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# The Fifth Estate

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# Broadcasting May 4

May 4, 1987



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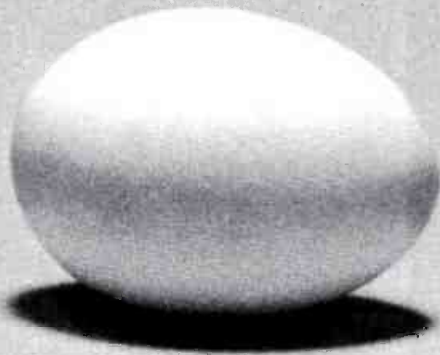
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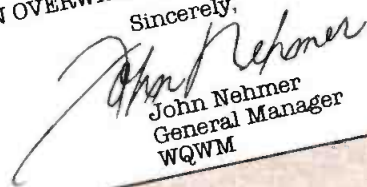
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# Broadcasting May 4

## Network news chiefs, executives face Hill inquisitors "At Large" with Dan Ritchie and Burt Staniar A look ahead to network revenues

**NEWS FROM THE HILL** □ Network news and corporate executives face the fire from House Telecommunications Subcommittee over budget cutbacks, mergers and their effect on electronic newsgathering. **PAGE 31.**

**BOSS TALK** □ Columbia/Embassy are putting the finishing touches on marketing plans for syndicating *Who's the Boss?* **PAGE 37.**

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**TORCH PASSING** □ In this "At Large," BROADCASTING editors sat down with Westinghouse Broadcasting's Dan Ritchie and Burt Staniar to discuss the change in leadership at a company that doesn't hesitate to march to the beat of its own drum. **PAGE 40.**

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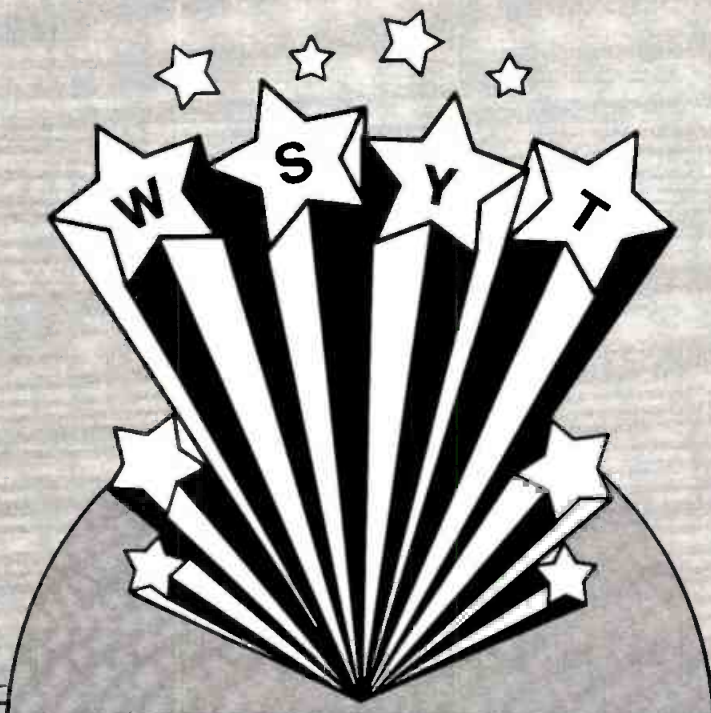
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# ANNOUNCING INDEPENDENT'S DAY IN SYRACUSE

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## Auctioneers

Those hoping that FCC has lost interest in such concepts as auctioning off spectrum and letting marketplace determine spectrum use may have cause for concern. FCC Chairman Dennis Patrick has named Peter Pitsch, former chief of Office of Plans and Policy, as his chief of staff, and Pitsch is long-time proponent of spectrum auctions and so-called "flexible use" of spectrum. Patrick has also hired Lex Felker as his engineering adviser. Felker, who used to work under Pitsch in OPP, is credited as Pitsch collaborator in controversial approaches to spectrum management.

## Bigs and bigger

Radio rep acquisition puzzle involving Reliance Capital Group Ltd. Partnership's three national radio representation firms, also known as John Blair & Co.'s radio representation division, could be resolved within next two weeks. Interep, national radio representation company that owns five rep firms, is said to be close to agreement with Reliance to acquire Torbet Radio and Select Radio Representatives ("Closed Circuit," March 16.) Price is expected to fall between \$8 million and \$9 million.

Also, Katz Communications, which operates three radio rep companies, is considered front-runner to buy Reliance's Blair Radio firm. That price is said to be in \$10-million range. (Charlie Colombo, president of Blair's radio representation division, has been attempting management buyout of group ["Riding Gain," April 20]). Separately, Katz continues to negotiate for Eastman Radio, privately held, New York-based independent rep company ("Closed Circuit," April 6). If those plans go through, Interep and Katz, through their respective firms, would collectively control 85% to 90% of national spot radio marketplace.

## Half-inch contest

Matsushita, fighting Sony for share of professional half-inch videotape market, is going whole hog to win business of Capcities/ABC, last commercial network to choose between companies' incompatible small formats. Just few weeks ago, network was close to signing with Sony and Ampex for Beta format, but last week was receiving high-level pitch from Matsushita that manufacturer

believed could keep it in game. ABC technical chief Julius Barnathan, who called Matsushita presentation "impressive," is mum on network plans. Sony source claimed it has "done deal" with network, which it expects will go public today, Monday, May 4.

Matsushita's trump, besides heavy discount believed offered, is new technical advance that it says will cut its M-II format videotape costs by 50% or more, albeit with some loss in multigeneration picture quality. M-II recorder, designed for use with new metal particle tape, could also use improved metal oxide tape developed for soon-to-be-released consumer Super-VHS VCR format and wound in M-II cassette. Format's biggest customer, NBC, is now conducting tests of S-VHS tape, and network's Michael Sherlock called preliminary results "encouraging," showing less than 2 dB difference between two tapes at first and third generation.

## New opening

Impression of some in station trading marketplace is that bidding by minority media entrepreneurs is increasing. FCC's policy to encourage minority ownership of media properties gives such bidders advantage of offering seller possibility of tax certificate that would defer taxes on gain from sale. With increase in capital gains rate and end of general utilities provision of tax code, such deferral is more valuable than it was last year. Additionally, minority partner would allow group owners already at 12-station limit, such as Gillett Group and Home Shopping Network, possibility of adding two more stations. HSN has talked with BROADCAST head, John Oxendine, who said, however, no definite plan has been developed.

## Welcome mat

Communications Equity Associates, largest U.S. cable and broadcast broker last year, is eyeing new territory—Europe. Company now does only small part of its \$1.5-billion-plus brokerage overseas, but CEA Chairman Rick Michaels believes entertainment business is going global and says his company is considering joint venture European operation based in West Germany. One objective of venture would be finding market opportunities for U.S. money

abroad, Michaels said, but of even greater interest to CEA is guiding overseas investors into U.S. media interests. There are no limits, for instance, on foreign ownership of U.S. cable systems, and direct foreign investment in broadcast facilities can go as high as 20%, 25% if handled through U.S. holding company.

## One-minute network

Transtar Radio Networks, Colorado Springs, which offers five 24-hour music formats along with CNN Radio's news service, has begun to package new network. Transtar II, for advertisers, according to company chairman, Terry Robinson. Foundation of network is second commercial minute position on CNN Radio's program schedule. Transtar purchased marketing and distribution rights for CNN from Turner Broadcasting last summer ("Riding Gain," Aug. 25, 1986.)

## Staying South?

While federal grand jury in Washington considers indicting former top Intelsat officials Richard Colino and Jose L. Alegrett in connection with alleged financial irregularities, question observers are asking is whether Alegrett would seek to escape trial, if indicted, by remaining in native Venezuela. Alegrett, who has home in northern Virginia, has been out of U.S. for almost two months, most of that time, reportedly, in Venezuela. Last week, he was said to have been in Switzerland, meeting with one of his attorneys. His mother and two brothers live in Caracas, where they are politically prominent.

Alegrett, who had been deputy director general of Intelsat, has cooperated with Intelsat in its investigation of irregularities; he returned \$1.1 million of \$5 million said to have been "diverted," and has agreed to testify in civil suit it brings to recover other funds. That would put him in public confrontation with former colleague and former director general, Colino. One of Alegrett's Washington attorneys, Mark Shaffer, said Alegrett has been giving Intelsat "accurate description of what happened." Attorney said he could not confirm reports Alegrett has also been talking to U.S. attorney conducting probe. But whether Alegrett returns to U.S., he said, "depends on how things work out" with U.S. attorney. Extradition from Venezuela, lawyers say, would be very difficult.

