% of WAKK(AM)-WAKH(FM) McComb. Grant was conditioned on Louis Alford, Phillip Brady and Albert Mack Smith, each of whom has 14% interest in McComb TV, divesting their interests in WAPF(AM)-WCCA(FM) in same market.

No way. On remand from FCC, Deputy Chief Administrative Law Judge James Tierney has denied application of Christian Childrens Network Inc. for new TV on channel 38 in Corpus Christi, Tex., finding that it, sole remaining applicant for facility, had intentionally deceived commission and was financially unqualified. According to initial decision, Leonard Buntrock, president of Christian Childrens Network, is minister and president of religious organization, Glory Alleluia Inc.

Holly Springs TV. In summary decision, FCC Administrative Law Judge Richard Sippel has granted application of Terry Jan King for new TV on channel 40 in Holly Springs, Miss. King, sole remaining applicant after settlement agreement, is professional poker player who lives in Las Vegas. She has no other media interests.

Grundy TV. In summary decision, FCC Administrative Law Judge Walter C. Miller has granted application of Tookland Pentecostal Church for new TV on channel 68 in Grundy, Va. Sole competitor dismissed application. Tookland is Grundy church headed by Rev. Buford Smith.

switches are absolutely worthless and the stations not carried by cable systems in these areas are effectively blacked out."

■ "By allowing cable operators the ability to black out local stations that are most competitive with their cable services, on which cable operators sell local advertising, A/B switches will tend to perpetuate network domination of the television industry. Cable will have to carry the 'big three,' at the expense of new, pro-competitive independent stations."

RFE/RL guidelines run into House subcommittee buzzsaw

Mica and Smith take exception to parts of document designed to guide operations of Radio Free Europe/Radio Liberty

A guidelines-drafting committee, even one including a Pulitzer-prize winning author and a syndicated columnist in its membership, is almost certain to run into trouble with its product if it tries to please a number of disparate audiences. That was demonstrated last week when a House Foreign Affairs subcommittee held a hearing on the guidelines the Board for International Broadcasting is preparing for the radios it supervises—Radio Free Europe and Radio Liberty. The subcommittee on International Operations, in the hearing that lasted almost two hours, did not get beyond a few sentences in the first two pages of a 20-page document. And the chairman, Daniel A. Mica (D-Fla.), promised to pursue the matter; he would, he said, send the board 44 questions in writing.

The parent committee last year had included in an authorization bill a directive to BIB to clarify and strengthen the guidelines in force. It was part of an effort by Congress to guard against programing that had been widely criticized as anti-Semitic and anti-democratic. And Michael Novak, the syndicated columnist who serves as chairman of the drafting committee, said the new guidelines "are easier to use" and take into account the changes that have occurred in the countries served by the radios over the last 10 years. He had been aided in his labors by James Michener, the best-selling author who won a Pulitzer for "Tales of the South Pacific," in 1948, and Clare Burgener, a former Republican congressman from California.

And although the document had passed muster at the State Department and the National Security Council and among officials at RFE/RL, including veterans at the radios' headquarters in Munich, the subcommittee was not impressed. Mica, for instance, indicated the special sensitivity of one who has seen controversy flower from seemingly innocent seeds. He picked up on a phrase in the document referring to "the family" as "the most basic of all institutions." "Is that appropriate?" Mica asked. "I can't imagine

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an anthropologist questioning that," said Novak. But Mica saw the phrase as possibly leading to debate about abortion and birth control. "I don't even want to get near that," Mica said.

But the toughest critic confronting Chairman Malcolm S. Forbes Jr., Vice Chairman Ben J. Wattenberg, and, Novak, as well Eugene Pell, president of RFE/RL, was Representative Lawrence J. Smith (D-Fla.). Last year, he had made a hurried trip to Munich to investigate the charges of mismanagement and the reports of anti-Semitic and anti-democratic broadcasts as well as of an ideological shift to the right at the radios. He issued a report that led to a number of changes he said were designed to assure adherence "to the highest standards of honesty and fairness in broadcast journalism." All that, he said, was to the good. But the rewrite of the guidelines bothered him. "Was it necessary to totally rewrite these guidelines?" he asked.

He cited one sentence in the preamble, which runs slightly more than two pages, that talks of RFE/RL's "competition with state-controlled media whose methods are often unscrupulous." Then he cited another that says "certain states... promote false theories of moral equivalence as between free and unfree nations" and "employ ideologically distorted definitions of reality." It wasn't that he disagreed with the analysis, Smith said. But he said such language was unnecessarily "strident." "This is more of the Frank Shakespeare stuff that got us into trouble in the past," Smith said, referring to the former BIB chairman and one-time vice chairman of RKO General Inc. who is now U.S. ambassador to Portugal.

Novak objected to the description of the language as "strident." And Wattenberg, who had served with Shakespeare and James Buckley, Pell's predecessor as president of the radios, sought to defend their record. "I didn't want it to stand that this board favored excesses and stridency," he said. The other officials defended the radios' current operations. Forbes said: "We're dedicated to objectivity" and added that the guidelines' "10 commandments"—10 do's and don't's that follow the preamble and precede a 14-page section headed "The Interpretive Background"—are not ambiguous. (The first commandment says the radios' "credibility must be beyond reproach.") Pell said personnel changes have been made to assure "positive editorial control by Americans."

Indeed, many of the radios' editorial problems have been ascribed to the deep-seated anti-Communist feeling of the staffers. And Novak said concern for their feelings was a factor in including some of the language that disturbed Smith. He noted the language in question led into a discussion of the need to maintain high journalistic standards.

Forbes said the BIB hopes to complete work on the guidelines by the end of the year. "But there's no rush," he said. "We want to get input from [interested parties] to make sure the guidelines are right." And the subcommittee's interest in providing that "input" indicates that the end of the job is not in sight. Mica said he would like the BIB to work with the subcommittee staff to deal with the concerns expressed. □

Subcommittee funding action. The House Appropriations Subcommittee approved fiscal 1987 appropriations for the FCC, Federal Trade Commission, National Telecommunications and Information Administration, Board for International Broadcasting and U.S. Information Agency. The parent appropriations committee and the Senate have yet to act on funding legislation. Under the subcommittee's recommendations, the FCC would get \$96.3 million, the same as the agency's request. The FCC received \$90.3 million in FY '86 after Gramm-Rudman-Hollings budget cuts. The FTC would receive \$67.5 million although the agency asked for \$69 million. Its FY'86 appropriation after G-R-H was \$62.7 million. The subcommittee also recommended \$13 million for NTIA and \$23 million for its public telecommunications and facilities program. NTIA asked for \$13.9 million for itself and no funds for PTFP. In FY'86, NTIA received \$13.4 million and PTFP received \$24 million before G-R-H. The appropriation for BIB was listed at \$140 million; it asked for \$167.5 million. The agency received \$98 million in FY'86 after G-R-H but carried over \$24 million from the previous year. The subcommittee would appropriate \$850.5 million for USIA, including \$55 million for the Voice of America facilities modernization and \$11.5 million for Radio Marti. It asked for \$959.2 million for FY '87. USIA received \$837.2 million after G-R-H for FY '86.

June, 1986

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NABET negotiations

More than 3,200 engineering and other employees of Capcities/ABC are preparing to vote on a four-year package offering a 20%-plus wage increase, but also gaining the company inroads in videotape staffing requirements and the use of office videocassette recorders.

Negotiators for the National Association of Broadcast Employees and Technicians had originally urged members to reject the company's latest contract offer, but then took struck a neutral stance after a meeting with Capcities/ABC June 12 gained NABET several minor modifications in the package ("In Brief," June 16).

The vote on the package will be tallied by the union July 9, and union leaders last week were offering divergent opinions on whether members would vote to accept or reject the package, gained after 16 months of negotiation. Engineers represent the largest single block, but the union represents 14 separate bargaining units, including newswriters and producers in Los Angeles, Chicago, San Francisco, some of whom may well vote against the agreement.

If the agreement is not ratified by July 31, the company can withdraw or modify its proposal. Provisions for retroactive pay in-

creases going back to the March 1985 expiration date of the last contract could also be withdrawn by the company, but it is considered unlikely retroactivity would be eliminated because it is often a key enticement to membership to accept an offer.

The wage offer provides current employees with increases of 5.4% in the first year, 5.14% in the second, 4.9% in the third and 4.67% in the fourth. Several classifications of new employees, however, will be offered base salaries below current rates.

The company offer also proposes unlimited use of office videocassette record-playback decks by nonunion employees in program review, although with restrictions on their application for videotape editing and other tasks under NABET jurisdiction. Because of NABET concerns that the units might be used to bypass those jurisdictional restrictions, previous contracts limited recorder-playback use to certain company executives.

In videotape staffing, the company offer would eliminate minimum staffing requirements for all decks other than two-inch quad machines, with the union gaining higher wage classifications for videotape operators in return. Existing stipulations limit videotape staffing to three machines per person, although under the new con-

tract, work-load limits would still check significant increases in responsibility.

According to one union official, "Overall, it's a good package. The company made inroads; I wouldn't call these give-backs. Personally, I think this contract will be the best in the industry from the viewpoint of structure and work rules. . . . We didn't achieve the economics we wanted, but we didn't have extensive give-backs."

One issue also on the negotiating table, but left unresolved after talks ended earlier this month, were buyouts of company layoffs, with NABET officials saying that a company proposal was rejected because buyouts were not on a seniority basis.

Layoffs could be sizable later this fall, according to one union source, taking 100-200 jobs, the majority in New York, but also affecting groups in other markets. A company spokesman did not deny the possibility of such layoffs.

Other issues included in the contract, which would run to March 31, 1989, include an increase in travel accident insurance for helicopter flights from \$250,000 to \$350,000 and a clarification leaving certain process control computers uncovered by union jurisdiction, even if connected to NABET-controlled devices.

One item left undiscussed was jurisdiction over Ku-band portable satellite transmission trucks. Although the union argues the trucks are similar to microwave units in their engineering functions and would fall under its jurisdiction, it acknowledges there may be disputes in the future on certain aspects of the operations.

Biding time

Joint industry review of potential future-generation digital small-format videotape recording will have to wait at least until next fall, when the standards organization, Society of Motion Picture and Television Engineers, will again consider whether to form a study group on the topic.

The question was discussed at a June 13 meeting of SMPTE's committee of videotape recording and reproduction (VRRP), but, according to Chairman Bernard Dickens of CBS, participants were not ready to commit their resources to another small-format standardization effort. (Earlier attempts to standardize half-inch and quarter-inch video failed.)

"Because of the politics involved with manufacturing interests," Dickens noted, "the decision to support has to be made on a high level. Everybody had to go back to the head office. It will wait until the fall [early October] meeting to further gauge interest."

Although the committee will not be limited to the one possibility, 8 mm is considered a prime candidate for a digital small format, both because several manufacturers are already conducting experimental work on the format and because a standardized cassette design has already been established in the consumer market.

There is not yet any sense of urgency

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about getting the small-format standardization effort under way, Dickens noted, adding that, for instance, technology for an 8 mm format is still probably five years away from maturation. But he added: "If you wait too long, too many things get settled. If it is too early, there is not enough interest yet."

Homing in on interference

FCC has completed a study of the effect on viewers of commission plans to lower TV channel interference protection in eight of the top 10 markets. The work is part of a proposed increase in sharing of UHF TV spectrum with private land-mobile radio. The commission has extended comment deadlines on the proposal to July 11 (July 28 for replies) to allow for public review of the Mass Media Bureau study.

The document formulated the percent of audience affected by dividing the average number of noncable homes watching the subject station by the operation's average all-day audience. Among its findings: The majority of the stations studied would see an impact on only 4% or less of its audience, and only two would have higher percentages affected, WHMM(TV) Washington (4.53%) and WLVT-TV Allentown, Pa. (6.05%).

A spokesman for the National Association of Broadcasters, which was extensively involved in recent FCC-industry studies of potential interference from land-mobile sharing in the UHF band (BROADCASTING, May 12), criticized the report, arguing that it limited its consideration to co-channel interference alone, although other interference mechanisms may come into play. NAB's Michael Rau, of the department of science and technology, also said the study was limited by considering only noncable homes and using only existing viewership numbers for affected UHF's, rather than allowing for the effect of future growth.

The stations reviewed in the FCC study, by market in which the proposed sharing would occur, were: in New York, WBRE(TV) Wilkes Barre, Pa., and WMGC-TV Binghamton, N.Y.; in Los Angeles, KMPH(TV) Visalia, Calif., KMIR-TV and KESQ-TV, both Palm Springs, Calif.; in Chicago, WUHQ-TV Battle Creek, Mich.; in Philadelphia, WETA-TV and WHMM(TV), both Washington, and in Washington, WRLH-TV Richmond, Va., and WLVT-TV Allentown, Pa.

For five stations included in the study, no audience data existed, and the impact of sharing could not be calculated. The stations were: WCDC(TV) Adams, Mass., WLLA(TV) Kalamazoo, Mich., KCEO(TV) Oroville, Calif., channel 35 under construction in Philadelphia, and KMLT-TV Marshall, Tex.

Creative marketing

Ampex is marketing a new package of broadcast video graphics gear, dubbed Creative Graphics Center, and has hired two top industry designers to act as product specialists for the line.

The Redwood City, Calif.-based equipment manufacturer introduced the modular graphics package, which includes the ESS-3 composition graphics system, the AVA-3 video art system, the Picturmaker three-dimensional modeling and animation system, and Ampex videotape recorders, at the Broadcast Designers Association conference in Dallas, earlier this month.

Also announced at the conference were the appointments of Jerry Cappa, past president of Broadcast Designers Association and former art director, WABC-TV New York, and Jim Minton, broadcast design consultant, formerly at KCPO(TV) Tacoma, Wash., and Koplar Creative Center, St. Louis. The two will form the core of a new group of video graphics marketing specialists, act-

ing as liaisons between the company and customers and assisting in facility design and installation, as well as training.

Ampex also named a new product marketing manager for the company's video editing systems, Robert A. Slutsky. He was former director of marketing for Montage Picture Corp. and also corporate director of marketing for Compact Video.

For the Record

As compiled by BROADCASTING, June 12 through June 18, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- WQHU(TV) Key West, Fla. (ch. 22; 500 kw; aur. 50 kw; HAAT: 163.4 ft.; ant. height above ground: 163.4 ft.)—Seeks assignment of license from Rappaport Communications Inc. to Conch City Communications Inc. for \$13,698. Seller is principally owned by Richard Rappaport and family. It has no other broadcast interests. Buyer is owned by Ian N. (Sandy) Wheeler, who also has interest in KAYC(AM): KAYD(FM) Beaumont, Tex.; WQRF-TV Rockford, Ill.; WGBA-TV Green Bay, WLAX(TV) LaCrosse, both Wisconsin; WKWF(AM)-WAIL(FM) Key West, Fla.; WPTY(TV) Memphis, and WVTI(TV) Roanoke, Va. Filed June 13.

■ WHAS(AM)-WAMZ(FM) Louisville, Ky. (AM: 840 khz; 50 kw-U; FM: 97.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from WHAS Inc. to Clear Channel Communications for \$20,056,000. Seller is newspaper publisher, printer and station group principally owned by Barry Bingham and family. It sold WHAS-TV Louisville three weeks ago ("Changing Hands," June 9) and has sold all of its newspaper and printing properties. With this sale it will have no other broadcast interests. Buyer is San Antonio, Tex.-based, publicly owned group of six AM's and six FM's principally owned by L. Lowry Mays and B.J. McCombs. Filed June 12.

■ KLOZ(FM) El Paso (102.1 mhz; 57 kw; HAAT: 1,160 ft.)—Seeks assignment of license from KLOZ Associates to

HR BROADCASTING CORPORATION, INC.

has acquired Television Stations

WTTO Birmingham, AL and WCGV Milwaukee, WI*

from

CHAPMAN RADIO & TV INC. and B&F BROADCASTING

GAMMON & NINOWSKI, through Ronald J. Ninowski, served as Broker/Consultant to and will continue as Consultant for HR BROADCASTING CORPORATION, INC.



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*Subject to FCC Approval

Transcontinental Broadcasting Co. for \$1.25 million. Seller is principally owned by Robert Sherman. It has no other broadcast interests. Buyer is owned by George Jenne, David Walker and Leonard R. Nachman. Jenne is general manager of WJBO(AM)-WFME(FM) Baton Rouge, La., and has interest in WXCL(FM) Peoria and WKQA(FM) Pekin, both Illinois. Nachman is attorney and Walker is investor, both from Baton Rouge. Filed June 11.

■ KVOQ(FM) Lorenzo, Tex. (98.3 mhz; 2.65 kw; HAAT: 170 ft.)—Seeks assignment of license from KB Radio to KVOQ Communications Inc. for \$400,000. Seller is owned by Bryan A. King and James S. Bumpous, who have no other broadcast interests. Buyer is subsidiary of American General Media, Arroyo Grande, Calif.-based group of four AM's and four FM's owned by brothers Anthony, Lawrence and Rogers Brandon. Filed June 12.

New Stations

FM's

■ Phoenix—Arizona State University seeks 89.5 mhz; 130 w; HAAT: 472 m. Address: KAET 10th & Myrtle, Tempe, Ariz. 85287. Principal is state supported educational institution. Filed June 3.

■ North Palm Beach, Fla.—Outreach Communications Corp. seeks 88.5 mhz; 1 kw; HAAT: 45.5 m. Address: 555 N. U.S. Hwy 1, 33408. Principal is nonprofit corporation.

■ Goodland, Kan.—Grace Communications seeks 107.7 mhz; 100 kw; HAAT: 445 ft. Principal is owned by Allen D. Quenzer, Herbert P. Roszart, Elmer Purvis and Virgil Buller. Roszart has interest in new FM in Orchard, Neb.,

and is manager of KROA(FM) Grand Island, Neb. Filed June 3.

■ Salisbury, Md.—Salisbury Educational Broadcasting Foundation seeks 90.3 mhz; 378 w; HAAT: 180.4 ft. Address: P.O. Box 186, 21801. Principal is nonprofit institution headed by Dr. George A. Copeland. It has no other broadcast interests. Filed May 30.

■ West Carrollton, Ohio—Two Twenty-One A Broadcast Inc. seeks 92.1 mhz; 500 w; HAAT: 797 ft. Address: 2033 Randy Scott Dr., 45449. Principal is owned by Carla J.W. Coleman, who has no other broadcast interests. Filed June 6.

■ West Carrollton, Ohio—Ro Nita Bernice Hawes-Saunders seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 581 W. Spring Valley Rd., Centerville, Ohio 45459. Principal has no other broadcast interests. Filed June 6.

■ West Carrollton, Ohio—Whalen-Logan Broadcasting Ltd. seeks 92.1 mhz; 2.55 kw; HAAT: 354 ft. Address: 575 Acorn Dr., Dayton, Ohio 45419. Principal is owned by Joseph B. Whalen, John Logan and Martin LeBoeuf. It has no other broadcast interests. Filed June 6.

■ West Carrollton, Ohio—William M. Piner seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 321 Huron Ave., Dayton, Ohio 45417. Principal has no other broadcast interests. Filed June 4.

■ West Carrollton, Ohio—Vernon R. Baldwin seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 8686 Michael Lane, Fairfield, Ohio 45014. Principal owns WCNW(AM) Fairfield, Ohio. Filed June 5.

■ West Carrollton, Ohio—T.N. Communications seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 2408 West Ave., Kettering, Ohio 45419. Principal is owned by Thomas F. Nornhold, who has no other broadcast interests. Filed June 4.

■ West Carrollton, Ohio—HP&P Corp. seeks 92.1 mhz; 3

kw; HAAT: 328 ft. Address: 245 Orville St., #21, Fairborn, Ohio 45324. Principal is owned by Mack J. Pettigrew, Ricky Poole and Emerson Harewood. It has no other broadcast interests. Filed June 6.

■ West Carrollton, Ohio—Alex C. Rey seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 5411 Watercress Pl., Columbia, Md. 21045. Principal has no other broadcast interests. Filed June 6.

■ West Carrollton, Ohio—West Carrollton Broadcasting Co. seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 1405 Woodstock Dr., Dayton, Ohio 45419. Principal is owned by Ronald L. Kempff and Nancy E. Bunker. It has no other broadcast interests. Filed June 6.

■ West Carrollton, Ohio—2001 Communications Inc. seeks 92.1 mhz; 1.9 kw; HAAT: 123.8 ft. Address: Suite 202, 28 E. Rahn Road, Kettering, Ohio 45429. Principal is owned by Mary Virginia Bengel, her husband, James, and David S. Marshall. It has no other broadcast interests. Filed June 6.

In Contest

Review board made following decision:

■ Aurora, Ill. (Stevens Broadcasting Corp., et al) AM proceeding. Scheduled oral argument for July 18 on exceptions to initial decision of ALJ John M. Frysiak. Judge Frysiak conditionally granted app. of CID Broadcasting for new AM station on clear channel freq. 1200 khz at Chicago, denying competing apps. of Stevens to change freq. of WMRO Aurora and Suburbanaire Inc. to change freq. of WAWA Milwaukee to 1200 khz. Each party has 20 minutes for argument. Suburbanaire may reserve part of its time for rebuttal. By letter, June 10.

ALJ Joseph Chachkin made following decisions:

■ Eureka, Calif. (James and Sharon Deon Sepulveda, et al) TV proceeding. Granted motion by Pacific Television Inc., and dismissed its app. with prejudice. By order, June 13.

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted request by Silver State Telecasters and dismissed its app. with prejudice and by separate order, added financial and financial misrepresentation issues against Reno Eleven Broadcasting. By orders, June 9 and June 12.

ALJ Joseph P. Gonzalez made following decisions:

■ High Springs, Fla. (High Springs Television Inc. and Christian Channel/Ro-Mar Communications Inc.) TV proceeding. Granted motion for summary decision by Christian and resolved certain character qualification issues in its favor; granted request for approval of settlement agreement; dismissed High Springs' app. with prejudice; granted Christian's app. for new TV station at High Springs, and terminated proceeding. By MO&O, June 13.

■ Inverness, Fla. (Nancy Sharp, et al) TV proceeding. Granted motion by Meridith Corp. and dismissed West Florida Television's app. with prejudice. By MO&O, June 12.

ALJ Walter C. Miller made following decision:

■ Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. Granted motion by Johnson Broadcasting Co. to extent of dismissing app. of Inter American Broadcasting with prejudice. By MO&O, June 9.

ALJ Joseph Stimer made following decision:

■ Bakersfield, Calif. (Dorothy J. Owens, et al) TV proceeding. Granted motion by Liberty Broadcasting Corp. for summary decision and resolved air hazard issue in its favor. By MO&O, June 12.

ALJ James F. Tierney made following decision:

■ Batavia, N.Y. (Genesee Communications Inc. and The M&M Partnership) TV proceeding. Granted motion by M&M and resolved short spacing issue in its favor. By MO&O, June 11.

Facilities Changes

Applications

AM's

Tendered

■ KSSS (740 khz) Colorado Springs, Colo.—Seeks CP to

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increase day power to 2.4 kw; increase night power to 1.5 kw; change TL, and make changes in ant. sys. App. June 10.

■ WADK (1420 khz) Trenton, Ga.—Seeks CP to increase power to 2.5 kw. App. June 12.

■ KIPA (620 khz) Hilo, Hawaii—Seeks CP to operate experimental synchronous station at Kaluda, Hawaii, simultaneously with KIPA on same frequency, 620 khz, with 5 kw. By separate app., seeks CP to operate experimental synchronous station at Naalehue, Hawaii, simultaneously with KIPA facility on 620 khz with 5 kw. Apps. June 12.

■ KOFE (1490 khz) St. Maries, Idaho—Seeks CP to change freq. to 1240 khz and change night power to 500 w. App. June 10.

■ WCXN (1170 khz) Claremont, N.C.—Seeks CP to increase power to 10 kw. App. June 10.

■ KRKZ (1010 khz) Milwaukee, Ore.—Seeks mod. of CP to change ERP to 5 kw; change TL, and make changes in ant. sys. App. June 12.

■ WIEZ (1490 khz) Lewiston, Pa.—Seeks CP to change freq. to 670 khz and change power to 6 kw. App. June 10.

■ WARD (1550 khz) Pittsford, Pa.—Seeks CP to increase power to 10 kw. App. June 10.

Accepted

■ WMFC (1360 khz) Monroeville, Ala.—Seeks CP to change TL and make changes in ant. sys. App. June 16.

■ WCZE (820 khz) Chicago—Seeks CP to change TL. App. June 12.

■ WFCV (1090 khz) Fort Wayne, Ind.—Seeks CP to make changes in ant. sys. App. June 16.

■ WXXI (1370 khz) Rochester, N.Y.—Seeks mod. of lic. to operate transmitter by remote control. App. June 12.

■ WBAW (740 khz) Barnwell, S.C.—Seeks CP to change TL and make changes in ant. sys. App. June 16.

FM's

Accepted

■ KFNC (105.5 mhz) Stuttgart, Ark.—Seeks mod. of CP to change TL and change HAAT to 324.4 ft. App. June 13.

■ KRPO (104.9 mhz) Rohnert Park, Calif.—Seeks CP to change ERP to .42 kw and change HAAT to 915 ft. App. June 12.

■ KYA-FM (93.3 mhz) San Francisco—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. June 12.

■ KZFR (102.9 mhz) South Lake Tahoe, Calif.—Seeks mod. of CP to change TL; change ERP to .89 kw, and change HAAT to 2,822 ft. App. June 12.

■ KJUG (106.7 mhz) Tulare, Calif.—Seeks CP to change ERP to 1.2 kw. App. June 12.

■ KKMZ (98.9 mhz) Pueblo, Colo.—Seeks CP to change TL and change HAAT to 1,210 ft. App. June 13.

■ KCCY (97.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,161 ft. App. June 13.

■ KKQX (106.3 mhz) Widefield, Colo.—Seeks mod. of CP to change TL; change ERP to .071 kw, and change HAAT to 1,987.35 ft. App. June 13.

■ *WMNF (88.5 mhz) Tampa, Fla.—Seeks mod. of lic. to install new transmission sys. App. June 13.

■ KBUZ (106.5 mhz) Arkansas City, Kan.—Seeks CP to change TL and change HAAT to 1,968 ft. App. June 13.

■ WGRK-FM (103.1 mhz) Greensburg, Ky.—Seeks CP to change ERP to 2.2 kw. App. June 12.

■ WSEK (96.7 mhz) Somerset, Ky.—Seeks CP to change HAAT to 328 ft. App. June 12.

■ WCKW-FM (92.3 mhz) La Place, La.—Seeks mod. of CP to change TL. App. June 12.

■ WQST (92.5 mhz) Forest, Miss.—Seeks mod. of CP to change TL and change HAAT to 992 ft. App. June 13.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Seeks mod. of CP to 947.92 ft. App. June 12.

■ KEZK (102.5 mhz) St. Louis—Seeks mod. of CP to change TL and change HAAT to 1,026 ft. App. June 13.

■ KHFM (96.3 mhz) Albuquerque, N.M.—Seeks mod. of CP to change ERP to 18 kw. App. June 12.

■ KXXX (97.7 mhz) Lordsburg, N.M.—Seeks mod. of CP to change freq. to 97.9 mhz; change TL; change ERP to 94 kw, and change HAAT to 2,007.36 ft. App. June 12.

■ KKQV (103.3 mhz) Wichita Falls, Tex.—Seeks CP to

change TL and change HAAT to 992.275 ft. App. June 13.

■ KCGL (105.5 mhz) Centerville, Utah—Seeks CP to change ERP to .339 kw. App. June 12.

■ *KDNA (91.9 mhz) Yakima, Wash.—Seeks CP to change ERP to 17.1 kw. App. June 12.

■ WRLO-FM (105.3 mhz) Antigo, Wis.—Seeks mod. of CP to install DA. App. June 12.

TV's

Accepted

■ WRES (ch. 18) Cocoa, Fla.—Seeks MP to change ERP to vis. 28.3 kw, aur. 2.8 kw; change HAAT to 400.16 ft., and change TL. App. June 16.

■ WJCL (ch. 22) Savannah, Ga.—Seeks CP to change ERP to vis. 3,830 kw, aur. 383 kw. App. June 10.

■ KHFT (ch. 29) Hobbs, N.M.—Seeks MP to change ERP to vis. 8 kw, aur. .8 kw and change HAAT to 522 ft. App. June 16.

Actions

AM's

■ WMOO (660 khz) Mobile, Ala.—Granted app. to make changes in ant. sys. Action June 4.

■ WANM (1070 khz) Tallahassee, Fla.—Granted app. to make changes in ant. sys. Action June 10.

■ WZBR (1520 khz) Amory, Kan.—Granted app. to change freq. to 1170 khz and make changes in ant. sys. Action June 3.

■ WKYJ (770 khz) Nicholasville, Ky.—Granted app. to change TL. Action June 9.

■ WKLW (600 khz) Paintsville, Ky.—Granted app. to increase power to 5 kw. Action June 3.

■ WBSO (650 khz) Clinton, Mass.—Granted app. to change TL. Action June 4.

■ WTTF (850 khz) Walnut, Miss.—Granted app. to make changes in ant. sys. Action June 10.

■ WNYC (830 khz) New York—Granted app. to add night service with 10 kw; increase day power to 50 kw; install DA-2; change freq. to 820 khz; change TL, and make changes in ant. sys. Action May 21.

Summary of broadcasting as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	8	0	8
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.

■ WTFF (1600 khz) Tiffin, Ohio—Granted app. to operate transmitter by remote control. Action June 10.

■ WKAP (1320 khz) Allentown, Pa.—Granted app. to operate transmitter by remote control. Action June 10.

■ WBOZ (880 khz) Sabana Grande, P.R.—Granted app. to change TL. Action June 4.

■ KMUV (1140 khz) Conroe, Tex.—Granted app. to increase power to 5 kw. Action June 5.

■ KURV (710 khz) Edinburg, Tex.—Granted app. to increase night power to .91 kw. Action June 3.

■ WVMR (1370 khz) Frost, W.Va.—Granted app. to increase daytime power to 5 kw. Action June 10.

FM's

■ WQLT-FM (107.3 mhz) Florence, Ala.—Granted app. to change HAAT to 1,000 ft. Action June 9.

■ KUUK-FM (105.5 mhz) Wickenburg, Ariz.—Granted app. to change TL and change HAAT to minus 265.68 ft. Action June 6.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Dismissed app. to install aux. sys. Action June 2.

■ KKHR (93.1 mhz) Los Angeles—Dismissed app. to change ERP to 29.5 kw and change HAAT to 3,498 ft. Action June 2.

■ WWSA (107.3 mhz) St. Petersburg, Fla.—Granted app. to install aux. sys. Action June 5.

■ KETB (102.3 mhz) Couer D' Alene, Idaho—Dismissed app. to change TL; change ERP to 3 kw, and change HAAT to 288 ft. Action June 2.

■ *WIUM (91.3 mhz) Macomb, Ill.—Dismissed app. to change ERP to 28 kw; change HAAT to 470 ft., and make changes in ant. sys. Action June 2.

■ KXOF (106.3 mhz) Bloomfield, Iowa—Granted app. to change HAAT to 300 ft. Action June 6.