## Up, but down

Officials of the National Cable Television Association, at a press briefing in Washington last week, appeared sanguine about the success of the upcoming NCTA convention (May 17-20 at the Las Vegas Convention Center), even as they acknowledged that attendance at the show would probably be down 10% from last year.

According to Barbara York, NCTA's vice president, industry affairs, attendance is expected to be about 12,000, down from 13,148 last year. York attributed the decrease to continued consolidation of companies within the industry and to the site of the convention, which traditionally attracts few on-site registrants. York pointed out that pre-registration (around 9,000) is about what it was last year at this point before the convention.

York also acknowledged that the attendance problem would have been worse if not for the discount registration plan for MSO's. Under the plan, MSO's pay half price for every person they bring to the show over the number they brought in 1986.

The decrease in attendance continues a downward trend that began after the record-setting show in Los Angeles in 1982, which attracted more than 16,500 delegates. With the exception of a slight uptick last year, attendance has decreased every year since 1982.

NCTA's good news was that the hardware and software exhibition will be as big as last year's. According to Dan Dobson, the coordinator of the exhibit, 297 companies have signed up so far for 157,000 square feet of space. That compares to 289 companies with more than 162,000 square feet last year in Dallas.

NCTA has held the line on booth space prices. For the second year, NCTA members are paying \$9.50 a square foot, while non-members pay \$19.

Like other trade shows, NCTA's experiences a lot of churn each year. Although the total is about the same as last year, Dobson said, 70 companies will exhibit at NCTA for the first time this year. Among them: Chemical Bank, the American Medical Association, the Fashion Channel, Hewlett-Packard and Conceptual Graphics.

Less attendance means less revenue, but what it will mean to the convention budget is unknown. NCTA officials declined to reveal any financial details about the show.

The star of the convention program, judging from an NCTA handout, is television writer and producer Norman Lear. He will take part in the opening general session on Monday (May 18) that will examine cable's role in shaping the future of television programming. Also set to speak at the session: Trygve Myhren, chairman and chief executive officer, American Television & Communications, and outgoing chairman of the NCTA; Nickolas Davatzes, chairman and chief executive officer, Arts & Entertainment Network; Michael Fuchs, chairman and chief executive officer, Home Box Of-

fice, and Terrence Elkes, president, Viacom International.

The only other general session occurs at the end of the program on Wednesday (May 20). FCC Chairman Dennis Patrick, who has upset the cable industry with his call for reimposition of the syndicated exclusivity rules, will kick off the session with a speech. He'll be followed by a panel on rising cable system values featuring Phillip J. Hogue, president, Daniels & Associates (moderator); Julian Brodsky, senior vice president, Comcast Cable Communications; I. Martin Pompadur, general partner, ML Media Partners; Richard J. MacDonald, broadcasting-cable analyst, First Boston Corp., and John Malone, president and chief executive officer, TeleCommunications Inc.

In addition to the two general sessions, there will be 30 other sessions focusing on various public policy, financial, management, programming and marketing and legal issues. According to York and Dobson, the number of sessions has been reduced (from 47 last year) in response to members who complained about too many conflicts on last year's schedule.

The NCTA has invited some 40 members of Congress to attend the convention, but only about 14 will appear on panel sessions. Most of the congressmen, including those on the panels, will attend private, by-invitation-only sessions with cable operators on Saturday (May 17) evening. Some will also be on hand the following morning for a \$350-a-plate breakfast to raise money for NCTA's political action committee (Cablepac).

The presence of the congressmen at the show is costing the NCTA plenty. Not only is the association picking up all of their expenses, but it is also paying each an honorarium. NCTA will not disclose the amount of the honoraria or the total cost of bringing the congressmen to Las Vegas, but, according to the office of one invited congressman, NCTA is offering an honorarium of \$1,500.

Missing from this year's program is the Tuesday luncheon. Louise Rauscher, the association's vice president, industry communications, said the luncheon was dropped because a "hot name" couldn't be lined up to deliver the luncheon address and because exhibitors wanted delegates to have more free time to roam the exhibit floor. She said it wasn't a cost-cutting move.

Included in the price of each registration this year is a ticket to the presentation of the System ACE Awards Monday evening in the Showroom of the Las Vegas Hilton. Singer-actor Ben Vereen will provide the entertainment.

## Telephone trouble

Home Shopping Network Inc., which first discovered it had a problem with its phone system's capacity in early February, expects to be able to accommodate a higher volume of calls by June, said Lowell (Bud) Paxson, HSN Inc. president, last week. Although Paxson declined to comment on specific amounts of lost revenue caused by call-

ers reaching a busy signal, he said it was "well in excess of \$1 million per day."

Late last month, HSN Inc. said that it believed the call processing capacity of GTE, the local telephone company serving HSN, had "been insufficient to handle the volume of calls created by the company." According to HSN Chairman Roy M. Speer, AT&T, which provides HSN's national long lines, had conducted studies of the shopping service's nationwide telephone traffic and discovered that in March alone, HSN was not receiving about 50% of customer calls, thereby missing sales "that might have been achieved."

Speer said that a number of steps have been taken to accommodate a higher volume of phone calls. Effective June 1, HSN will expand its current telephone order taking operations at its Salem, Va., division. Speer said last week that 400 incoming AT&T Megacom WATS lines are being installed at the Salem facility to handle any overflow of calls for Home Shopping Networks 1 and 2, which are based in Clearwater, Fla. The Salem center will also handle calls for the *Home Shopping Game*, which is to begin airing June 15, as well as calls ordering merchandise from HSN's 10 mail order catalogues which are now being distributed.

In addition, HSN said that GTE is installing, at its expense, a new Rockwell switching system at HSN's studios to accommodate more calls, and it should be operational by June 1. Also HSN, GTE and Precision Software Corp. are installing a computerized voice response unit built by Precision that is designed to process up to 40% of HSN's customers' orders without a live operator, and AT&T is installing its Megacom System on HSN's customer order lines which bypasses the local central office switching systems and delivers the nationwide calls from AT&T directly to HSN facilities. That was expected to be completed by today (May 4), HSN said.

Speer said also that the computer voice response unit will be installed and used simultaneously with the AT&T Megacom system and with the on-site GTE and Rockwell switching equipment to accommodate higher call volumes.

## Educational experience

After evaluating more than 31,000 applications, The Walter Kaitz Foundation has announced the winners—21 minority men and women—of the 1987 Kaitz Fellowships. The fellowships will be presented at the Kaitz Foundation's annual dinner in New York on Sept. 30.

The Kaitz Fellows, all of whom have experience in businesses other than cable, are placed at cable companies in management positions where they are to be given exposure to all aspects of the companies' business.

The companies that will be accepting fellows this year include 13 cable operators and two programmers: American Cablesys-



# Think soft drink.



tems, Comcast, Continental Cable, Cox Cable, Heritage Communications, Home Box Office, Jones Intercable, Maclean Hunter, NuMedia, Telecable, Tele-Communications Inc., TKR Cable, Times Mirror, Viacom Cable and Warner Communications.

A spokeswoman of the Kaitz Foundation stressed that the fellows are "not entry-level people." Many of them possess post-graduate degrees in business and law and all have ample experience in other businesses, she said. "These are people who made a conscious decision to get into the cable industry."

### Closing up shop

Tempo Television will no longer distribute home shopping programs as of May 15, said R.B. Smith, Tempo president. Tempo, which has included home shopping or "merchandise-related" programs in its schedule since 1980, expanded to four hours devoted to home shopping in 1986 under the umbrella title, Tempo Galleria. At that time, the 24-hour cable network also dropped its affiliate fee and began offering the network without charge. However, according to Smith, "it soon became apparent that there was an abundance of home shopping services available and that our affiliates preferred Tempo's special interest variety over more home shopping. Tempo has therefore reconsidered its position and decided to cancel all home shopping," Smith said. "We will continue in our traditional mode, however, including informational advertising and per inquiry merchandising of specific products which directly relate to many of our targeted programs," he said.

### HBO direct

Home Box Office is distributing more than 70 million direct mail pieces to television homes as part of its new "Your Summer Entertainers" campaign in May. The campaign will include advertising and other direct marketing efforts, including direct-response TV and telemarketing, HBO said.

According to Matt Blank, HBO senior vice president of consumer marketing, "affiliates participating in all three 1986 seasonal marketing campaigns saw an average 3.05% gain in net HBO subscribers. This is nearly double the subscriber growth achieved by systems that participated in only two of the campaigns." Those affiliates that did not participate at all "lost an average of nearly 2% of their HBO subscribers," Blank said. He added that May "is an excellent month" to begin the new promotion since "disconnect trends" are higher then, "and new installations will be needed so that operators can realize net gains throughout this period." Also, he said, "since April is National Cable Month, consumers around the country will be more aware of cable and pay services, and we can take advantage of this nationwide exposure."