■ KOEL-FM (92.3 mhz) Oelwein, Iowa—Granted app. to change TL and change HAAT to 1,000 ft. Action June 9.

■ WAIN-FM (93.5 mhz) Columbia, Ky.—Granted app. to install new transmission sys. Action June 6.

■ WKJN (103.3 mhz) Hammond, La.—Granted app. to install aux. sys. Action June 6.

■ WMCM (93.5 mhz) Rockland, Me.—Granted app. to change TL; change ERP to .562 kw, and change HAAT to 612.5 ft. Action June 6.

■ WCAV (97.7 mhz) Brockton, Mass.—Granted app. to change TL; change HAAT to 3 kw, and move SL outside Brockton city limits. Action June 9.

■ WJZZ (105.9 mhz) Detroit—Dismissed app. to install aux. sys. Action June 2.

■ KNWS-FM (101.9 mhz) Waterloo, Iowa—Granted app. to install aux. sys. Action May 27.

■ *WITC (90.9 mhz) Cazenovia, N.Y.—Granted app. to change freq. to 88.9 mhz and change ERP to .129 kw. Action June 4.

■ WERZ (107.1 mhz) Exeter, N.H.—Granted app. to change ERP to 2.5 kw. Action June 11.

■ WKNE-FM (103.7 mhz) Keene, N.H.—Granted app. to change ERP to 24.5 kw and change HAAT to 688.8 ft. Action June 6.

■ WSOC-FM (103.7 mhz) Charlotte, N.C.—Granted app. to 1,059.44 ft. and make changes in ant. sys. Action June 6.

■ KFXI (92.1 mhz) Marlow, Okla.—Granted app. to change ERP to 1.7 kw and change HAAT to 428 ft. Action June 6.

■ WRJT (107.1 mhz) Monterey, Tenn.—Granted app. to change TL; change ERP to 1.25 kw, and change HAAT to 486 ft. Action June 10.

■ KTFA (92.1 mhz) Groves, Tex.—Granted app. to change ERP to 3 kw and change HAAT to 312 ft. Action June 6.

■ KLCY-FM (94.1 mhz) Salt Lake City—Granted app. to install aux. sys. Action June 3.

■ WKDE-FM (105.5 mhz) Alta Vista, Va.—Granted app. to change TL and change HAAT to 328 ft. Action June 6.

■ KHIT (106.9 mhz) Bremerton, Wash.—Granted app. to change TL and change HAAT to 819 ft. Action June 6.

■ WVHT (99.3 mhz) Elkins, W.Va.—Granted app. to change HAAT to 328 ft. Action June 6.

TV's

■ WINM (ch. 63) Angola, Ind.—Granted app. to change ERP to vis. 2,900 kw, aur. 290 kw. Action June 10.

■ WTUV (ch. 33) Utica, N.Y.—Granted app. to change ERP to vis. 42.5 kw, aur. 4.25 kw and change HAAT to 647.144 ft. Action June 9.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED SALES

Salesperson: WJON/WWJO radio stations wants stable, creative radio salesperson. Submit resume, including three years of sales track records, sample presentations, sales philosophy, impeccable personal recommendations to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302. EOE.

Promotion station expanding client base. CHR, FM, EOE-M/F. Stillwater, home of Oklahoma State University. One opening in the aggressive sales organization. Contact Larry Smalley, 405-372-6000. Resume to KVRO, Box 2228, 74076.

Market's #1 station is looking for sales professional to take over major list late 1986. Established list with commissions of \$30,000+. No beginners considered: CRMC preferred. Send resume and letter telling why you should have this opportunity in Virginia to Box E-49.

The whole world is getting rich sell jingles. Radio sales reps (it's a secret but production people have done it too) join in the fun. We'll show you how 1-800-446-7344.

HELP WANTED ANNOUNCERS

Classical station needs fulltime producer/announcer. Sunbelt market, near beaches. Salary commensurate with experience. Excellent benefits. Must have smooth delivery and production experience. Send tape, resume and salary history to: Joe Martin, WHIL-FM, P.O. Box 160326, Mobile, AL 36616. No phone calls. WHIL-FM is an EOE. This position will remain open until a qualified applicant is found.

Entertainer/morning personality, leading CHR, FM in one of the nation's great college communities. Stillwater, home of Oklahoma State University. EOE-M/F. Excellent production a must. Contact Larry Smalley, 405-372-6000. Resume to KVRO, Box 2228, 74076.

Morning announcer/news director. Great small market facility with good benefits. T&R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE.

Wanted: morning announcer, news, music. PBP helpful. 5kw, tape, picture & resume to P.O. Box 310 Desoto, MO 63020.

Full power, easy listening FM in Southeast is looking for experienced air talent. Growing company. Excellent benefits. Send resume to Box E-98. EOE.

HELP WANTED MANAGEMENT

Management staff: Two 10Kw AM inspirational stations Southeast on air soon. Husband & wife team strongly considered. Write Vernon H. Baker, Box 889, Blacksburg, VA 24060. EEO.

General manager for KBIA, University of Missouri-Columbia full service 100,000 watt NPR station, CPB qualified FM facility. Qualifications: A minimum of a Master's degree or equivalent combination of education and experience in broadcasting; teaching experience in higher education desirable. Ability to communicate well, both orally and in writing; to supervise and work with a full time professional staff, volunteers and students. A broad range of experience is needed in areas of administration/management, programming, promotion and fund raising, and production. Anticipated starting date is Sept. 1, 1986. Salary: Commensurate with experience, excellent benefits. The University of Missouri is an equal opportunity employer. Submit letter of application or nomination and resume by July 1, 1986 to: Vice Chancellor Roger Gafke, Search Committee Chair, University of Missouri-Columbia, 111 Jesse Hall, Columbia, Missouri 65211.

West Coast, Eastern and Southern regional sales managers wanted. Broadcasting's oldest, internationally known, 32-year old radio/TV/cable sales promotion company, Community Club Awards (CCA), looking for west coast, eastern, southern regional managers to call on station presidents, managers and GSMS in five state area. Media sales experience required. Full time, Monday/Friday, planned travel. Expense advance against substantial commission. Send resume, including references, recent picture. Complete confidentiality assured. Include prior earnings. Personal interview arranged. Immediate openings. John C. Gilmore, President, CCA, Inc., P.O. Box 151, Westport, CT 06881, 203-226-3377.

General manager: Fast growing Florida station needs an aggressive, experienced, sales oriented general manager. MOR-Nostalgia experience a plus. Send resume and salary history to Box E-64.

General manager: Southwest group owner needs station manager with strong administrative and sales skills for top 100 market. Growing company with excellent potential. Broadcast management or sales management experience a must along with ability to make your plan work. Send detailed resume, salary history to Box E-82.

General sales manager. Rapidly growing Northeast major market AM/FM seeks experienced aggressive motivator to manage goal oriented sales team. Group broadcaster offers salary plus commission, override and benefits. EOE. Send resume today, Box E-81.

Want to be a GM? We'll train and promote you in our aggressive, growing group. Start as sales manager. Learn to be a great GM. Ideal candidate is currently a successful account executive or sales manager. Send resume to Jim Glassman, VP, Community Service Broadcasting, 108 North Tenth, Mt Vernon, IL 62864. EOE, M/F.

General sales manager. Exceptional opportunity for experienced man or woman who knows radio sales, can deal with agencies, and can lead a young, aggressive six member sales department. Applicants must have successful management experience, be a motivator and be available by July. The right applicant will receive an excellent salary, commissions, bonuses and other fringes. Send resume and references immediately to Box E-112.

FM station manager: Responsible for day-to-day supervision of top-rated CPB qualified public radio station in North Central Florida. Works with GM developing policies and budgets. University licensee with heavy use of communication students in production and news. Requires: Bachelor's degree, Master's preferred. Minimum 4 years' public broadcast management. Demonstrated expertise in personnel supervision, development and budgeting. Salary: minimum \$28,000. Send resume and 3 reference letters to: FM Manager, Search Committee, WUFT-FM, 2000 Weimer Hall, University of Florida, Gainesville, FL 32611 by July 17, 1986. AN EOE/AA employer.

HELP WANTED TECHNICAL

FM chief engineer: Looking for professional challenge plus ministry? Two major market FM's want your talent and dedication. Salary and benefits full competitive. RF and audio experience required. Resume to: WRBS-FM, 3600 Georgetown Rd., Baltimore, MD 21227. 301-247-4100.

WASH-FM has an opening for a chief engineer. A minimum of 5 years experience is required. Send resume to Betty Solero, WASH-FM, 5151 Wisconsin, Ave., NW, Washington, DC 20016. WASH is an EOE.

Metropex Communications seeks engineers with EE degree or minimum 5 years related experience for East Coast markets. Contact Doug Holland, Uplink Engineering, 1635 South 21st Ave., Hollywood, FL 33020. 305-920-6438.

HELP WANTED NEWS

Wanted for quality AM/FM: Hard-working newsperson who can gather, write, and broadcast local news. Excellent EOE opportunity. Claire, P.O. Box 2770, Sierra Vista, AZ 85636.

The challenge: 50,000 watt AM stereo needs a fulltime news reporter. A "real digger" to re-vitalize our newscasts. Work in the "Last Frontier". T&R, writing samples to Station Mgr., P.O. Box 950, Fairbanks, AK 99707.

Newsman for number one AC news and information station. Experienced. Tape and resume to Ed Huot, WTRC, Elkhart, IN 46515. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Continuity director: WJON/WWJO radio station wants experience, creative, organized copy chief. Must have top people skills, deal creatively with clients, work under pressure, produce spec spots that sell. Stability a must. Excellent salary and recommendations to Janck Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302. EOE.

Production/Announcing. WJCT-FM, a community-affiliated public station serving north Florida/south Georgia, has immediate opening for producer/talent with strong classical music programming skills. Must have pleasing voice and personality, proficiency in classical music pronunciation, knowledge of composers and artists. Salary negotiable. Demo tape should include several minutes demonstrating pronunciation skills, and two minutes ad lib on any subject. Send tape/resume to Norman Vincent, Director/Radio Operations, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. EOE-M/F.

SITUATIONS WANTED MANAGEMENT

Fifteen years in radio, including station manager, sales manager and programming. Looking for entry level general manager. Box E-40.

Hands on aggressive major market general manager, employed, seeks top 30 market opportunity. Can prove success and stability with documentation on strong sales and ratings for turnaround situations in varied formats. People-oriented. Highly visible. Your reply held in strictest confidence. Box E-33.

Fifteen year background including station management, sales, programming, automation systems, computers, promotions, people and management skills. Could my complete background fit your stable organization's needs for a GM, Station Mgr, OM or another? Michael, 308-384-6453.

GM or GSM. Aggressive, creative, professional, sales-oriented. talented. 27 years experience, radio, TV, agency. Employed. Any size market. Box E-88.

General Manager/GSM: Strong local, regional and national sales background. Excellent management and motivation skills. An experienced broadcasting professional looking for the right situation. References will affirm abilities and character. Calif. only. 728 E. Cole, Fresno, CA 93710. 209-435-9455.

Major Group GM with three successful turnaround experiences ready for another. Currently employed. Will relocate. Can invest. Box E-115.

Broadcast professional of 22 years. General Manager with strong programming and sales background wants medium to large market opportunity. I've worked in the smallest to top 20 market sizes. It's time to settle in with potential equity position. Box E-105.

Qualified broadcaster looking for equity position in small or medium market radio station. I've got the knowledge if you've got the station. Box E-106.

Employed general/sales manager. Carry heavy local/agency list. Good family, health, attitude, habits, personality. Box E-104.

Veteran broadcaster seeks first GM opportunity. Heavy news background and management experience-limited sales. Lots of common sense. 319-557-9628.

Sales manager: Aggressive pro seeks first class opportunity to train, motivate and lead your sales team to profit. Box E-127.

Billing grew from \$6000 to \$36,000/mo in six months. Costs reduced 17%. 10 station vacation market of 104,000 people. Station sold for 1.2 million. Need the magic? Nancy, 616-621-3781.

Satellite programming is part of the answer. Making it sing while creating strong local identity takes something special. We've proved ourselves. We'll help you. Box E-125.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40 MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

Good female DJ experienced in all facets of small market. Hard-working and dedicated, wishes to relocate to medium market. AJ, 212-923-2061.

Miss the Midwest...Eight years experience. PD, PBP (including hockey), morning drive, news, remotes and all formats. Small to medium markets. Available immediately. Call Bruce, 907-479-4762 anytime.

Experienced announcer, copy writer and production man seeks Country, MOR or Oldies format. Would consider operations manager or program director position. Small to medium market. Box E-107.

Seven year pro, ready to go! Loyal, dedicated, with mucho talent and potential. Rick, 305—672-4890.

SITUATIONS WANTED TECHNICAL

I could be a valuable man to your station. I am experienced as chief engineer and as announcer. Call Lynn at 812—336-8306.

SITUATIONS WANTED NEWS

Experienced writer, poised interviewer. Young, responsible liberal arts graduate. Produced and hosted college talkshow. Impressive internships. Will relocate. Meredith, 312—295-1250.

Female sound, seeking news or jock position in medium market. 4 years experience. Kate, 203—877-4676.

Experienced sportscaster, with solid news background, seeks PBP and/or news position anywhere. Currently employed. Box E-60.

Hard-working, experienced young sportscaster has skills, needs opportunity. Can also do news. Go anywhere. Available today. Experience includes WBT, WCHL. John, 704—545-3433.

Hard-working radio pro seeks a challenge. Equally versatile to cover politics, general assignments or sports. Salary negotiable. Will relocate. Box E-109.

Sports director, with PBP. Minor league baseball, junior college basketball, network experience. Wants move up. Dave, 618—627-2844.

Sports pro: 10 years experience, major college, PBP, radio-TV. Looking for break, medium or major market. Mike 703—434-2896.

Play-by-play is my forte! Experienced sportscaster looking for college PBP opportunity and/or sports reporting spot. Great on-air delivery, impressive writing experience and ability. Respond to 437-F North Gould Rd., Columbus, OH 43209.

Attorney, anchor, reporter with network and all-news experience, seeks position with network or major market station with serious news commitment. Box E-78.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Operations manager: with outstanding track record, great people skills, strong community involvement, air, news & public affairs. Box E-116.

TELEVISION

HELP WANTED MANAGEMENT

Assistant promotion manager. Network affiliate in 15th market looking for energetic, innovative, quality-conscious individual to join creative promotion team. 2 years' experience in television promotion required. Strong writing skills, editing and producing skills a must. Should be familiar with print, radio and outdoor advertising. Ideal opportunity for promotion writer/producer to learn management skills. If promotion is your life, send tape and writing samples to Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

New director. Applicants must have prior news director or other newsroom management experience. Creative, people skills a must, along with staffing, budgeting and organizational abilities. Fast growing, dynamic market in Southeast. Group owned, NBC affiliate. Send resumes to: Lee Brantley, GM, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804.

Local sales manager: KRIV-TV, Fox Television, Houston, has an opening for a local sales manager. Prior television sales management required. Vendor and co-op experience preferred. Send resume to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77027, Attn. G. Brammer, VP/GSM. EOE.

KITN-TV, Minneapolis, Minnesota, a two year old UHF independent needs a heavyweight to take over and handle major account list. Must be a creative genius with strong agency as well as direct experience and have a minimum of 3 years' experience in TV sales. Knowledge of Product Target Aid and all marketing tools helpful. Send resume to: General Sales Manager, KITN-TV, 7325 Aspen Lake North, Minneapolis, MN 55428. EOE.

Production manager for NJ Public Television Network. Mature and responsible person possessing thorough knowledge of TV and film production to assist in planning studio and remote productions. Five years' experience producing and/or directing. Send resume/salary requirements to Personnel Office, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE, M/F.