### Point-counterpoint on C-SPAN

C-SPAN wrapped up its Monday evening series of National Cable Month programming with more of the verbal war between the cable and motion picture industries. Motion Picture Association of America President Jack Valenti and Community Antenna Television Association President Steve Effros appeared on separate 45-minute call-in

shows.

Following Effros, Valenti called cable "a local monopoly that has no parameter" and repeated his call for a "consumer crusade" to demand that Congress impose restrictions or regulations on cable. The "ultimate goal," he said, is to persuade Congress "to reopen and revisit" the Cable Communications Policy Act of 1984. "There is a belief growing rapidly in Congress... that it's not right to have some monopoly running rampant in the neighborhood able to do anything it chooses."

Valenti told the C-SPAN viewers that Congress should regulate rates or designate cable a common carrier so that cable couldn't arbitrarily decide what signals to carry. "That's not fair."

As the result of a court decision, the fee cable operators must pay for the importation of distant signals has decreased 60%, Valenti said. If cable operators competed with one another, he said, subscribers' rates would come down as a result of the court decision as the operators tried for greater market share. But in the noncompetitive cable market, he said, rates not only didn't come down, they went up—25%, according to Paul Kagan Associates.

During Effros's 45 minutes, which preceded Valenti's, Effros said that Hollywood's assault on the industry is nothing new. "One of the things [the movie studios]... normally do is accuse any industry that comes close to giving them a little competition of being a monopolist. That way they can keep hold of their monopoly," he said. The studios, he said, "have been accused of, and convicted of, being a monopolist eight times since 1900."

"When you hear the word 'monopoly' and 'Jack Valenti' together," Effros said, "it means the movie companies want more money."

According to Effros, Valenti has been ordered by his board of directors to "slow down the growth of the cable industry" and its development as a competitive producer and distributor of programming. It's a replay of what Valenti did to the broadcasting industry, Effros said.

The C-SPAN format did not allow for a face-to-face debate between the two, but that will happen twice this summer—June 18 in Washington at a seminar sponsored by the Federal Communications Bar Association and BROADCASTING magazine and on Aug. 30 in Atlanta at the Eastern Cable Show.

### Silo sale

On May 1, The Movie Channel will launch a national retail cross promotion with Silo Electronics in 109 Silo retail outlets in 14 states. The co-promotion features a \$10 rebate for new TMC subscribers, gift certificates from Silo and in-store displays highlighting TMC. The latter will also provide direct marketing material and a 30-second TV spot detailing the rebate offer for distribution by its cable affiliates. According to Nora Ryan, Showtime/TMC Inc. vice president of marketing operations, the campaign is designed to promote TMC "as a valuable element of the home entertainment package. We want to reach purchasers of VCR's, TV's and other electronic equipment with this message and our special rebate offer at the time they make an investment in home entertainment."

## The Fifth Estate Broadcastings

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Hanahai, Yukari Media Inc., 17-2 Chitosedai 1chome, se-  
tagaya ku, Tokyo-157 Japan. Phone: (03) 484-2847. Te-  
lex: 02423928.

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Think  
comedy.

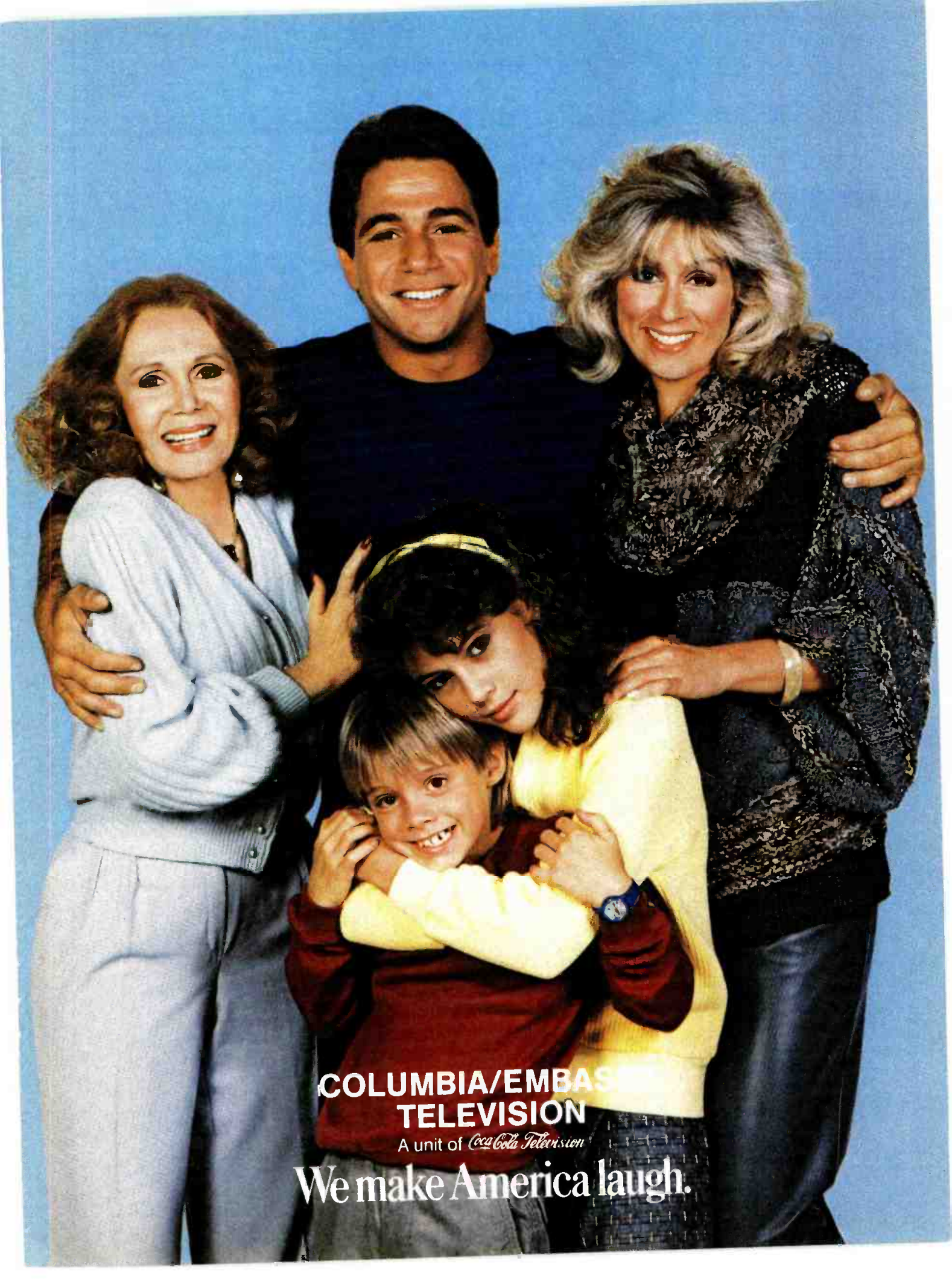


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A unit of *Coca-Cola Television*

Think  
"Who's The  
Boss?"





**COLUMBIA/EMBASSY  
TELEVISION**

A unit of *Coca-Cola Television*

**We make America laugh.**

# Business Briefly

## TELEVISION

**Colonial Penn Insurance** □ Direct-response campaign will kick off in mid-June for eight weeks in about 250 markets. Commercials will run in all time periods in markets including Cincinnati, Dallas, Raleigh N.C., and Spokane, Wash. Target: adults, 50 and older. Agency: Direct Response Broadcasting Network, Philadelphia.

**Curtis Mathes Corp.** □ Three-week flight is planned for mid-May in five markets in support of sales and rentals of television sets and VCR's. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Emerson/Nichols/Bailey, Irving, Tex.

**Rath Black Hawk Bacon** □ Eight-week campaign is set to break in late July in 12 markets. Commercials will be carried

in daytime, early and late fringe and sports segments. Target: women, 25-54. Agency: Stone, August & Co., Birmingham, Mich.

**Red Devil Paints & Chemicals** □ Advertiser has begun \$3-million campaign on network television to run for eight weeks through mid-June. Commercials for hardwood finish product

## AdVantage

**Getting together.** Saatchi & Saatchi Co., British-based advertising agency complex, has proposed merger of two of its units, Saatchi & Saatchi Compton and DFS Dorland Worldwide. Move would involve only U.S. operations of DFS and Compton and reportedly would mean elimination of Compton name. Consolidation would create agency with domestic billings of about \$1.3 billion. Saatchi & Saatch Dorland has domestic billings of about \$700 million and Compton about \$600 million. Saatchi & Saatchi reportedly has been pressing for merger for several months. Story surfaced last week following issuance of internal memo to staff from Edward L. Wax, president and chief executive officer of Saatchi & Saatchi Compton. He said Compton has agreed to consider proposal but would not proceed with merger "unless we are absolutely convinced it is right for our clients and our people." Compton was acquired by Saatchi in 1983 and DFS Dorland in 1986.



will appear on all three networks' early morning shows, early evening news programs and on specials. New flight is being considered for next fall. Target: adults, 25-54. Agency: Waring & LaRosa, New York.