HELP WANTED SALES

Independent station, 77th market looking for general sales manager. Emphasis on local sales. Excellent opportunity for local or national sales manager to move up to general manager. WDKY-TV, Box 12650, Lexington, KY 40583.

Northeast: Television sales person wanted for growing production company. Must know stations as well as Madison Avenue. Sales experience a must. Call Mrs. Tepperman 914—428-3425.

KITN-TV, Minneapolis, Minnesota, a two year old UHF independent needs a heavyweight to take over and handle major account list. Must be a creative genius with strong agency as well as direct experience and have a minimum of 3 years' experience in TV sales. Knowledge of Product Target Aid and all marketing tools helpful. Send resume to: General Sales Manager, KITN-TV, 7325 Aspen Lake North, Minneapolis, MN 55428. EOE.

Development director. Plans and directs fundraising activities in support of a Northeast public television station. Supervises marketing personnel and volunteers in solicitation of station underwriting, billing, accounting, and publication of monthly newsletter/program guide and researches grant proposals. Equivalent to 4 years' development experience, public radio or TV preferred. 4-yr college degree desirable. Send resume/salary requirements to: Box E-111. EOE, M/F.

HELP WANTED ANNOUNCERS

Staff announcer: Forward-thinking, aggressive company seeks a television staff announcer with a great voice! A voice that communicates more than just words...a voice that communicates feeling. It's a great opportunity for a strong male radio voice to break into television. Send demo tape and resume: NTV Network, P.O. Box 220, Kearney, NE 68848.

HELP WANTED TECHNICAL

TV broadcast maintenance engineer: Northwest CBS affiliate seeks individual responsible for maintenance of a broad range of TV broadcast equipment. Requires excellent knowledge of electronic circuitry. Two years of general broadcast maintenance experience. Transmitter experience preferred. Send resume to Personnel Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE, M/F.

Maintenance engineer San Jose UHF TV needs engineer familiar with 2, 1 and 3/4 inch tape machines and other studio equipment. UHF transmitter helpful. Reply to: Chief Engineer, 2349 Bering Dr., San Jose, CA 95131.

Maintenance engineer, KDAF-TV/Dallas has opening for a maintenance engineer. 3-5 years' experience in all phases of broadcast television maintenance. FCC General Class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment and peripheral broadcast television equipment. Send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

Assistant chief engineer, KDAF-TV/Dallas has an opening for an assistant chief engineer. Candidate must be able to trouble-shoot, on a component level, both analog and digital equipment. Maintenance experience on television studio and transmitter equipment is necessary. Present employment as maintenance supervisor or chief engineer at a commercial television station with EE degree or equivalent work experience required. Please send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

Chief engineer needed by small market NBC affiliate. Strong "hands-on" technical ability is essential. Good administrative and training skills are required. Excellent opportunity for aggressive, upwardly mobile individual. EOE. Box E-87.

KMPH-TV, America's number one independent television station, has immediate opening for a fulltime television maintenance engineer. Applicants must be experienced in the component level repair of Quad, 1 inch and 3/4 inch VTRs, film and studio cameras, switching systems and digital control and editing equipment. Experience with component video and RF systems is desirable. A current FCC General Class license or SBE certification is required. Send resumes to Personnel Department, KMPH-TV, 5111 E. McKinley, Fresno, CA 93727. No phone calls, please. An EOE, M/F/H employer.

Maintenance engineer: Immediate opening for individual with 2-3 years' experience in 1/2", 3/4", and 1" formats. ENG cameras, and UHF transmitters. Salary \$13K-\$15K. Send resume to John Wilcox, 1900 8th Ave. NW, Austin, MN 55912. EOE/AA.

Chief engineer: Responsible for all matters of engineering, and the administrative and technical level duties necessary for the maintenance and operation of television electronic broadcast equipment. Develops department operating and capital budgets, and plans facilities to meet the needs set forth by station's administrative staff. Designs specifications for and supervises installation of new facilities. Performs emergency equipment and transmitter maintenance. Completes necessary forms and applications required by FCC for broadcast development and on-going technical operations of station. Maintains responsibility for all aspects of technical construction and operation of television broadcasting and distribution systems. Requires: extensive supervisory and broadcast engineering experience. College degree in electrical engineering or related field of study or equivalent training and five years' experience. First Class or General Class FCC operators license. Appropriate work experience may be substituted for the degree on an equivalent basis, except that three years' experience on the engineering staff of a television broadcast station in a supervisory capacity is essential. Familiarity with RCA model TT25HF transmitter helpful. Salary range: \$28,000-\$35,000 depending on experience. Resumes to: Lillian Lazovick, KCOS-TV, Channel 13, P.O. Box 650, El Paso, TX 79968. Resumes accepted through July 7, 1986. Equal opportunity employer.

Broadcast maintenance engineer. 3-5 years' experience, operation and repair on state-of-the-art broadcast equipment. Send resume to Ed Murphy, VP-Engineering, WXLV-TV, 505 S. Congress Ave., Boynton Beach, FL 33435. 305—732-7850.

TV broadcast transmitter engineer: Must have extensive experience with broadcast transmitters and hold valid FCC operators license. RCA "F" line experience a plus. Must have ability to troubleshoot and maintain terminal gear, STL, ENG/EFP microwave, digital systems and earth station hardware. Experienced only, please. EOE. Contact William Seaman, Manager of Engineering, WTVN-TV, 1261 Dublin Road, Columbus, OH 43216. 614—481-6663.

HELP WANTED NEWS

News director wanted. Western medium market VHF affiliate. Very competitive. Applicants must have previous news director experience. Great facility, great staff, fantastic place to live. All responses confidential. Box E-57.

New director. Experienced, research and production oriented. Medium size market in Midwest. Need management and leadership qualities. A people person who wants to lead a team. An EOE. Box E-74.

Wanted: A weekend sports anchor-weekday reporter. Also a weekend weathercaster/weekday reporter. EOE. Box E-70.

Quality oriented ENG photographer wanted to join award winning news team on way to number one. A minimum of two years' experience shooting and editing news required. Valid driver's license with good driving record necessary. Applicants with these skills and a winning attitude please send tape and resume to Ms. Jo Shilling, KOMO-TV, 100 Fourth Ave. North, Seattle, WA 98109. EOE.

The first station in stereo, with the tallest tower in north Mississippi is looking for a news director. Must be creative with an emphasis on quality feature stories. Send resume to Frank Imes, WCBI-TV, Columbus, MS 39701 P.O. 271.

Anchor/producer. Small market, network affiliate is looking for anchor for nightly newscasts. Strong reporting/producing skills required, some anchoring experience necessary. Competitive news market, must have strong air presence, communication skills. Excellent pay and benefits. Send resume to Box E-84. EOE.

Sunbelt CBS affiliate looking for energetic, and experienced sports anchor/sports director, with an emphasis on local sports. Sports team of two is responsible for 3 sportscasts per day. Send resume, tape and letter with your ideas on sports. No calls. WCBI-TV, P.O. Box 271, Columbus, MS 39703.

Medium market network affiliate in the Southeast is looking for a news director with management/supervisory experience. We're looking for someone to revitalize a team spirit among a pool of talented people. This individual must be organized, dependable, cost conscious and committed to delivering a product that viewers appreciate. Box E-86.

Co-anchor. Western mid-sized network affiliate. Main anchor position to complement our male anchor. Excellent, experienced communicator, good journalist. Resume, salary. Box E-119.

TV news anchor/reporter. Public television station in 43rd market serving Pennsylvania's capital, is seeking a news anchor for weekly Pennsylvania statewide public affairs program. Proven ability to aggressively interview prominent officials in a live studio NIGHTLINE-type format required. Must also be able to produce news packages. Send resume and tape to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EEO.

TV news producer/reporter. Public television station in 43rd market seeking proven news producer to produce weekly Pennsylvania statewide public affairs program. Experience in dealing with political issues and prominent state officials a must. Send resume and tape to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EEO.

Anchor/reporter-WFSB, a Post-Newsweek station, is seeking an experienced on-camera reporter with a track record in studio anchoring and live remote broadcasting. Applicant should have minimum 2 years' experience as a TV reporter. He/she should demonstrate skills as an effective communicator, polished news writer and superior journalist. College degree is preferred. Tapes and resume to: Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Reporter. Northeast medium market aggressor seeks veteran digger for vacancy on staff. Minimum of 5 years' solid general assignment work a must. Crime, court beat experience a plus. Successful candidate will have extensive, thorough working knowledge of central New York State. No beginners. Tape and resume to: Personnel, Box 699, E. Syracuse, NY 13057. No calls. EOE.

News director: Do you have the "right stuff" to see our challenge as your opportunity? Candidate must have minimum of 4-5 years' experience as news director. "Underdog" background preferred (UHF versus dominant "V", for example) with track in leading lean staff to quality operation and superior product. This lean figure, quarterback, cheerleader, and teacher will have the commitment to work 14-18 hour days to win an inch at a time. Top 50 CBS affiliate in Sunbelt. Resumes to Box E-100.

"Looking for a few good men." Sunbelt affiliate building winning team from ground up. Opportunity for high energy, entry-level reporters and cameramen. Opportunity for news anchor/reporter, weather anchor, news producer/assignment editor. Team chemistry is critical. Top 50 market. Resumes to Box E-101.

Assignment editor. Beautiful Northwest medium market. Experienced, aggressive, strong people manager. Resume with salary needs to Box E-118. EOE.

Weekend weather anchor/weekday general assignment reporter. Top 20 market station seeks someone who still likes to hit the streets to gather news but has that special love for weather. Box E-122.

Co-anchor/reporter. Top 30 Midwest network affiliate has opening for co-anchor/reporting for prime time evening newscasts. Must have 3-5 years' anchor experience, excellent on-air skills, Strong writing and reporting abilities. An equal opportunity/affirmative action employer. Resume to Box E-124.

Producer. Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need B.A. degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M-F.

Sports director. Medium market with excellent quality of life and sports. Strong, experienced communicator. Strong reporting and live shoot ability. Shooting/editing helpful. Resume with salary required to Box E-120. EOE.

Anchor-reporter. Western medium market, great lifestyle. Strong anchor skills to work with female co-anchor. Good reporter. Send salary and resume to Box E-121. EOE. No beginners.

Reporter-producer. New Hampshire Public Television, a growing three-station network with 395,000 viewing households in portions of four states, seeks experienced news reporter/producer. Great opportunity for journalist who wants to do more than the 1:30 story. Responsible for 1-2 news stories for weekly, in-depth, half-hour TV news magazine and other specials. Keen news judgement and strong journalism skills a must. Knowledge of New Hampshire news contacts preferred. Minimum qualifications: Degree, preferably in journalism, two years' experience in radio, television, or print. Salary range: \$17,280-26,850 commensurate with experience. NHPTV is located on the seacoast, 60 miles north of Boston and anticipates completion of its new Broadcast Center in May, 1987. Send resume and sample tape by July 11 to: Cynthia Fenneman, New Hampshire Public Television, Box 1100, Durham, NH 03824. An EEO/AA employer.

Executive producer. We're the number one station in the market, and intend to stay there. If you are creative, energetic and a top-notch producer, then we should talk. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M-F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager: Top 100 CBS affiliate seeks take charge type to manage a progressive commercial production unit. Organizational skills a top priority. Send resume and salary requirements to Box D-78. EOE/M-F.

Promotion writer/producer. Top 40 NBC affiliate promotion department looking for energetic, innovative entertainment/special projects producer. Excellent chance for highly motivated, creative individual to work in seven person department. Not an entry level position. Must have 3-4 years experience with very strong writing, pre-production and post-production television skills. Should also have radio and print experience. Responsibilities include: local, syndicated and sports programing promotion, contests, co-sponsorships, sales interface, special projects, and one production assistant. Send resume, writing samples, great demo reel and salary requirements to: Personnel Dept., KUTV, P.O. Box 30901, SLC, UT 84130.

TV traffic manager: Northwest CBS affiliate seeks individual with computerized TV traffic experience. Must be well-organized, detail oriented and work well under pressure. Send resume to Personnel Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE, M/F.

Television producer/director in Northeast with experience needed for fast paced newscasts and variety of studio and remote productions including commercials. Candidate should be an energetic, creative person with people skills. Ability to switch also necessary. EOE. Box E-65.

Production director: for tri-state Christian television station. Must possess strong people skills and be accomplished in all phases of TV production including producing, writing, voice work, lighting, directing, ect. Must train, motivate and lead others to achieve flare and excellence in local production. A hands-on creative leadership position. No desk job. Submit resume and demo to WTLW-TV, 1844 Baty Rd., Lima, OH 45807. Attn: Roger Rhodes. No phone calls.

Promotion/fundraising director to plan, develop and execute marketing, station promotion and station underwriting solicitation activities for tri-state Christian television station. Develop and produce station's on-air and off-air fundraising activities. Equivalent to two years' development experience. Four years college degree and television experience desirable. Submit resume to Ron Mighell, WTLW-TV, 1844 Baty Rd., Lima, OH 45807.

Special projects producer who will be responsible for producing a broad range of program material to include local commercials, promos, break material, features, local TV series and specials. Four year degree and three years' producing experience preferred but will consider demonstrated abilities. If feel led to serve at a tri-state Christian TV station, send resume and demo tape to Roger Rhodes, Program Director, WTLW-TV, 1844 Baty Rd., Lima, OH 45807. No phone calls.

Research analyst: King World. Entry level position. Candidate must have excellent written and oral communication skills, some knowledge of Nielsen/Arbitron ratings and strong desire to work in TV syndication. Send resume to Research Dept., 1700 Broadway, 35th Fl., New York, NY 10019.

Production manager for leading station in market. If you have 3 to 5 years' experience as an enterprising production manager or producer/director, good interpersonal communication skills, solid references, and would like to join a strong management team with opportunities for advancement in the American Family Broadcast Group, please send a letter and resume immediately to: David Ward, VP-Operations, KWWL, Channel 7, 500 East Fourth, Waterloo, IA 50703. EOE.

Art director, KDAF-TV/Dallas has opening for an art director. 3-5 years' experience in television broadcast. Responsibilities include design and execution of print advertising, sales promotion materials, supervision of computer graphics production and provide needed graphic materials for the production of client television commercials. Ability to work under pressure and meet deadlines. Send resume to: Craig Miller, Promotion Director, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

Tired of red ink? Need a quick turn-around? If you've got the guts, I've got the gameplan for building viewers and profits. Box E-126.

Production manager. West Coast production facility and UHF independent. Progressive and expanding organization with four studios and daily live programming. Must have strong leadership and organizational skills. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to Box E-79.

Central Florida's leading news station needs an experienced show producer with strong writing skills and demonstrable creativity. Send resume and a sample of two recent broadcasts on a non-returnable tape to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. Strong writing skills and a creative flair are what we're looking for. No phone calls, and absolutely no beginners, please. WFTV is an equal opportunity employer.

Production manager wanted for a major television documentary series. At least 10 years of production managing experience, through understanding of all stages of production, budgeting and scheduling. Position available immediately. Call 212-980-5333, contact Akemi.

Production manager needed for independent television station KPTM 42. We are looking for a highly qualified person with extensive TV production background. Strengths are needed in studio production, field production, computer editing and client contact. Technical and people skills are a must for this hands-on position. Resumes to Personnel Director, KPTM-TV 42, 4625 Farnam St., Omaha, NE 68132. Resume tape will be requested of candidates selected for interviews. EOE, M/F.

Photographer: Major market network affiliate needs experienced news shooter with superior ability and good track record. Send resume to Box E-129. Equal opportunity employer.

Producer/director for Midwest public television, Top 15 market full color. Needs creative, mature P/D, with remote and studio experience. ITV interest and background important. Five to seven years' experience. Full details first letter. Box E-128.