**John Morrell & Co.** □ Tobin meats will be spotlighted in campaign starting in late May in four markets in upstate New York. Commercials will be positioned in daytime, early fringe, fringe and prime segments. Target: women, 25-54. Agency: Dawson Johns & Black, Chicago.

**Six Flags Great America** □ Campaign for theme park was inaugurated last

March 1987

## NARRAGANSETT *Capital*

Providence, Rhode Island  
and

### RIFKIN & ASSOCIATES

Denver, Colorado

have acquired

**CABLE TELEVISION SYSTEMS**

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in and around

**Kauai, Hawaii**

Narragansett Capital, Inc.  
Providence, Rhode Island

## RepReport

KTMS(AM)-KHTY(FM) Santa Barbara, Calif.:  
To Christal Radio from Durpetti & Associates.

□

KFXZ(FM) Maurice, La.: To Hillier, Newmark,  
Wechsler & Howard from Roslin Radio Sales.

□

KFYI(AM)-KKFR(FM) Phoenix: To Republic Radio  
from Hillier, Newmark, Wechsler & Howard.

□

WKOL(AM)-WMVQ(FM) Albany, N.Y.: To Christal  
Radio (no previous rep).

□

KFJB(AM)-KMTG(FM) Marshalltown, Iowa: To  
Katz Radio (no previous rep).



week on 10 stations in Chicago, Milwaukee and Rockford, Ill., and will continue through Aug. 16. Commercials will be placed in all dayparts. Target: teen-agers. Agency: BBDO, Chicago.

RADIO

**Birke Jewelers** □ Watches and rings will be accented in flights of two to three weeks in four markets, starting this week. Commercials will run in all dayparts. Target: women, 25-44. Agency: Moriarty & Associates, Minneapolis.

RADIO & TV

**Ross Stores** □ Mother's Day promotion is planned in eight markets in mid-May with one four-day flight set for radio and two four-day flights scheduled for television. Commercials will be presented in all dayparts. Target: women, 25-49. Agency: Western International Media, Atlanta.

**Jiffy Lube International** □ Franchised specialty oil change and lubricating center has launched \$5-million network television campaign to run in three flights on all three networks. Local and regional radio and television advertising will bolster network via coop participation. Appearing as spokespersons for campaign will be Dick

Van Patten family—Dick, Pat and their three sons, Nels, Jim and Vince. Commercials will be scheduled in prime, early and late fringe. Target: men, 25-54. Agency: Lois Pitts Gerson Pon GKG, New York.

**Conoco Inc.** □ Summer campaign for oil company will start in mid-May for 16 weeks in about 50 markets. Commercials will be placed in all dayparts. Target: adults, 18-54. Agency: Taylor Brown & Barnhill, Houston.

**Two versions.** Revlon Inc. prepared two takes of romantically inclined television commercial to introduce its new perfume called Intimate and found some stations considered too sensual even so-called "cool" version, let alone original "hot" counterpart. In its original form it was disapproved by all three networks which pass on spots initially for commercials intended for national spot campaigns. Revlon's campaign was in spot TV in 22 markets, starting on April 26. ABC and CBS OK'd "cool" version, but NBC rejected it, saying it still was "too sexually suggestive." NBC spokesman said owned stations invariably go along with networks' recommendation but affiliates were free to make their own decision. In only one market (Raleigh-Durham, N.C.) were all versions of commercial turned down and not shown. In hot version, woman is shown lying on chaise lounge on obviously warm day and breeze of fan disturbs her skirt, revealing her thigh. Camera then focuses on man's hand as it moves piece of ice from woman's cheek to her neck to top of low-cut dress. He then removes his hand. In cool spot, woman guides man's hand only as low as her neck. Commercial was created by Hill Holliday/New York.



April 1987

**\$40,000,000**

**Legacy Broadcasting, Inc.**

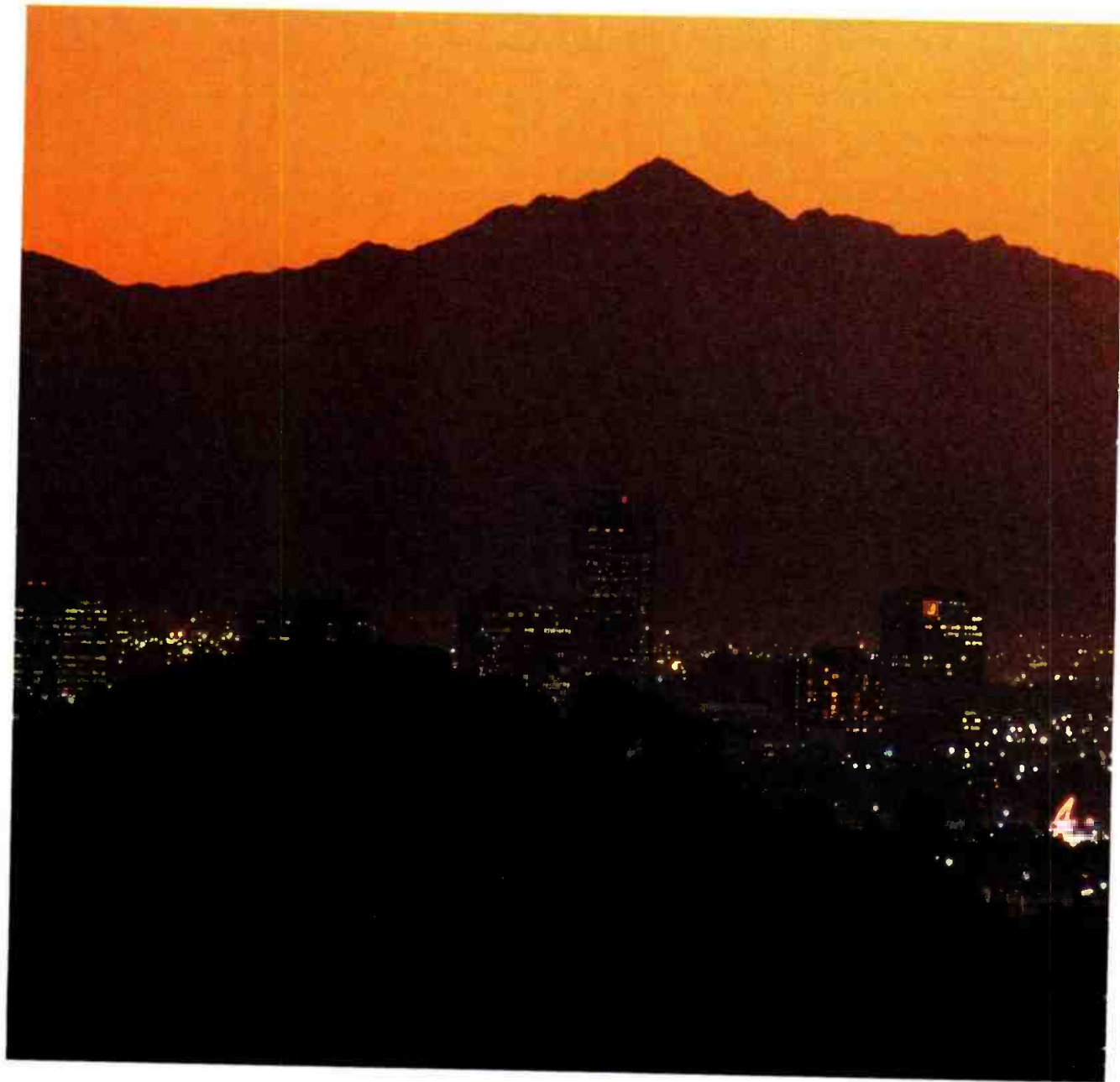
\$25,000,000 Senior Notes due 1994

\$15,000,000 Subordinated Notes due 1994

We arranged the private placement of these securities.

**Sillerman-Magee**

# Building a solid foundation



**KPHO-TV**

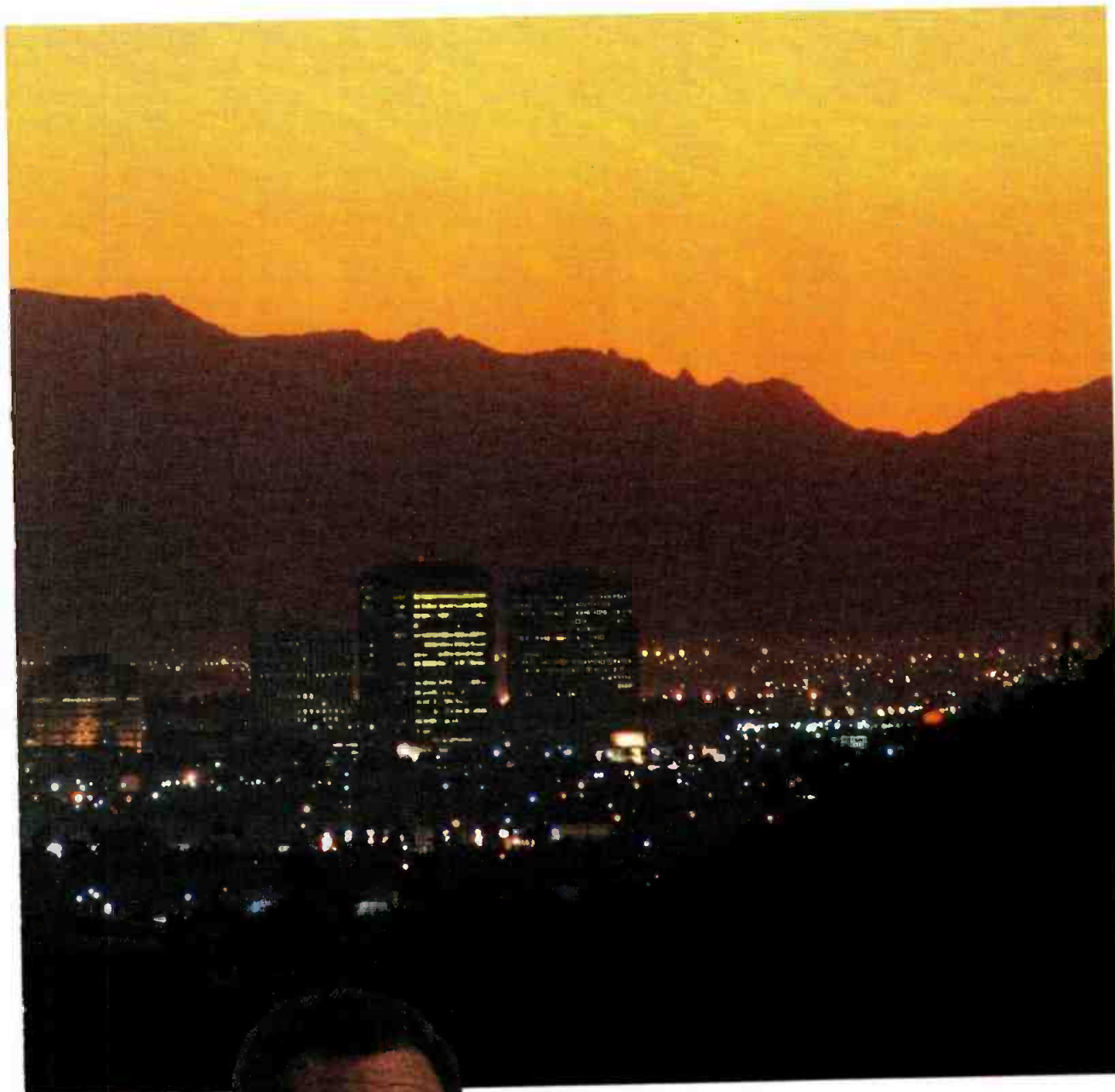


"The Cosby Show has set new standards for quality family programming, appealing to all demographics. We are proud to have it as the cornerstone of KPHO's 1988 program schedule."

*Richard DeAngelis, Vice President and General Manager, KPHO-TV, Phoenix, Arizona*



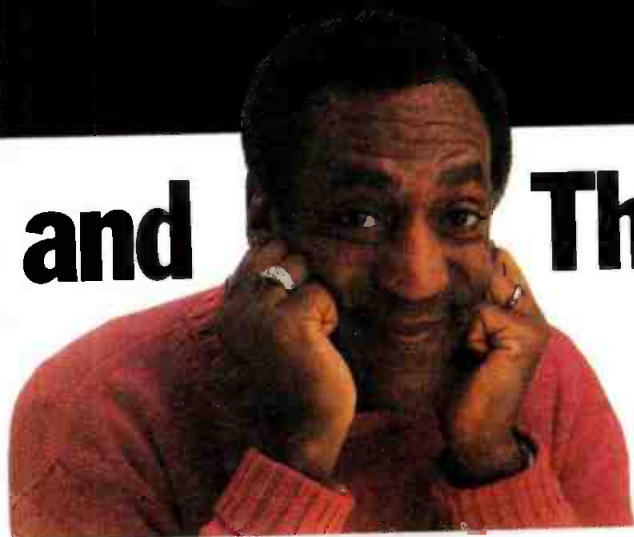
# in Phoenix.



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# and

# The Cosby Show



A broadcasting computer standards commentary from Ken Klein, SoftPedal Inc., Atlanta

## Broadcasting's PC challenge: integrating computer systems

Like a well-trained athlete, the broadcast industry has jumped the first hurdle presented by the introduction of computers. The industry is now ready to leap the next hurdle and reap the benefits that integrated systems and interfaced databases will bring.

Broadcasters have been bombarded with computerized solutions in accounting, sales, traffic, programing, newsroom and many other applications. No broadcast professional, group owner, station, national representative or advertising agency has been overlooked. In 1987, the majority of daily business functions in the industry will be handled by mainframe, mini- and micro-based computer systems from a variety of vendors.

The number of different computer systems in the marketplace presents as many problems as it does solutions. Each system satisfies a different need while operating different computer hardware with a different data structure. Several disparate systems may be required in a sales department, for instance, to manage inventory, perform market research, generate proposals, track sales orders and perform post-buy analysis. While these systems use the same basic information, they are incompatible with one another, creating additional work for the users.

For broadcasters to be more productive at the bottom line, disparate computer systems must be integrated. The PC is the key to integrating these systems into a unified source of information. The PC can extract data from each of the computer systems, combine it, collate it, transform it and pass it along to the other systems. Data from accounting, financial planning, sales traffic, research, programing, promotion, rating services, census and so on can be integrated to create reports and analyses never before possible. These reports, limited only by our imagination, may include:

- A true avail (sales avails plus traffic avails).
- Instant post-buy analysis (invoice plus Arbitron/Nielsen ARB/NSI data).
- Post-buy comparison (package plus reach and frequency plus post-buy analysis).
- Package analysis (package plus reach and frequency plus projected post-buy).
- Future planning and budgeting (projected CPM/CPP plus ARB/NSI data plus base rate report plus accounting data plus bookings history).
- Programing "what-if" games (inventory by program plus projected percentage of sellout plus projected C-P-M/CPP plus ARB/NSI data plus syndicated and film in-



Ken Klein is vice president of research and development for SoftPedal Inc., Atlanta, automated systems consultant. His professional background includes the design and implementation of computer systems for television research with ABC, CBS and Cox Communications. He has also served as director of research for KGO-TV and KRON-TV, both San Francisco.

ventory).

- Sales analysis and tracking (bookings history plus ARB/NSI data plus sales order header data).

- Market analysis (avail request history plus bookings history plus financial data).

- Market projection (financial history plus census data plus C-P-M/CPP history).

Using the PC as a data interface will enhance the use of all broadcast computer systems. Integration within each computer system has already begun in some areas such as electronic contracts, confirmations and invoices between reps, stations and agencies. This is the tip of the iceberg, addressing only the elimination of re-keying. The real obstacle is data duplicity and incompatibility.

These problems can only be solved by storing each set of data once, at its source. For example, traffic data, bookings and invoices should be stored at the stations. ARB/NSI data should be stored at the rating services. Contracts should be stored at the originating sales office. C-P-M/CPP data should be stored at the agency. The PC can then link up to the specific data base source, collect the data (with appropriate security), produce the report or analysis and route it to

the proper parties for use.

Integration comes with its own set of technical challenges:

- It requires high-priced, sophisticated telecommunications equipment to transfer large volumes of data with quality and efficiency.

- PC's will need large hard disks to handle the data required to create these reports.

- PC's will need faster processors to produce these reports and analyses in an efficient manner.

- Data security will have to be guaranteed through passwords and restricted access software.

- Software for interfacing will need to translate data from many different systems and databases into a form compatible with one another and the PC.

The benefits are exciting:

- Users will be able to create reports and analyses that were previously impossible or available only through hours of tedious manual calculation.

- Data approximations and calculation short-cuts will be eliminated.

- Data will be created once, stored once and used by any system through telecommunications.