Prodcer-WTOL-TV, Toledo's number one news station, needs a producer for a major newscast. Successful applicant must have one year's experience at a commercial television station. Please send resume, references, tape, and salary requirements to Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE, M/F.

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Rky. Mtn.	Med	AM/FM	\$1100K	\$175K	David LaFrance	(303) 234-0405
Rky. Mtn.	Met	AM/FM	\$1000K	33%	Peter Stromquist	(818) 366-2554
MW	Sm	AM/FM	\$750K	Terms	Bill Lytle	(816) 941-3733
Rky. Mtn.	Sm	AM	\$425K	\$75K	Greg Merrill	(801) 753-8090
NC	Sm	FM	\$350K	\$117K	Mitt Younits	(202) 822-8913
IA	Sm	AM	\$350K	\$75K	Bill Lochman	(816) 941-3733
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For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338, 404-998-1100.



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Minimum of 3-5 years experience with broadcast video and audio systems preferred. Working knowledge of UHF/SHF transmitting systems required. FCC first class license required. Must have thorough knowledge of RF video test procedures and be able to troubleshoot equipment to a component level. Microwave systems experience helpful.

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EOE/AA

PROGRAM MANAGER

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Experienced programmer with strong sales and promotion background. Thorough movie knowledge required. Ability to supervise the production of live local shows a plus. Send resumes to Personnel Department KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

An equal opportunity employer M/F



EARLY DEADLINE NOTICE

Due to holiday, Friday, July 4, 1986, the deadline for classified advertising for the July 7 issue, will be noon, EDT, Friday, June 27, 1986.

ASSISTANT MANAGER

Satellite Affiliate Stations Advisory Department of Broadcast Services

is technical liaison with affiliate stations helping to resolve and analyse problems to the stations earth station controller hardware and software. Coordinates resolution of problems between vendors and stations, and is familiar with all pertinent contracts. Administers maintenance of encryption devices and is responsible for maintaining necessary stock of replacement equipment for stations. Knowledge of broadcast satellites and related hardware and software is a must. Please send resume to:

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired. Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display) Per issue: Help Wanted: \$1.00 per word. \$18 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.

Help Wanted Sales

DIRECTOR OF MARKETING FOR TV BROADCAST ANTENNAS

Growth position for person with proven record. Write in confidence to President, Bogner Broadcast Equipment Corp., 401 Railroad Ave., Westbury, New York 11590.

Help Wanted News

ENG PHOTOGRAPHERS

If you have a minimum of three (3) years experience as a television news photo-journalist with proficiency in coordinating live news events, then we may have the opportunity you desire.

A bachelor's degree in radio and television or related field is preferable. Editing experience is also a definite plus.

Our station is located in a top "20" market in the Midwest. We are an equal opportunity employer and encourage minorities and females to apply. If you feel you have the background we require, then please send your letter or resume to: Box E-69.

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Fates & Fortunes

Media



Barrett

David Barrett, VP and general manager, WBAI (AM)-WYYY (FM), Baltimore, assumes additional duties in newly created position of general manager, radio, for parent, Hearst Broadcasting. Hearst's radio division comprises four AM's and three FM's.

Robert R.L. Caron, general manager of

WBLM (FM) Lewiston, Me., named to newly created position of executive VP of parent, Fuller-Jeffrey Broadcasting Companies, overseeing operations of its stations in Maine, New Hampshire, Iowa and California.

Glenn Cornelieess, VP, New York regional manager, Weiss & Powell, New York, joins WILLIAM-WKJY (FM) Hempstead, N.Y., as president.

Jeffrey McQuinn, president, Indianapolis division, American Television & Communications, named president of Tampa Bay (Fla.) division of The ENRCOM, joint venture of ATC and Houston Industries to operate cable systems. **Robert Barlow**, VP, finance, Indianapolis division, ATC, named VP, Tampa Bay division, The ENRCOM.

Jerry Hennen, sales manager, KYCK (FM) Crookston, Minn., joins KZZY-FM Devils Lake, N.D., as general manager.

Lee Armstrong, general sales manager, WYLD-AM-FM New Orleans, joins KETIH (FM) Marion, Ark., as general manager.

Robert Ashbrook, general manager, Inglewood (Calif.) Cable TV, joins Copley/Colony Cablevision, Costa Mesa, Calif., as general manager.

Jim Davey, general sales manager, WEJL (AM)-WEJX (FM) Scranton, Pa., named general manager, succeeding **Bob Tiernan**, who joins KOST (FM) Denver as general manager.

A. Allan Kurtze, group VP, Centel Cable Television Companies, Chicago, named senior VP, operating staff, for parent, Centel Corp., responsible for new strategic planning unit. **David Bohmer**, VP, cable television operations, Centel, named president, Centel Cable Television Companies, serving 350,000 basic subscribers in eight states.

William Schereck Jr., director of planning, Media Management Corp., Chicago broadcast management and consulting firm, joins WMSN-TV Madison, Wis., as station manager.

Martin Schneider, controller-treasurer, Lotus Communications Corp., Los Angeles, named VP and treasurer, Lotus owns nine AM's and six FM's, production company and rep firm.

John Agoglia, senior VP, business affairs,

NBC Entertainment, Los Angeles, named executive VP, business affairs, NBC-TV.

Glenn Elliott, director, business planning, ABC, New York, named director of finance and planning, real estate and construction.

Hafeez Kazim, assistant director of finance, Neighborhood Reinvestment Corp., Washington, joins National Public Radio there as controller.

Eric Sass, VP, administration, Public Broadcasting Service, Washington, named senior VP, administration and computer services.

Richard Sondheimer, manager of planning, WCAU-TV Philadelphia, joins Fox Television Stations, Los Angeles, as manager, financial planning.

Murwin Bevis, business manager, Post-Newsweek's WDIV (TV) Detroit, joins co-owned WJXT (TV) Jacksonville, Fla., as director of business affairs. He is succeeded at WDIV by **Marcia Gothberg**, assistant controller, Post-Newsweek's parent, Washington Post Co.

Marketing



Fillenwarth

Albert Fillenwarth, director of financial services, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP.

Piet Verbeck, senior VP, division creative director, William Esty, New York, joins Tracy-Locke, Denver, as executive VP and executive creative direc-

tor.

Phyllis Wolf, from Needham Harper Worldwide, Chicago, joins Tracy-Locke, Dallas, as VP, creative resources director.

John Nieman, group creative director, Needham Harper Worldwide, Chicago, named senior VP.

Named account executives, Independent Television Sales: New York—**Stephanie Reiss**, from ITS's Chicago office; **Barbara Goodman**, from Grey Advertising, New York, and **Kathleen Francis**, from WYNW-TV New York; Chicago—**Geoffrey Geohegan**, from operations manager; **Keith Grandolf**, from Media Cast Television, Chicago, and **Catherine Burfisher**, from Backer-Spielvogel, Chicago; Detroit—**Keith Perlmutter**, from Blair Television, New York.

Peter Winzig and **Thomas O'Toole**, account executives, Wyse Advertising, Cleveland, named account supervisors.

Wade Herman, associate art director, Ensslin & Hall, Tampa-St. Petersburg, Fla., named art director. **Maureen Shaw**, junior copywriter, E&H, named copywriter.

Rana Matthes, intern, Abramson Associates, Washington, named assistant media planner. **Carol Petrone**, from C-SPAN, Washington, joins Abramson Associates as assistant broadcast buyer.

Appointments, Ogilvy & Mather, Atlanta: **Bruce Carpenter**, media planner, to assistant media director; **Stacy McNeil**, media assistant, to assistant media planner, and **Lynne Askew**, media assistant, to assistant media buyer.

Don Ershow and **Barry Roberts**, account managers, The Weather Channel, New York, named regional sales manager, advertising sales division.

Nancy Korda and **Donna Squilla**, VP's, SSC&B: Lintas USA, New York, named management supervisors.

Jim Hutchinson, VP, executive art director, and **John Shirley**, VP, broadcast producer, Ensslin & Hall, Tampa-St. Petersburg, Fla., named associate creative directors.

Gary Buckland, from Armour-Dial, Phoenix, joins W.B. Doner & Co., Detroit, as associate director of marketing.

Karen Mudick, manager, sales development, ABC-TV, New York, named director, daytime and news sales development.

Lesley Norman, from CBS Radio National Sales, Atlanta, joins Hillier, Newmark, Wechsler & Howard there as regional manager. **Jacqui Rossinsky**, VP, regional manager, HNW&H, New York, named Eastern division manager, overseeing New York, Boston and Philadelphia offices.

Kip Cozart, production coordinator, Cable Adnet—North Carolina Inc., Charlotte, N.C., named director of production, based at company's corporate offices in Malvern, Pa.

William Miller, account executive, D'Arcy Masius Benton & Bowles, St. Louis, named account supervisor.

Carole Thomas, media supervisor, FCB/Chicago, named network buyer, national broadcast department.

Stockton Holt, account executive, Charlotte, N.C., office, Petry Television/Petry National Television, named sales manager for office.

Joanne DiPrisco, senior group research manager, Petry Television, New York, named director of sales development. **Cindy Toogood**, senior research analyst, thunderbirds team, Petry Television, New York, named group research manager, thunderbirds team.

Billie Von Thaden-Melton, network supervisor, Needham Harper Worldwide, Chicago, joins Christian Broadcasting Network, Virginia Beach, Va., as account executive.

Don Sametz, account executive, TeleRep, Chicago, joins Harrington Righter & Parsons there as account executive.

Named account executives, Tracy-Locke, Denver: **Jan Wondra**, from Snyder-Reade &

Woodruff, Denver: **Susan Brandi**, from Dancer Fitzgerald Sample Direct, New York, and **Amy Lutz**, from ClarkGowardFitts, Boston.

Rick Mills, general sales manager, WITI-TV Milwaukee, joins KTVR(TV) Fort Worth in same capacity.

Joseph Dobosh, regional sales manager, WYTV(TV) Youngstown, Ohio, named general sales manager.

Jason Elkin, station manager, WPAN(TV) Fort Walton Beach, Fla., joins WMSN-TV Madison, Wis., as general sales manager.

Roderick Guerdan, general sales manager, WYTV(TV) Youngstown, Ohio, resigns due to "irreconcilable differences with the management philosophies, policies and practices" of licensee, Youngstown Broadcasting Co.

Mark Logan, from Buford Television Inc.'s KTRV-TV Lufkin, Tex., joins co-owned KLTV(TV) Tyler, Tex., as general sales manager.

Ken Ferebee, director of regional sales, WCMS(FM) Virginia Beach, Va., named general sales manager.

Jerry Staggs, general sales manager, WCAY-TV Nashville, joins WRLH-TV Richmond, Va., as general sales manager.

Michael Ferko, local sales manager, Gateway Communications WOWK-TV Huntington, W.Va., named general sales manager-national sales manager. **J. Bryon Shumaker**, assistant local sales manager, Gateway's WLYH-TV Lancaster, Pa., joins WOWK-TV as local sales manager.

Jane Kilmer, traffic assistant, WOAC-TV Canton, Ohio, named traffic manager, succeeding Crystal Keefer, named program manager (See "Programming," below).

Lee Anne Brooks, account executive, WNDE(AM)-WFBQ(FM) Indianapolis, named sales manager.

Leslie Anderson, from KSNW-TV Wichita, Kan., joins KTVY-TV Oklahoma City as national sales manager.

Mari Morse, media consultant, Worrell Broadcasting's WIFR-TV Rockford, Ill., joins co-owned WBNB-TV St. Thomas, Virgin Islands, as sales manager.

Mike Snyder, regional sales manager, KTXL(TV) Sacramento, Calif., named local sales manager.

Ron Piro, from WZOU(FM) Boston, joins WSSH(FM) there as national sales manager.

Mark Dorsey, account executive, KMOX-TV St. Louis, named local sales manager.

Rosemary Hernandez, traffic manager, KNX(AM) Los Angeles, named account executive, retail sales. **Michelle Foster**, assistant traffic manager, succeeds Hernandez.

Tony Renfrew, from KMGQ(FM) Goleta, Calif., joins KSBY-TV San Luis Obispo, Calif., as account executive.

Jeanne Baker, local sales manager, WMXJ(FM) Pompano Beach, Fla., joins WJQY(FM) Fort Lauderdale, Fla., as account executive.

John Maguire, from Cable Advertising, Newton, Mass., and **Gary Cook**, from WEMJ(AM) Laconia, N.H., join WCIB(FM) Falmouth,

Mass., as account executives.

Heidi Bluthardt, account executive, KZEW(AM)-KRQX(FM) Dallas, and **Pattie Holmes**, from WGCI-AM-FM Chicago, join KQZY-FM Dallas as account executives.

Rachel Baker, account executive, WOKR-TV Rochester, N.Y., joins WHEC-TV there as account executive.

Mark Domanich, from WRLH-TV Richmond, Va., joins WKET(TV) Dayton, Ohio, as account executive.

Programming

Herb Gross, VP, program services, and assistant to president, CBS Entertainment, Los Angeles, named VP, program planning and current programs. **Tony Barr**, VP, current dramatic program production, CBS Entertainment, named VP, CBS Entertainment Productions.

Craig Kellem, VP, comedy development, Universal Television, Los Angeles, leaves to form own production company, Kellem's Corp., creating and producing projects for Universal.

Seth Kittay, cable consultant, joins cable television programmer, Tempe Television, Los Angeles, as VP, Western region.

George Robertson, director of strategic planning, Showtime/The Movie Channel, New York, named VP, market strategy.

Richard Brescia, president, Brescia & Co. Broadcast Representatives Inc., joins NBC Enterprises, New York, as VP, marketing.

Michael Carlson, manager, European program activities, ABC Sports, London, named director, program planning and acquisition, Europe, ABC Sports.

Linda Berman, from Paramount Pictures Television, Los Angeles, joins Columbia Pictures Television there as director, dramatic series development.

William Allen, director, comedy program development, CBS Entertainment, Los Angeles, joins MTM there as senior VP, comedy.

Terri Lichstein, segment associate producer, *Good Morning America*, ABC, Washington, named European associate producer.

Cheryl Simon, western regional sales manager, Rainbow Programming Services, Woodbury, N.Y., named national sales director of its Bravo cable program service.

Scott Sternberg, television producer, joins Orion Television Syndication, Los Angeles, as producer, *Hollywood Squares*.

Thomas Gatewood, from RKO Radio Networks/United Stations, New York, joins Satellite Music Network, Dallas, as regional affiliate manager, Northeast.

Michael Alexander, VP and chief financial officer, USA Network, New York, joins MCA Broadcasting there as VP. MCA is in process of purchasing WOR-TV New York from RKO.

Kathy Fenus, secretary, creative services department, MCA TV, New York, named assistant director of operations.

David Lloyd, comedy writer, Paramount Tele-

vision, Los Angeles, joins Carson Productions there as executive producer. *Amen* situation comedy.

Evelyn Ackley, research analyst, King World, New York, named research.

Chad Hoffman, executive producer, motion pictures for television, ABC Entertainment, Los Angeles, named VP, dramatic series development.

Jackie Bradley, senior account executive, Southeast region, PTL Television Network, Charlotte, N.C., religious programing service, named national sales manager.

Lori Koch, sales executive, All American Television, New York, named regional manager. **Steven Blechman**, media research specialist, Nielsen Syndication Service, New York, joins All American Television there as director of research.