- Reports and analyses will exhibit original source accuracy, in many cases for the first time.

The day-to-day workload of our industry is not as efficient as it can be. Broadcast professionals have become bogged down in the duplication of busy-work created by disparate computer systems and databases that are not linked. Currently there are no plans, long-range or short, to use the latest computer technology and solve this problem.

Smooth interaction between horizontal entities (sales, traffic, accounting, programing, promotion, group headquarters) and vertical entities (station, national rep, rating service, agency, program supplier) is essential for the growth of our industry.

To compete efficiently for advertising dollars in the coming years, the broadcast industry needs to integrate its software and interface its databases.

The first step toward realizing this goal is awareness of the problem. The challenge is to agree on standards for hardware configurations and database interfaces. The industry needs to bring the problem into the open. Trade groups such as the Television Bureau of Advertising, National Association of Broadcasters, NATPE International, Association of Independent Television Stations and Radio-Television News Directors Association should address this issue, both in their convention forums and in their membership communications.

The challenge is here... now. Are there any takers?



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We can't  
thank you  
enough.



# But that's not going to stop us from trying.

For the first time in history, one program distributor holds the number 1, 2, and 3 rated shows in syndication.

With Wheel of Fortune, Jeopardy and The Oprah Winfrey Show in the top three slots, there's only one thing left to say to the stations and programmers around the country...

**Thank you, history is not made alone.**

ABILENE, KTAB CBS • ADA-ARDMORE, NBC • ALBANY, NY, WNYT NBC • ALBUKOB NBC • ALEXANDRIA, LA, KALB ABC • AMARILLO, KAMR NBC • AMARILLO, ATLANTA, WSB ABC • ATLANTA, WXIA KTBC CBS • AUSTIN, KTVV NBC • WVAR NBC • BANGOR, WLBZ NBC • WAFB CBS • BATON ROUGE, WBRZ ABC • KJAC NBC • BECKLEY, WOAY ABC •



#1 Wheel Of Fortune



#2 Jeopardy



#3 The Oprah Winfrey Show

KTEN ABC/NBC • ALBANY, GA, WALB QUERQUE, KGGM CBS • ALBUQUERQUE, NBC • ALEXANDRIA, MN, KCMT NBC/KVII ABC • ANCHORAGE, KTVA CBS NBC • AUGUSTA, WJBF ABC • AUSTIN, BAKERSFIELD, KGET NBC • BALTIMORE, BANGOR, WVII ABC • BATON ROUGE, BEAUMONT, KFDM CBS • BEAUMONT, BEND, KTVZ NBC/CBS • BILLINGS, KTVQ

CBS • BILOXI, WLOX ABC • BINGHAMTON, WBNG CBS • BIRMINGHAM, WBRC ABC • BIRMINGHAM, WVTM NBC • BOISE, KBCI CBS • BOISE, KIVI ABC • BOSTON, WBZ NBC • BOSTON, WNEV CBS • BOWLING GREEN, WBKO ABC • BUFFALO, WKBW ABC • BURLINGTON, WPTZ NBC • BUTTE, KXLF CBS • CASPER, KGWC CBS • CEDAR RAPIDS, KWVL NBC • CHAMPAIGN, WCIA CBS • CHAMPAIGN, WICS NBC • CHARLESTON-HUNT, WCHS ABC • CHARLESTON-HUNT, WOWK ABC • CHARLESTON, SC, WCBD ABC • CHARLESTON, SC, WCIV NBC • CHARLOTTE, WBTV CBS • CHARLOTTE, WSOB ABC • CHARLOTTEVILLE, WVIR NBC • CHATTANOOGA, WRCB NBC • CHATTANOOGA, CHARLESTON, SC, WCIV NBC • CHARLOTTE, WBTV CBS • CHARLOTTE, WSOB ABC • CHARLOTTEVILLE, WVIR NBC • CHATTANOOGA, WRCB NBC • CHATTANOOGA, WTVC ABC • CHICAGO, WLS ABC • CHICO-REDDING, KHSL CBS • CINCINNATI, WCPO CBS • CINCINNATI, WKRC ABC • CLARKSBURG, WDTV CBS • CLEVELAND, WEWS ABC • COLORADO SPRINGS, KKTU CBS • COLORADO SPRINGS, KOAA NBC • COLUMBIA-JEFF, KMIZ ABC • COLUMBIA-JEFF, KOMU NBC • COLUMBIA, SC, WIS NBC • COLUMBUS, SC, WOLO ABC • COLUMBUS-TUPELO, WTVA NBC • COLUMBUS, GA, WRBL CBS • COLUMBUS, GA, WTVM ABC • COLUMBUS, OH, WBNS CBS • COLUMBUS, OH, WTVN ABC • CORPUS CHRISTI, KRIS NBC • DALLAS, KXAS NBC • DALLAS, WFAA ABC • DAVENPORT, KWQC NBC • DAVENPORT, WQAD ABC • DAYTON, WKEF NBC • DENVER, KUSA ABC • DES MOINES, KCCI CBS • DES MOINES, WHO NBC • DETROIT, WDIV NBC • DETROIT, WXYZ ABC • DOTHAN, WDHN ABC • DOTHAN, WTVY CBS • DULUTH, KBJR NBC • ELMIRA, WETM NBC • EL PASO, KDBC CBS • EL PASO, KVIA ABC • ENSIGN, KTVG CBS • ERIE, WICU NBC • EUGENE, KVAL CBS • EUREKA, KVIQ CBS • EVANSVILLE, WPIE NBC • FARGO, KTHI NBC • FARGO, KXJB CBS • FLINT, WJRT ABC • FLORENCE, WBTW CBS • FRESNO, KFSN ABC • FT. MYERS, WBBH NBC • FT. SMITH, KFMS CBS • FT. SMITH, KHBS ABC • FT. SMITH, KPOM NBC • FT. WAYNE, WANE CBS • FT. WAYNE, WKJG NBC • FT. 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JOSEPH, KQTV ABC • ST. LOUIS, KMov CBS • ST. LOUIS, KSDK NBC • SALISBURY, WMDT ABC/NBC • SALT LAKE CITY, KSL CBS • SALT LAKE CITY, KTVX ABC • SAN ANGELO, KLST CBS • SAN ANTONIO, KENS CBS • SAN ANTONIO, KMOL NBC • SAN DIEGO, KCST NBC • SAN DIEGO, KGTV ABC • SAN FRANCISCO, KGO ABC • SAN FRANCISCO, KRON NBC • SANTA BARBARA, KCOY CBS • SANTA BARBARA, KSBY NBC • SANTA ROSA, KFTY IND • SAVANNAH, WSAV CBS • SEATTLE, KIRO CBS • SEATTLE, KOMO ABC • SHREVEPORT, KSLA CBS • SHREVEPORT, KTSB ABC • SIOUX CITY, KMEG CBS • SIOUX FALLS, KSFY ABC • SOUTH BEND, WSJV ABC • SPOKANE, KHQ NBC • SPRINGFIELD, MA, WWLP NBC • SPRINGFIELD, MO, KSPR ABC • SPRINGFIELD, MO, KYTV NBC • SYRACUSE, WIXT ABC • TALLAHASSEE, WCTV CBS • TAMPA, WTSP ABC • TAMPA, WXFL NBC • TERRE HAUTE, WBAK ABC • TERRE HAUTE, WTVB NBC • TOLEDO, WTOL CBS • TOPEKA, KSNT NBC • TWIN FALLS, KMVT NBC • UTICA, WUTR ABC • TRI CITIES, WCYB NBC • TUCSON, KGUN ABC • TUCSON, KOLD CBS • TULSA, KTUL ABC • TYLER, KLTU ABC/NBC • TWIN FALLS, KMVT NBC • UTICA, WUTR ABC • VICTORIA, KAVU NBC • WACO-TEMPLE, KCEN ABC • WASHINGTON, WJLA ABC • WASHINGTON, WUSA CBS • WATERTOWN, WNNY CBS • WAUSAU-RHINELAND, WAOW ABC • WEST PALM BEACH, WPEC ABC • WEST PALM BEACH, WPTV NBC • WHEELING, WTRF CBS • WICHITA FALLS, KFDX NBC • WICHITA-HUTCHINSON, KWCH CBS • WILKES-BARRE, WYOU CBS • WILMINGTON, WJKA CBS • WILMINGTON, WWAY ABC • YAKIMA, KAPP ABC • YAKIMA, KNDO NBC • YOUNGSTOWN, WFMJ NBC • YOUNGSTOWN, WYTV ABC • YUMA, KYEL NBC • ZANESVILLE, WHIZ NBC

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"The Oprah Winfrey Show" produced by  
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 Source: Feb. Nielsen/Cassandra Report

■ Indicates new entry

## This week

**May 4**—Comments due in FCC proceeding considering use of synchronous transmitters to extend coverage of AM stations.

■ **May 4**—"TV Ministries: Religion or Entertainment? What Is the Broadcast Future?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Panelists: Jack Blessington, CBS; Dr. Robert Cook, National Religious Broadcasters; Dr. William Fore, National Council of Churches of Christ, and Rabbi A. James Rudin, American Jewish Committee. Copacabana, New York.