Appointments, Lifetime, New York: **Mary Silverman**, manager of acquisitions, USA Network, New York, to director of programming; **Pam Burke**, producer, to executive producer; **Linda Pennfield**, personnel director, United Media Enterprises, New York, to same capacity; **John Moccio**, accountant, sports division, ABC, New York, to budget analyst; **Wilson Lemon**, accounting supervisor, Lifetime, to manager, financial reporting, and **Glen Kroe**, budget analyst, to manager, finance and administration, West Coast, based in Los Angeles; **Sara Burke**, marketing coordinator, affiliate relations, to supervisor, marketing programs; **Joyce Gibney**, marketing assistant, and **Julie Bauer**, public relations assistant, to marketing coordinators, and **Jim Drury**, from Cable Networks Inc., Chicago, to account executive there.

John Scuoppo, media relations consultant, U.S. committee, UNICEF, New York, joins LBS Communications there as VP, station relations.

Fran Reiter, account executive, Orbis Communications, New York television program syndicator, named regional manager, station sales.

Nancy Birnbaum, producer, *Evening Magazine*, WBZ-TV Boston, and **Carol Gormally**, director of advertising and promotion, WEEI(AM) Boston, join Spotwise Productions, Boston, as account executives.

Jim Warner, director, HBO Enterprises, New York, named VP.

Thomas Josephson, VP, general manager, WCBD-TV Charleston, S.C., leaves to become president and co-owner of Marketing Systems there, primarily engaged in production, distribution and syndication for television and radio.

Christina Mugno, from Discovery Channel, Washington, joins Montgomery Community Television, Rockville, Md., as programing acquisition manager.

Mark Snider, research assistant, John Blair Inc., New York, joins MJ1 Broadcasting, radio programing firm there as producer.

Harold Morse, founder and president, The Learning Channel, Washington, named chairman and chief executive officer.

Dawn Jeffory-Nelson, from California School for the Deaf, Riverside, Calif., joins Silent

Network. Los Angeles, supplier of television programming to deaf, as operations manager.

Farrel Meisel, VP, programming, Seltel, New York, joins WOR-TV there as director of programming.

Jan Getz, special projects producer, KDKA-TV Pittsburgh, named executive producer.

Lesa Harris, from WCTI-TV New Bern, N.C., joins WXII-TV Winston-Salem, N.C., as program director.

News and Public Affairs

John Paxson, night news manager, CBS News, New York, named deputy bureau chief, Los Angeles. **Terrell (Terry) Plantinga**, producer, Miami bureau, CBS News, named chief, Tel Aviv bureau, succeeding **Warren Lewis**, who becomes producer, Miami bureau.

Appointments, National Public Radio, Washington: **William Abbott**, associate producer-editor, *All Things Considered*, to producer; **Ellen Weiss**, associate producer, *All Things Considered*, named editor; **John Burnett**, freelance reporter, to Southwestern correspondent, based in Austin, Tex.; **Richard Harris**, science reporter, *San Francisco Examiner*, to science reporter; **David Lawsky**, from UPI, Washington, to associate editor, Washington bureau; **Barbara Mantel**, assistant managing editor, defunct *Business Times*, ESPN, New York, to business and economics reporter, and **Mark Schram**, producer, sports segments, *Morning Edition*, to assistant producer, sports.



Swanston

Walterene Swanston, assignment manager, WJVM-TV Washington, named executive editor, overseeing all of station's newsgathering activities.

Jack Keefe, news director, WIFR-TV Rockford, Ill., joins WICD-TV Champaign, Ill., in same capacity.

Brad Behan, news director, KQKT(FM) Seattle, joins Associated Press Radio, Washington, as afternoon news anchor.

Hal Levinson, senior producer, *Newsfront*, PBS, Washington, joins WAVY-TV Portsmouth, Va., as news director.

Jay Congdon, news announcer, WJJD(AM)-WJMK(FM) Chicago, named news director.

Pat Brink, from KTTC-TV Rochester, Minn., joins KMSP-TV Minneapolis-St. Paul as assignment editor.

Jack Noyes, assignment editor, KSBW-TV Salinas, Calif., joins KTUL-TV Tulsa, Okla., as assignment editor.

Suzanne Martz, from WBBM(AM) Chicago, joins WAND-TV Decatur, Ill., as assignment editor.

Mamie Jo Harrell, from WNCT-TV Greenville, N.C., joins WALA-TV Mobile, Ala., as weekend assignment editor and producer.

Jan Blair, from WPLG-TV Miami, joins WCVB-

TV Boston as 6 p.m. producer.

Penny Griego, from KCNC-TV Denver, joins KCBS-TV Los Angeles as anchor-reporter.

Leslie Griffith, from KSBW-TV Salinas, Calif., joins KTVU-TV Oakland, Calif., as reporter and weekend anchor.

Carol Ramos, reporter, WCIU-TV Chicago, joins WBBM(AM) there in same capacity.

Lynn Sturdivant, from WCAU(AM) Philadelphia, joins WPEN(AM)-WMGK(FM) there as community affairs-human resources manager.

Sue Carter, public affairs director, WDIV-TV Detroit, named director of editorials and community service.

Beth Dolinar, anchor-reporter, WDTN-TV Dayton, Ohio, joins WTAE-TV Pittsburgh as reporter.

Ysabel Duron, reporter and anchor, KICU-TV San Jose, Calif., joins WMAQ-TV Chicago as general assignment reporter.

Tony Galli, reporter, KEYI-TV Santa Barbara, Calif., joins WKOW-TV Madison, Wis., as reporter-anchor.

Cheryl Lemke, from WTHI-TV Terre Haute, Ind., joins The Weather Channel, New York, as on-camera meteorologist. **Jeff Morrow**, forecaster, The Weather Channel, named on-camera meteorologist.

Marty Wright, sports director, WBKB-TV Alpena, Mich., joins KTXL-TV Sacramento, Calif., as weekend sports anchor.

Technology

Charles Conaty, executive VP, technical operations and special projects, Paramount Pictures Corp., Los Angeles, joins Robert Wold Co. there as senior VP, engineering and technical operations.

James Koehn, general manager, instrument systems integration division, General Instrument, joins Harris Corp., Melbourne, Fla., as VP, general manager, of company's broadcast division.

Kenneth Homon, VP, planning and business development, Satellite Business Systems, Washington, joins Comsat there as VP, planning and development.



Thomas

Reginald Thomas, VP, technical operations and engineering, ESPN, Bristol, Conn., named VP, operations and engineering.

Appointments, Crawford Post-Production: **Charles Eaton**, chief engineer, Video Tape Associates, Atlanta, to director of engineering; **Candy Alger**, managing director, satellite services, to VP, satellite services.

Howard Winch, national sales manager, CCTV division, Ikegami Electronics, Maywood, N.J., named director of sales and marketing.

Nancy Hamilton Dinardo, from TVSC/Group

W Productions, Pittsburgh, joins TPC Communications, Sewickly, Pa.-based television distribution and production facility, as assistant controller.

Samuel Musa, director, research and advanced technology, E-Systems, Dallas, named VP.

Robert King, founder and former news director, FloridaWatch Satellite Network, subsidiary of WXFL-TV Tampa, Fla., joins BAF Communications Corp., Salem, Mass., manufacturer of satellite news vehicles, as manager of special projects.

Daniel Wilhelm, advertising sales director, Total Communications Systems, Pittsburgh, joins TPC Communications Inc. there as director of facility sales for production and tape duplication facility.

Brian Chase, director of engineering, Audio-phase Communications, Fort Smith, Ark., joins WGSF(AM) Greenville, S.C.-WSSL-FM Gray Court, S.C., as chief engineer.

Promotion and PR



Hartley

Jane Hartley, VP, corporate communications, Westinghouse Broadcasting & Cable, New York, joins MCA Broadcasting there as VP, marketing, responsible for marketing, promotion, research and public relations.

Tim Miller, director, on-air promotion, HBO, New York, named VP, on-air promotion and broadcast advertising. **Judy Drosd**, director, on-air promotion, intermissions and on-air operations, Cinemax, named VP, Cinemax on-air promotion and promotion operations.

William Rizzo, associate producer, *Oprah Winfrey Show*, WLS-TV Chicago, joins King World's syndicated *Oprah Winfrey Show*, New York, as promotion manager. **Alice McGee**, assistant to Oprah Winfrey, *Oprah Winfrey Show*, joins King World's syndicated *Oprah Winfrey Show* as unit publicist.

Lilli Lief, freelance public relations consultant, joins Wyse Public Relations, Cleveland, as account executive.

Joseph Tulloch, account executive, Rogers & Cowan, Los Angeles, joins Embassy Telecommunications there as manager of publicity.

Allen Carrier, from Daniel J. Edelman, Washington, joins Henry J. Kaufman & Associates there as VP, account supervisor.

Appointments, Showtime/The Movie Channel, New York: **Andrew Sereyski**, director of marketing, Showtime, to VP, marketing; **Herb Scannell**, manager of promotion, Showtime, to director of promotion, Showtime; **Jay Larkin**, senior publicist, consumer public relations, Showtime/The Movie Channel, to manager, consumer public relations for both services, and **Abbe Silverberg**, publicity assistant, industry public relations, to publicist, special events, Showtime/The Movie Channel.

Janet Kohler Dueweke, program guide manager, Media General Cable, Chantilly, Va., named communications manager.

Robert Spicer, production director, WROR(FM) Boston, joins WMEX(AM)-WMJX(FM) there as director of creative services.

Steve Merrill, from WMMS(FM) Cleveland, joins WRXR(FM) Chicago as promotion director.

Donald Cohen, from WRGB-TV Albany, N.Y., joins WTNH-TV New Haven, Conn., as director of creative services.

Annette Fanning, director, on-air promotion, KXAS-TV Fort Worth, named director of advertising and promotion.

Allied Fields

Alvin Schulman, president, Josephson International, New York, resigns to return to private law practice. **Marvin Josephson**, chairman and CEO of company, temporarily assumes responsibilities of president. Josephson International is talent and management services company. Its Detroit-based subsidiary, Josephson Communications Inc., owns six radio stations that have been sold, subject to FCC approval, to Saga Communications, Detroit.

Michael Deuel Sullivan, chief, mobile services division, common carrier bureau, FCC, Washington, joins Wilkinson, Barker, Knauer & Quinn law firm there as partner.

William Livek, senior VP, sales and marketing, Birch Radio, New York, named president, succeeding **Dick Weinstein**, resigned. **Ellen Zimmerman**, VP, advertiser and agency sales, Birch Radio, named senior VP.

Marvin Berenson, member of legal department, Broadcast Music Inc., New York, named assistant VP, licensing.

Irene Hiemer, has been named 1986-87 recipient of Sol Taishoff Memorial Endowed Scholarship in Broadcasting at University of Texas, Austin. Scholarship, named after BROADCASTING magazine founder, is awarded on basis of financial need and academic performance, and is given to upperclassman in radio-television-film department who plans career in broadcasting. Fund of \$25,000 was established with matching donations from Jacksonville, Fla., broadcast management consultant Mike Shapiro and Broadcasting-Taishoff Foundation Inc., Washington.

Andrew Giangola, staff writer, Radio Advertising Bureau, New York, named editor, *Sound Management*.

Richard Lipstein, planning analyst, ABC, New York, joins Australia and New Zealand Banking Group Ltd. there as credit analyst, specializing in corporate lending in media transactions.

Douglas MacFarland, manager of meter and diary services, Arbitron, New York, named Eastern division manager, Arbitron Television Station Sales.

Harry Spitzer, VP and sales director, Southern California Broadcasters Association, Hollywood, has left to form own advertising and

Line of duty. A helicopter crashed in downtown Jacksonville, Fla., on Monday, June 16, while broadcasting a live television traffic report. Killed in the crash were traffic reporter Julie King Silver, WJAX(AM) Jacksonville, and the helicopter's pilot, William (Buddy) Smith. Another of the helicopter's occupants, Bret Snyder, 22, cameraman for WTLV(TV) Jacksonville, survived the crash and was listed in serious but stable condition at University hospital, Jacksonville. Silver, 26, had been working for WJAX for only 11 days and had been hired to do traffic reports for both WJAX and WTLV in a cooperative agreement between the stations. WJAX's Hoyle Dempsey was on the air that morning and in contact with Silver minutes before watching her TV report on WTLV. According to Dempsey, the Hughes 500 helicopter was hovering about 200 feet above one of the busiest intersections in Jacksonville when a rotor blade in the rear flew off. TV pictures showed the ground beneath spinning. Video contact was lost before the helicopter crashed in a nearby field. No bystanders were hurt. Silver's parents, who were on a Father's Day visit to Jacksonville from their home in Pompano Beach, Fla., were watching WTLV when the helicopter went down. Smith, 34, was a private pilot and owned the helicopter.

broadcast consulting firm, The Harry Spitzer Network, based in Encino, Calif.

Deaths

Kate Smith, 79, singer and stage, radio and television performer whose rendition of "God Bless America" became patriotic anthem of World War II era, died of respiratory arrest June 17 at Raleigh community hospital, Raleigh, N.C. Smith had suffered brain damage from diabetic coma several years ago, and circulation problems related to her disease had forced amputation of one of her legs last January. Following featured roles in several Broadway shows, including "Hit the Deck" and "Flying High." Smith began long-time association with CBS in 1931 on *Kate Smith and Her Swanee Music*. She was staple on network with host of comedy, variety and comment programs, including *Kate Smith's New Star Revue*, *Kate Smith's Bandwagon*, *Kate Smith Hour*, *Kate Smith Speaks* and *Kate Smith's Noonday Hours*. During World War II, Smith's radio savings bond drives raised over \$500 million for war effort, reportedly more bonds than were sold by any other single person. Smith moved to television in 1950 with afternoon program, *The Kate Smith Hour* (NBC), which ran until 1954. She also had Wednesday evening program on NBC, *The Kate Smith Evening Hour*, in 1951-52. She had short-lived series on CBS in 1960, *The Kate Smith Show*. After hiatus following death of her mother, and of her long-time business associate, Ted Collins, she returned to television in mid-1960's, appearing as guest on numerous variety shows.

Marlin Perkins, 81, zoologist and long-time host of *Mutual of Omaha's Wild Kingdom*, died June 14 at his home in suburban St. Louis after two-year illness with lymph cancer. Perkins was born in Carthage, Mo., and raised on nearby family farm. After studying zoology at University of Missouri, he was reptile curator at St. Louis Zoo in 1926-1938. He held posts at Buffalo Zoo, Buffalo, N.Y. and Lincoln Park Zoo in Chicago, then returned to St. Louis Zoo as curator in 1962. Perkins' TV career began in 1945 when he displayed animals from Lincoln Park Zoo at studios of experimental station WBKB Chicago. He debuted nationally as narrator of NBC-TV's *Zoo Parade* which ran from 1949 to 1957. In 1963, he hosted first broadcast of *Wild Kingdom*, which remained on NBC schedule until 1971 and has been syndicated since then. Perkins hosted the show until 1985. During his 24 years with *Wild Kingdom*, show received four Emmys, Ohio State

award and National Wildlife Federation's first annual communications award in 1964. He is survived by his wife, Carol, daughter, two step-daughters and stepson.



Perkins



Reilly

Ann Lynch Reilly, 54, desk editor, CBS News, Washington bureau, died of cancer June 15 at Washington Home and Hospice. Reilly had been on news desk since 1963, and before that worked for WTOP-TV Washington (now WDCM-TV). Jack Smith, CBS News Washington bureau chief, called her "one of the best CBS News editors ever."

George A. Hillas, 65, manager, network news services, ABC, Los Angeles, died June 11 of cancer at UCLA Medical Center, Los Angeles. He joined ABC Chicago in 1948, and moved to Hollywood in 1951 as engineer. He was original technical director of network's afternoon series, *General Hospital*. He is survived by his wife, Katherine, and two sons.

Lester H. Gilbert, 76, chief of audio engineering for Voice of America, Washington, at time of his retirement in 1978, died of complications from diabetes June 12 at Suburban hospital, Bethesda, Md. He had been with Government for 30 years, with briefer intervals at ABC and Western Electric in 1950's. He is survived by his wife, Helen, two sons and daughter.