**May 4**—*American Women in Radio and Television, Western New York chapter*, meeting, featuring Sally Jessy Raphael, syndicated talk show host. Buffalo Hilton hotel, Buffalo, N.Y.

■ **May 5**—*Washington Metropolitan Cable Club* meeting. Speaker: John Malone, president-CEO, Tele-Communications Inc. Topic: "Cable at the Crossroads—The Responsibilities of a Maturing Industry." National Press Club, Washington.

**May 5**—*Women in Cable, Chicago chapter*, educational seminar. Luncheon speaker: Barry Lemieux, president. American Cablesystems. O'Hare Expo Center, Chicago. Information: Lori Rubin, (312) 644-5416.

**May 5-6**—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

**May 6**—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

**May 6**—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

**May 6**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Russell Barry, president, Turner Program Services Inc. Copacabana, New York.

**May 6**—"Everything You've Ever Wanted to Know About Public Relations," panel sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818)506-7880.

**May 6**—*Connecticut Broadcasters Association* spring seminar. Sheraton, Waterbury, Conn.

■ **May 6**—"An Evening with Anna Ridley (British video artist)," co-sponsored by *Contemporary Art Television Fund and Institute of Contemporary Art and Women in Film and Video*. WBZ-TV Brighton, Mass.

■ **May 8**—"Cable TV Advertising: In Search of the Right Formula," conference sponsored by *Columbia Business School's Center for Telecommunications and Information Studies and Information/Communications Industry Group of Coopers & Lybrand*. Plaza hotel,

New York. Information: (212) 536-2607.

**May 8**—31st annual Tom Phillips UPI New England Broadcasting Awards banquet. Cambridge Marriott, Cambridge, Mass. Information: Maureen Rooney, (617) 542-4708.

**May 8-10**—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

**May 9-16**—27th Golden Rose of Montreux, television festival for light entertainment programming. Montreux, Switzerland. Information: (212) 223-0044.

## Also in May

**May 10-13**—*Central Educational Network* annual conference. Hotel Fort Des Moines, Des Moines, Iowa. Information: (312) 390-8700.

**May 11**—Comments due on internal FCC studies that appear to undermine rationale for proposal to reallocate UHF TV spectrum for land-mobile use. Comments also due on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

**May 11-13**—Sales training program for local and retail sales managers of television stations, sponsored by *Television Bureau of Advertising* in conjunction with *Sterling Institute*. St. Louis. Information: (212) 486-1111.

■ **May 12**—*International Radio and Television Society* "Second Tuesday" seminar, "The Future of Television Production." Panelists: Barbara Corday, Columbia/Embassy Television; Gerry Golod, TV producer, and John McGuire, Screen Actors Guild and Motion Picture and Television Unions. Viacom Conference Center, New York. Information: (212) 867-6650.

**May 12**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**May 12**—*New York Women in Cable and New York State Cable Association* luncheon. Speaker: Carl Icahn, chairman, TWA. Gallagher's restaurant, New York. Information: 1-800-54-CABLE.

■ **May 12**—"A Stress Management Workshop on People Meters," sponsored by *Media Research Club of Chicago*. Lawry's restaurant, Chicago. Information: Beth Uyenco, (312) 861-0200.

■ **May 12**—"Customer Service: Working Smart," sponsored by *Southern California Cable Association*. Pacifica hotel, Cuiver City, Calif. Information: (213) 684-7024.

**May 12-14**—*Florida Association of Broadcasters* legislative day. Radisson hotel. Tallahassee, Fla.

**May 12-14**—*Cable Television Association of Mary-*

*land, Delaware & the District of Columbia* annual spring meeting. Hilton hotel, Greenbelt, Md. Information: Charlie Ross, (301) 268-2721.

**May 13**—*American Women in Radio and Television, Washington chapter*, meeting. "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

**May 13**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Thomas Burchill, president and CEO, Lifetime Cable Network. Copacabana, New York.

**May 13**—Reply comments due on FCC proposal considering elimination of rule prohibiting formation of radio-TV combinations.

**May 13**—Reply comments due in FCC proceeding considering alternatives to fairness doctrine.

**May 13**—*New Jersey Broadcasters Association* spring managers conference. Brookdale Community College, Lincroft, N.J.

■ **May 13**—"The Supreme Court Today: What Should Be Its Role," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **May 14**—"America's Court Systems: How Good? How Fair? How Just?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**May 14**—"Five Things Everyone Should Know About How to Produce for Television," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: George Heine-mann, president, Showmakers Inc. New York. Information: (212) 765-2758.

**May 14-15**—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville, Ky.

**May 15**—*International Radio and Television Society* newsmaker luncheon featuring panel of cable executives: Mary Alice Williams (moderator), CNN; Robert Alter, Cabletelevision Advertising Bureau; Bob Clasen, Comcast Cable; Terrence Elkes, Viacom, and J. William Grimes, ESPN. Waldorf-Astoria, New York.

**May 15**—Deadline for applications from journalists for fellowships in public health, sponsored by *Center for Health Communication, Harvard School of Public Health*. Information: (617) 732-1038.

**May 16**—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

**May 16**—"Electronic Post-Production for Film and Videotape: The 'New Wave in Electronic Post Production—An Update,'" seminar sponsored by *Hollywood Section of Society of Motion Picture and Television Engineers and Continuing Education Division of School of Cinema-Television, University of Southern California*. USC campus, Los Angeles. Information: (818) 843-7211.

**May 16**—Day-long seminar, awards luncheon and evening banquet sponsored jointly by *Michigan Association of Broadcasters, Michigan Associated Press and Radio-Television News Directors Association, region eight*. Hyatt Regency, Dearborn, Mich. Information: Carol Riha, (313) 965-9500.

**May 16**—39th annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Beverly Wilshire hotel, Los Angeles.

**May 16-23**—Fourth International Festival of Comedy

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## Errata

Price for WACO(AM)-KHOO(FM) Waco, Tex., in April 27 "Changing Hands" was \$3,125,000, not \$600,000. Broker was Blackburn & Co.



# HOUSTON

# ENTERTAINMENT

## VOLUME SIX

# #1

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# #1

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# #1

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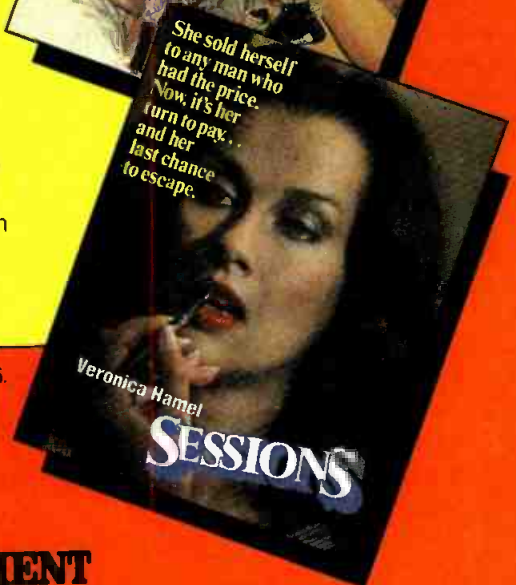