John W. Christensen, 70, former senior VP, CBS Laboratories, until his retirement in 1979, died of complications from open heart surgery June 12 at New York University Medical Center. He joined CBS as engineer in 1946. He is survived by his wife, Donna, two sons and daughter.

David F. Robinson, 42, news director, WGME-TV Portland, Me., died of complications from pneumonia May 20 at Portland hospital. He had Hodgkin's disease. Robinson had been with station since September 1983. Before that he was executive producer, special assignments, WISN-TV Milwaukee from 1979 to 1983, and before that assignment editor and producer, WXYZ-TV Detroit. He is survived by his wife, Katherine (Kit), and son, Andrew.

Jerry Schubert: Independent spirit

Jerry Schubert's recipe for success: salesmanship. In an era when national radio rep mergers are the norm, Schubert, president and chief executive officer of Eastman Radio, has managed to keep the 28-year-old radio representation company a formidable independent force by applying professional marketing techniques to selling radio.

"Sales are the key ingredient to the future success of any organization in this business," says Schubert, who will celebrate 20 years with Eastman next month. "With the development and proliferation of formats, you don't have as many dominant stations today as in previous years, so you need well-trained sales people who can go out and translate the numbers."

Although he is all business when discussing the daily pressures of national radio selling, Schubert, 44, says he always tries to strike a balance between work and his personal life. "I love doing outdoor things," says Schubert, whose Rockefeller Center office in midtown Manhattan is decorated with pictures of top professional golfers and artwork by sports artist, Leroy Neiman.

But the blood sport of his life is found in the national sales marketplace. "This is a very demanding business," says Schubert, "but that's what makes it a lot of fun. And if you have the drive, the rewards are great."

Schubert's enthusiasm is "contagious," says Gary Edens, president of Phoenix-based Edens Broadcasting, whose six radio stations are represented by Eastman. "He has become one of the most dynamic marketers in the business today."

Schubert's choice of career was made in his college days at Marquette University in Milwaukee, where he majored in marketing. After graduation, Schubert went back to his home town of Chicago and got a job as an account executive with Cresmer, Woodward, O'Mara & Ormsbee, a large newspaper representation firm. Schubert took an aptitude test at the company. The test proved, he said, that he was "cut out" to be an advertising salesman.

After almost two years in the job, Schubert decided he could make more money in broadcast sales. He joined Eastman Radio as an account executive in the firm's Detroit office.

A year later, Schubert was shifted to Eastman's Chicago office and, within six years, went from sixth-ranked salesman in the office to office manager and vice president, Midwest region.

In 1973, Schubert moved to Los Angeles and became senior vice president, Western region, for Eastman. Over seven years, Schubert helped to expand the company's operation on the West Coast by upgrading the station lists and bringing on additional



JERRY JOSEPH SCHUBERT, president and chief executive officer, Eastman Radio, New York; b. April 5, 1942, Chicago; BS marketing, Marquette University, Milwaukee, 1963; account executive, Cresmer, Woodward, O'Mara & Ormsbee, Chicago, 1963-66; account executive, Eastman Radio, Detroit, 1966; account executive, Eastman Radio, Chicago, 1967-70; office manager, Eastman, Chicago, 1970-71; vice president/Midwest region, Eastman, Chicago, 1971-73; senior vice president/Western region, Eastman, Los Angeles, 1973-80; senior vice president/corporate, Eastman, New York, 1980-82; executive vice president/sales, Eastman, New York, 1982; president, Eastman, 1984, chief executive officer, 1986; m. Terri Hallihan, Feb. 4, 1967; children—Kelli, 18, Tracy, 17, and Marc, 12.

staffers. The company was flourishing, says Schubert. (In 1976 company employees purchased Eastman Radio from its founder, Robert Eastman, for \$2.5 million.)

In the late 1970's, Eastman grew to become one of the major rep entities in the business. "There existed an attitude toward expansion based on the success we were having," says Schubert.

In 1980, Eastman decided to concentrate its executive team in New York. Schubert moved to Eastman headquarters as senior vice president/corporate. Eastman also began to branch out. It bought radio stations and started cable representation. Eastman purchased the first two of five radio properties—WIBX(AM)-WIBQ(FM) Utica-Rome, N.Y.—and opened Eastman Cable Rep in 1980. (Eastman subsequently acquired WAPE [AM] Jacksonville, Fla., and WYNZ-AM-FM Portland, Me.)

Overseeing the radio station group as well as corporate finances was Frank Boyle, then chairman of the company, who retired late last year, while Bill Burton, then Eastman

Radio president, who subsequently moved back to Detroit as company vice chairman, headed Eastman Cable. But the expansion proved to be almost fatal.

"We went through a couple of tough years when business in general was in a downward trend," recalls Schubert. "That had an impact on our ability to finance the acquisitions. And we were not making money with the cable rep business. Those factors drained the parent company, so we eventually decided to get back to the business we did best: radio representation." The cable rep firm was closed in 1983, and the five radio stations were sold between 1983 and 1985.

During the company's expansion, there was more management restructuring. In 1982, Schubert was elevated to executive vice president, sales. In 1984, he was named president. He became chief executive officer last Jan. 1.

Eastman Radio currently represents 160 stations in 110 markets through 14 sales offices including New York. The company came off a record billings year in 1985, which was good news for Schubert in light of an industrywide slump in national sales this year.

Today Eastman fits the bill for what Schubert sees as a definite need for a "strong" independent radio rep firm. "That's not to say we'll be that forever, especially if it becomes apparent that there's a better way to go or a better opportunity for our employees," he says.

For some employees, better opportunities have been found elsewhere. Eastman is the alma mater for a number of radio leaders, among them: Bob Duffy, chairman of Duffy Broadcasting; Charlie Colombo, president of Blair's radio representation division; Nick Verbitsky, president of the United Stations Radio Networks, and Peter Schulte, executive vice president/radio, Summit Communications.

Schubert says the national radio representation firm of the future may be a "multi-faceted" company with time sales "only one aspect of the service provided to client stations." Schubert envisions reps taking on a sales consultancy role for sports franchises as well as for local stations bidding on broadcast rights. "Another aspect for the rep of the future is working with client stations in the development of sales people," he says.

But Schubert says the radio rep will continue to provide overall marketing support for stations, which includes developing sales positioning statements and analyzing both quantitative and qualitative data. "If we go into the area of programing, however may be overstepping our bounds."

Schubert's entire outlook under: profound belief that sales people vital to the growth of the medium; why we [the radio rep] will always place in this business."

Board of **John Blair & Co.** met last Thursday (June 19) and released statement that afternoon with several new twists, including **revised tender offer from Reliance Capital Corp. But bigger picture remained same, with both Reliance and Macfadden making similar tender offers, and facing court battle scheduled for this week in Delaware.** There had been unreported meeting of Reliance and Macfadden officials on Thursday, June 12, in which possibility of Macfadden backing out was discussed, but New York-based group publisher declined to do so. Last week's board statement said Macfadden tender offer ("Top of the Week," June 16) "appears to be fair," but called Reliance offer "financially superior." Reliance could receive up to \$8 million from Blair even if its offer is not successful. New Reliance offer was "front-loaded," with per-share cash offer of \$31, up from \$27. But offer was for one million fewer shares, so total cash involved, roughly \$215 million, stayed same. If all of Blair's shares are tendered and offer is "pro-rated," each share of Blair stock would be exchanged for package (of cash, debt securities and shares of ADVO, company's direct-mail subsidiary) roughly similar to what was previously proposed. By midday Friday, Blair's stock (NYSE:BJ) was down $\frac{3}{8}$ on moderate volume from Wednesday's closing price.

FCC has requested comment on petition for rulemaking by Satcom Inc., small Montana cable operator, proposing **multiple ownership limitations for cable television.** In petition filed Feb. 21, Satcom recommended that no entity be permitted to own systems serving more than 50% of subscribers in any state or more than 25% of nation's cable subscribers. Comments are due July 21.

Taft Broadcasting Co. officials had no comment on reports that several of company's 12 stations were to be sold. Published report in last Thursday's *Wall Street Journal* said Taft is interested in selling most of company's five independent television stations and mentioned Gulf + Western as possible buyer. Spokesman for Gulf + Western last Friday, however, told BROADCASTING that company was definitely "not interested" in buying any Taft stations. Others in industry who commented said Taft station sale rumor surfaced about three weeks ago and is continuing strong.

Cascade Broadcasting, Yakima, Wash.-based group of three TV's, has engaged Chase Investment Bank, investment banking branch of Chase Manhattan Bank, to sell its stations: CBS affiliate, KIMA-TV Yakima, Wash., and its satellites, KLEW-TV Lewiston, Idaho, and KEPR-TV Pasco, Wash. Stations had revenue of about \$6 million in 1985, according to Dale Hazen, VP-general manager. Complete financial information about stations will be released to qualified buyers in next two weeks. No close to bid period has been announced.

Group W Cable disconnects. *Westinghouse Electric Corp. closed the \$1.7-billion sale of most of its cable properties last Thursday (the sale does not include Westinghouse's limited partnership interests in two Chicago franchises). The buyer, a consortium comprising American Television & Communications Corp., Comcast Corp., Tele-Communications Inc., Daniels & Associates and Century Southwest Communications Corp., is purchasing over 120 cable systems with 1.9 million subscribers. An ATC spokesman said that it would operate the systems as a group at least until the tax reform bill currently before the Senate is resolved. "We will operate the systems as Group W," said Cheryl Barnes of ATC. "Where before Westinghouse was the sole stockholder, there will now be six owners."*

When the deal was first announced, there was uncertainty over whether the systems would be kept together or divvied up among the buying MSO's. There was speculation that breaking up the group would cause the consortium to have to pay some \$400 million in recapture taxes (BROADCASTING, Jan. 27), while keeping it intact would avoid the taxes but produce a lower "depreciable basis." The tax questions await the outcome of tax reform.

Chairman's investigation. *House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has instructed his Oversight and Investigations Subcommittee to look into a proposal by a committee of the Corporation for Public Broadcasting to hire an outside research firm to evaluate the objectivity of documentary programing aired on public stations. The CPB board has not officially approved the study and is slated to discuss the proposal further at its board meeting this week (June 26-27). S. Robert Lichter, George Washington University political science professor, has offered to conduct the study with his wife, Linda, a co-director of Washington-based Center for Media and Public Affairs (BROADCASTING, May 26). Dingell, in a letter to CPB President Martin Rubenstein, requested copies of all "books, records, correspondence, memoranda, papers and other documents relating to this proposed study, including any minutes of board or committee meetings related to this proposed study and correspondence or other evidence of contacts or communications between board members and S. Robert or Linda Lichter related to this proposed study." The chairman also asked CPB to provide a "legal justification for conducting such research. In addition, please provide a detailed explanation of how engaging outside consultants to investigate the content of PBS programing following accusations of bias by outside groups is consistent with CPB's statutory role as a 'heat shield.'"*

Cascade is subsidiary of NWG Broadcasting, principally owned by John Noel and his son, Roger. Noels also have interest in bottling franchises and food wholesaling firm in Yakima.

ABC News will introduce new business news program beginning Sunday, Oct. 5, tentatively titled *Bottom Line*. Program will be half hour and will be fed twice each Sunday morning, once before Brinkley show and right after show. Sander Vanocur will host and Dan Cordtz will be chief correspondent.

Time Inc. directors approved last week previously announced plan of company to sell up to 20% of MSO division, American Television & Communications Corp., to public in stock offering (BROADCASTING May 5, 1986). Board also adopted revised share repurchase plan which would allow for repurchase of up to 10 million of Time's 61 million shares. Under previous plan, adopted two years ago, Time used four million share authorization to repurchase approximately 2.4 million shares.

New battle between U.S. and Intelsat may be shaping up, this over **draft letter to Secretary of State George Shultz apparently intended for signature of Chairman Dante Fascell (D-Fla.) of House Foreign Affairs Committee.** Draft was inadvertently attached to document distributed to members of Intelsat Board of Governors at meeting now under way in Rio de Janeiro. Comsat official, representing U.S., promptly turned copy over to State Department where response—and one that source said would not be "friendly"—was being prepared. What concerns State Department is indication draft was intended as lobbying effort, activity Intelsat as international organization is expected to avoid. One government source called draft "smoking gun." Intelsat official denies wrong doing was intended, says draft was work of "low-level staffer" as one of number of options being considered to get stalled coordination talks involving Pan American Satellite Corp.'s proposed separate satellite system off dead center. Official said senior official had rejected idea of draft, added that Intelsat had not sent it to anyone on Capitol Hill. State Department official said Shultz had not received letter. Draft did not deal directly with PanAmSat coordination issue. Draft would have expressed author's (document did not have name on it) and committee's support for legislation.

assess by Congress last year to enable Intelsat to compete in new environment that separate systems will create: it would call on U.S. to support amendment to Intelsat Agreement that would give global system greater flexibility in pricing than it now enjoys.

ist bit of controversy over coverage of President Reagan's participation in "Liberty Weekend" in New York appears resolved. **Mutual Broadcasting**, which had complained to White House over lack of access to audio of events due to ABC's purchase of rights, was told by White House press secretary Larry Speakes last week: any time the President is speaking over the Fourth of July weekend, the White House will feed audio to all networks at the speech site and at the press filing center."

WDM-TV, Gannett-owned CBS affiliate in Washington, will officially become **WUSA-TV** on July 4. Station went on air in 1949 as WOIC-TV (Amberger Broadcasting Services); from 1950 to 1978 it was TOP-TV Washington (Post-Newsweek). It has been WDM-TV (Evening News Association) since 1978.

7 letters to FCC commissioners last week, **Preston Padden**, Association of Independent Television Stations president, said **A/B switches are "not a solution" to must-carry problem** (see "Closed Circuit"). "The objective facts in the record before you clearly demonstrate that A/B switches would not be efficacious," Padden said. "Moreover, they would create a separate and unequal caste system that would tend to perpetuate network domination of television broadcasting and would bring to a screeching halt the development of new, competitive independent stations."

ABC Video Enterprises Inc. has joined with five Japanese firms in developing **Japan Sports Channel**, "a consortium which will explore developing cable and satellite television opportunities in Japan and the Far East," ABC said, adding that over next six to nine months group will research potential of Japan-based programming service to deliver "core schedule" of sporting events 24 hours daily via satellite, including coverage from Japan, as well as programming from ABC Sports and ESPN.

Executive committee of **Public Broadcasting Service** board of directors met last Thursday (June 19) in Washington to discuss, among other subjects, **Public Television Programming Challenge Fund, unauthorized editing of programs and National Narrowcast Service**. Committee affirmed agreement signed by PBS President Bruce Christensen and Corporation for Public Broadcasting President Martin Rubenstein establishing challenge fund to produce several major, prime time, public television series, to which PBS is to contribute \$12 million over three years. Committee members voiced unhappiness with funding cuts made by CPB Program Fund Director Ron Hull to finance initiative, however, and said consequences of these cuts are serious and will have to be dealt with. "On issue of unauthorized editing of national programming by local stations during fund-raising drives, committee voted to present member stations with plan whereby producing stations would redesign programs that air during membership drives, as long as broadcasting stations agreed not to edit on their own. Plan would include policy change providing for "a broad array of enforcement options" less serious than those currently available—taking away rights to program or denying stations PBS membership. Committee voted unanimously in closed session to extend \$500,000 line of credit and to authorize management to begin daily national narrowcast service in January 1987. Committee also voted to increase number of members on Program Advisory Committee from seven to nine, and elected four members to serve on PAC, one in class of 1987 and three in class of 1989.

Environmental Protection Agency has issued set of proposals on **radio frequency radiation exposure from broadcast and other communications facilities**. Proposal, signed June 12 and to appear in *Federal Register* in next several weeks, calls for comments on four

separate options to protect against human exposure to RF emissions. First option is based on American National Standards Institute levels already adopted by FCC for broadcasters, while two other options call for standards five and 10 times more stringent than ANSI. Fourth option requires no regulatory action by agency. Document had suffered long series of delays and revisions prior to release, in part due to executive changes in EPA, as well as policy disputes during Office of Management and Budget review of proposal. Comments are due 90 days after proposal appears in *Federal Register*.

Thomas B. Ross, former senior vice president of corporate affairs for RCA, has been named **senior vice president of NBC News**, responsible for "future planning and editorial coordination" of news division. It is new position; Ross will report directly to NBC News President Lawrence Grossman, spokesman said.

John Huddy, executive producer of CBS's *Nightwatch*, was placed on **paid administrative leave** last week pending resolution of internal investigation into his "management of the broadcast and the staff," according to CBS News spokeswoman. According to source, several former *Nightwatch* staffers, and others who had been warned that they might be laid off in future, spurred investigation with allegations that they had been overworked, intimidated and sexually discriminated against. Sexual discrimination charge reportedly stems from occasion when one male and three female broadcast associates (entry-level production assistants) were assigned secretarial duties when regular secretarial help was out. Huddy said he thought "family squabble" was directly related to pressure *Nightwatch* staffers were feeling in wake of press reports that broadcast might be canceled or suffer further layoffs. "I am disappointed that a handful of people have made irresponsible and false allegations during this difficult period," Huddy said.



Presidential commendation. Several broadcast organizations and the Cable News Network were recognized for their "outstanding community involvement" at a White House ceremony last week. CNN, Group W Radio, three Group W television stations, KDKA-TV Pittsburgh, KPX(TV) San Francisco and WBZ-TV Boston, and WWKI(FM) Kokomo, Ind., received citations from President Reagan as part of the White House's Private Sector Initiatives. Pictured above (l to r): Richard Harris, president of Group W Radio; Carolyn Wean, vice president and general manager of KPX(TV); Jack Williams, anchor, WBZ-TV; Joseph Berwanger, vice president and general manager, KDKA-TV; William Taylor, chairman of the awards committee, and Gerald Udwin, Group W's Washington vice president. CNN was recognized for its Missing Children's Reports; WWKI(FM) was honored for its WWKI-WE Care, a project to raise funds to assist laid-off workers and their families during Christmas; Group W Radio was recognized for its work to enlist public support for children's hospitals; KPX(TV) for providing information on AIDS prevention; WBZ-TV for recruiting adoptive families for older and special children, and KDKA-TV for efforts in conveying the serious need for organ donors.

Editorials

Mixed signals

Chief Justice Warren Burger is leaving the court after 17 years to devote himself full time to the commission planning the celebration of the bicentennial of the Constitution, the First Amendment of which, at least as far as broadcasters are concerned, Burger has honored in the breach as well as the observance. He was author of the decision awarding broadcasters one of their clearest victories in the high court; he has also helped prescribe some bitter pills, among them his adamant opposition to broadcast coverage of the federal courts, including his. To trace Burger's path where it has chiefly touched—or trod—on broadcasters' freedoms requires a wriggly pen. A palsied hand would help.

In 1973, the chief justice handed broadcasters a major victory, writing the majority opinion in the court's overturning of an appeals court decision that would have required broadcasters to sell time for editorial advertisements. In that opinion Burger said: "Editing is what editors are for... That editors—newspaper or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress has provided." Well put. And although he continued to cling to the fairness doctrine, Burger could be said to have made an argument against it when he said in the opinion that "to sacrifice First Amendment protections for speculative gain is not warranted."

But five years later the same Burger voted with the majority to assign the electronic media to steerage class among First Amendment travelers. In the *Pacifica* case, which buttressed the FCC's censorship powers and penalized broadcasting for its "pervasiveness," the court ruled that "of all forms of communication, it is broadcasting that has received the most limited First Amendment protection," implying that the drafters of the Bill of Rights, in a remarkable act of divination, had intended things to turn out that way.

In 1984, Burger was among the dissenters in the court's 5-4 decision striking down a federal law prohibiting public broadcasters from editorializing. That ruling had held out the promise that the court might rethink its position on other dubious justifications for broadcast regulation, including the "spectrum scarcity" argument and the bleak 1969 *Red Lion* decision.

As for the chief justice's record on granting the broadcast reporter and his tools the same access to the courtroom as the print journalist, the message has again been mixed. In *Richmond Newspapers* (1980), Burger wrote the decision giving the press and public alike the First Amendment right to attend public trials. And in writing the 1981 opinion in *Chandler vs. Florida*, which upheld the Florida court's rules allowing televised coverage of trials, he held that broadcast coverage did not necessarily violate a defendant's rights and said the states were "free to experiment." But a year or two later, Burger, in a public observation, proclaimed television "the most destructive thing in the world." He has worked diligently to keep cameras out of the federal courts through his chairmanship of the U.S. Judicial Conference, which governs conduct of those courts, and he has said there would be "no cameras [add to that microphones] in the Supreme Court of the United States while I sit here."

Now that Burger will no longer sit there, the invitation is open to his nominated successor, Justice William Rehnquist, to moderate that absolutist policy. There is evidence that a number of justices would be amenable. Justices Brennan, Marshall and Stevens have said publicly they were in favor of permitting radio coverage of Gramm-Rudman-Hollings arguments, a request that Burger rejected (BROADCASTING, April 28). This page would

suggest a first step: Follow the lead of the legislative branch and agree to test broadcast coverage when the new court convenes in October, so that instead of passing judgment without benefit of a trial, the learned justices can make a ruling on evidence. Isn't that what courts are supposed to do?

□

Speculation as to whether, from a First Amendment admirer's point of view, the court under new management and with a new member will be better or worse will be left by this page to others. If the past is indeed prologue, the prospect is uninviting.

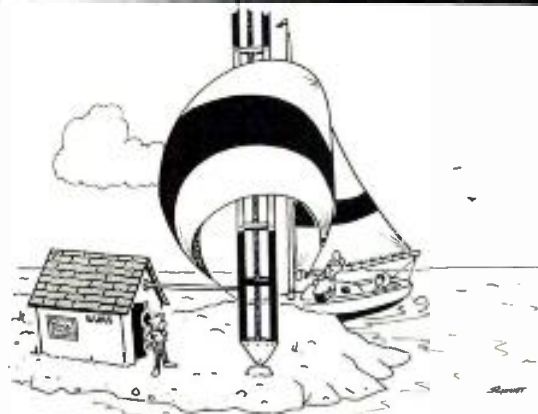
William Rehnquist, the nominated successor to Chief Justice Burger, was the lone dissenter to the favorable *Richmond Newspapers* decision that Burger wrote. Rehnquist wrote a dissenting opinion when the court ruled, 5-4, that the law prohibiting editorializing by noncommercial broadcasters was unconstitutional.

Antonin Scalia, the appointee to the court, entered the national scene in an office where political clout to influence journalistic coverage of the Nixon administration was repeatedly, if ineffectively, applied. The OTP of Nixon's time tried to pressure both commercial and noncommercial broadcasters who were felt to be out of sympathy with Nixonian doctrine and performance.

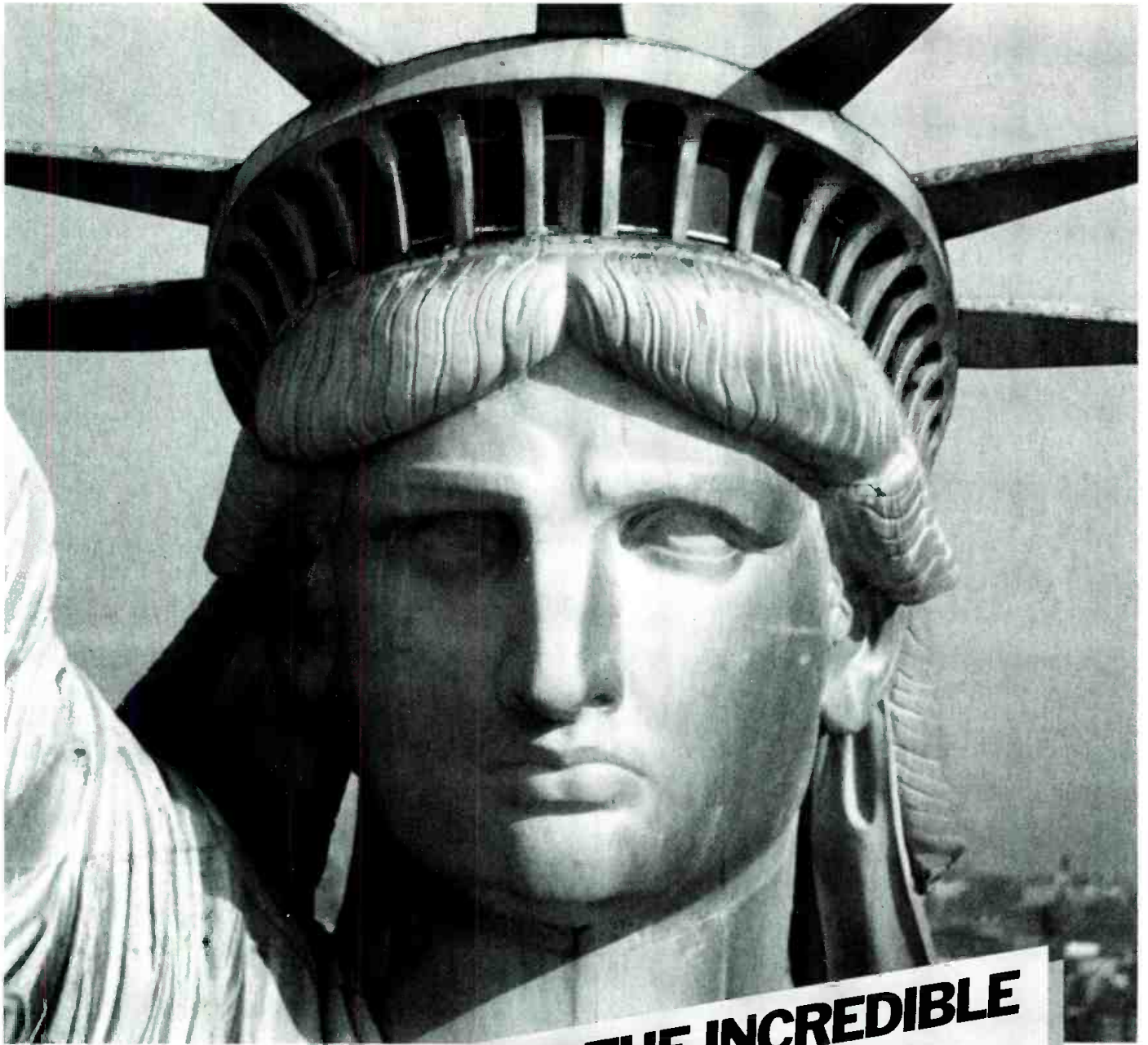
Nor has Scalia given much comfort to the media since then in public utterances and decisions, where he tends to set the First Amendment aside as a special shield for journalism when journalism is sued for libel. Details are presented elsewhere in this issue.

Both Rehnquist and Scalia, however, are widely admired for their intelligence. Perhaps that quality will respond to the true call of the First Amendment in the cases, including challenges of the fairness doctrine, that will go before the court.

Let it be. Representative Al Swift (D-Wash.) will draw applause from some traditionalists for his new bill to require the FCC to reimpose its rule, repealed in December 1982, requiring broadcast stations to be held three years before sale or resale. Swift is not the first to cry out against the recent pork-belly market in broadcast stations. But how about waiting to see whether these fears are justified? For every Kohlberg Kravis Roberts that has traded in and out, there are Murdochs trading in to develop new competition and Tafts trading up for the same purpose. This market's not all bad.



Drawn for BROADCASTING by Jack Schmidt



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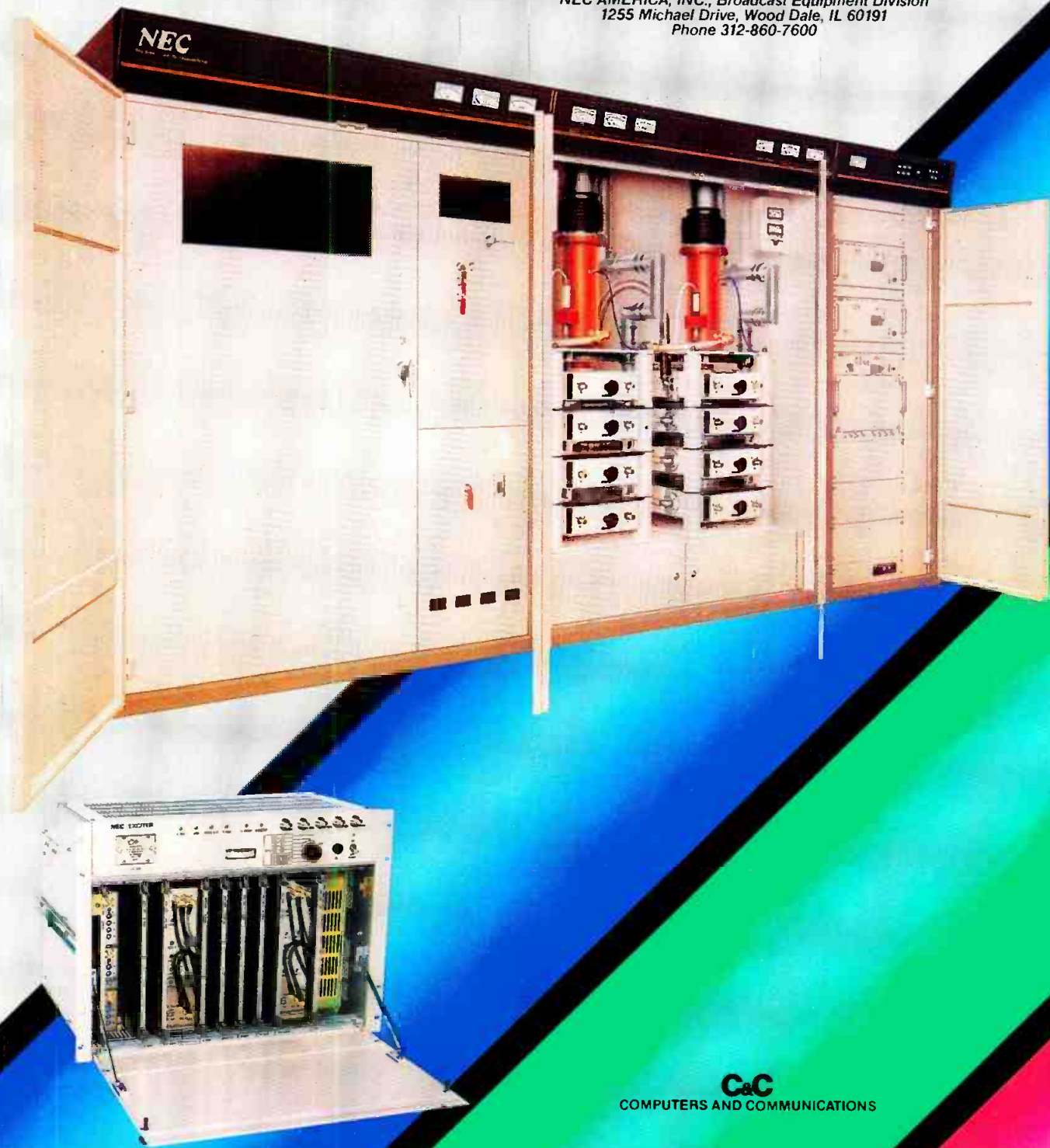
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