# #1

## Sessions

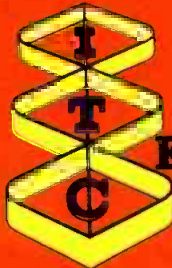
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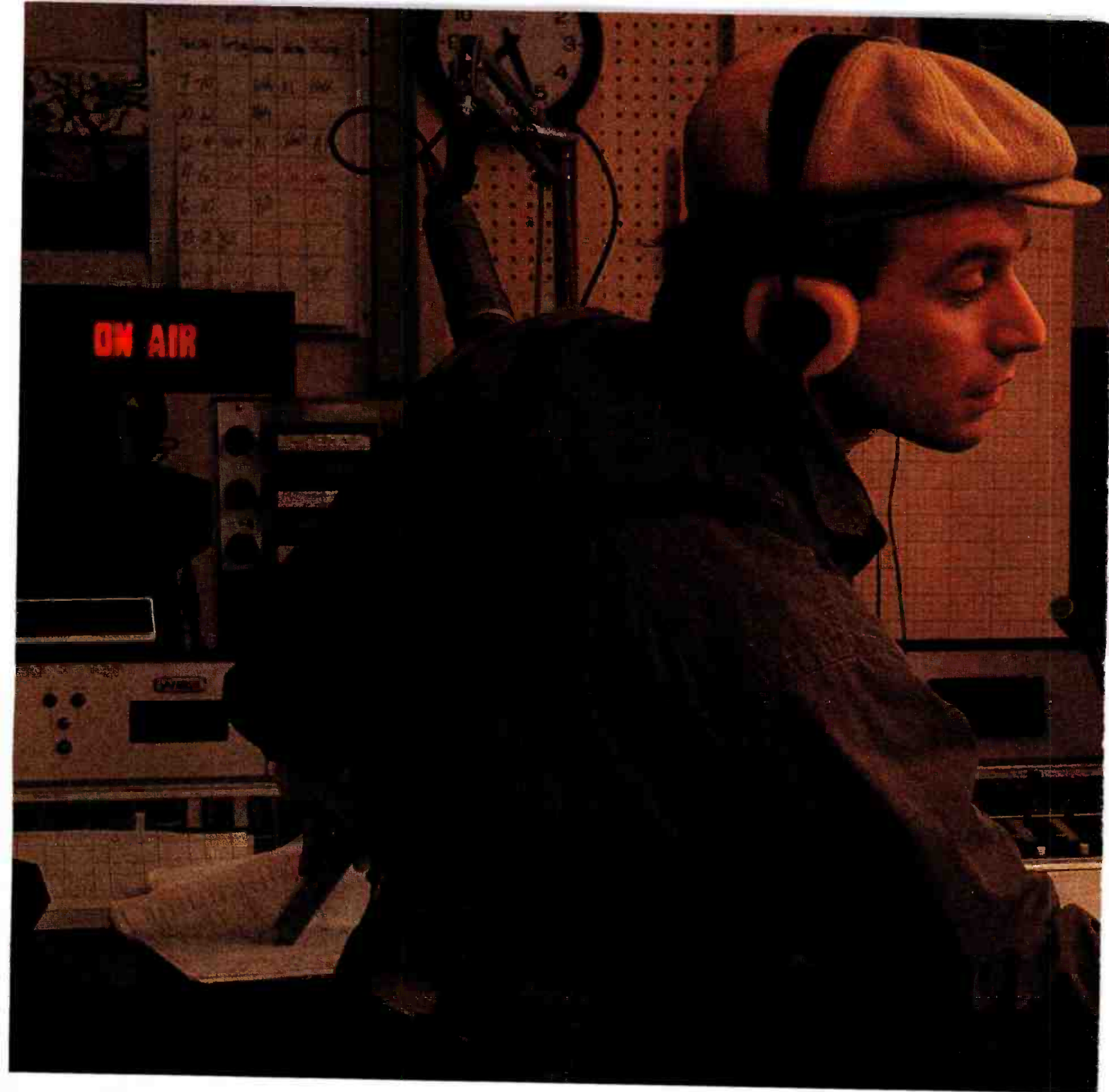
\* ARB, Dec. 1, 1986. \*\* NSI, Dec. 30, 1986 \*\*\* ARB, Dec. 31, 1986.

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### ENTERTAINMENT

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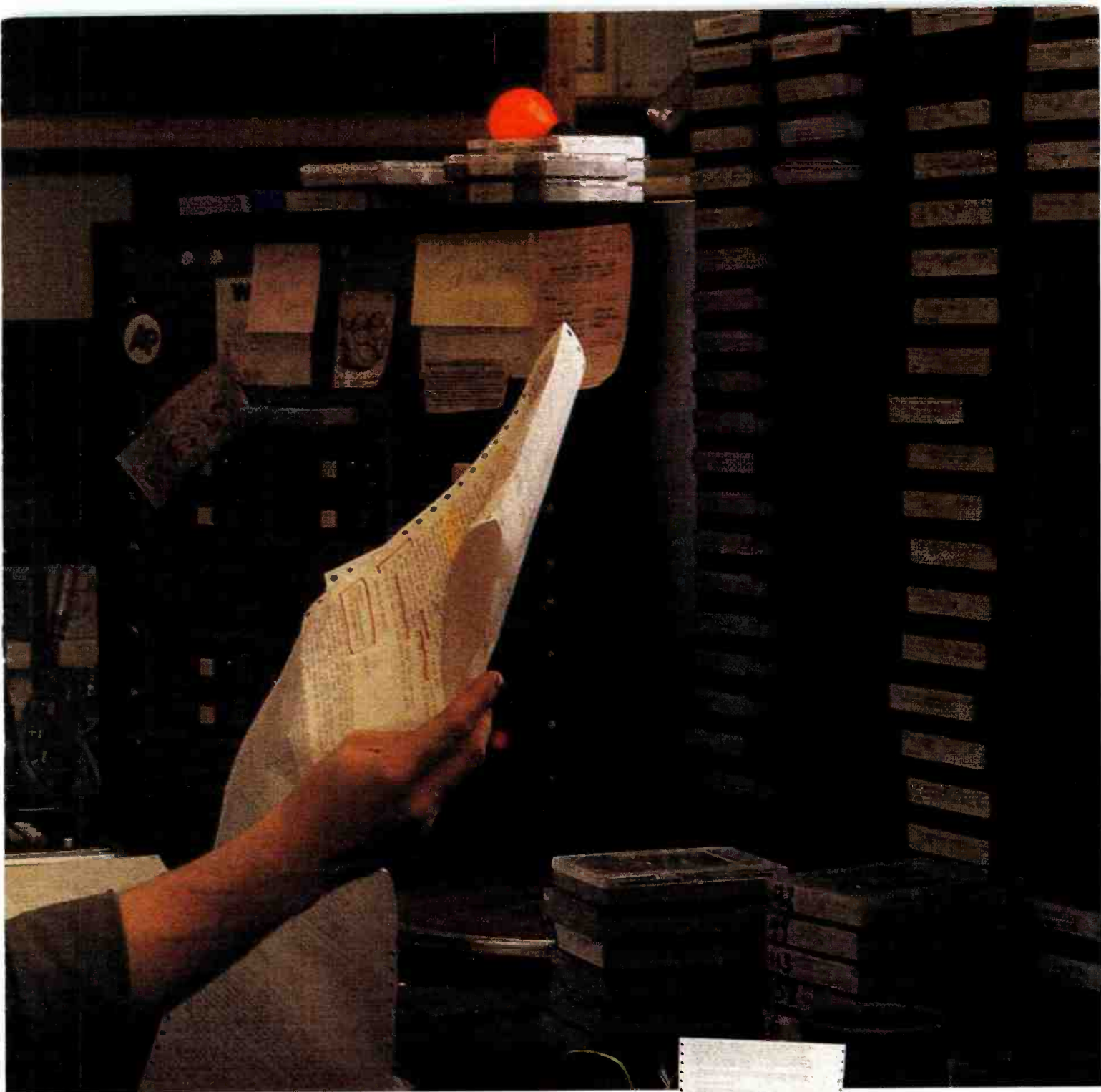
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## Major Meetings

**May 17-20**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

**May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 31-June 2**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 6-9**—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

**June 9-11**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

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

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

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

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

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

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

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

York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

**Jan. 23-26, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

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

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

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

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

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

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

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

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

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

Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

**May 17-20**—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

**May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 17-20**—*National Association of Broadcasters* models for management seminar for radio. Henry VIII

Inn, St. Louis. Information: (202) 429-5420.

**May 17-21**—*Nebraska basic videodisk design/production workshop*, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

**May 18-21**—*Pacific Mountain Network* annual meeting. Kona Surf hotel, Kona, Hawaii. Information: (303) 980-1411.

**May 19**—*Virginia Public Radio Association* quarterly meeting, market strategy session. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

# Open Mike

## Indecent exposure

EDITOR: It is ironic that former [FCC] Chairman [Mark] Fowler who started his career at the FCC with a speech proclaiming that broadcasting should be accorded the same full First Amendment protections as print, and who gave an impassioned speech at the

recent National Association of Broadcasters convention urging that broadcasting is entitled to full First Amendment protections ended his career by resurrecting and broadening the FCC's prohibition on the broadcast of indecent programming. There can be no doubt that if any governmental body attempted to regulate the publication of print-



ed material falling within the FCC's definition of "indecent," such regulations would be declared unconstitutional.

If former Chairman Fowler and his successor truly believe that broadcasting should enjoy the same First Amendment protections as print, they, and the commission as a whole, should have ruled in the "raunch radio" cases that, while such broadcasts might be offensive to many, as the material aired in the broadcasts would clearly be protected by the First Amendment if it appeared in print and as the broadcast medium is entitled to the same First Amendment protections as print, the FCC is powerless to prohibit or regulate such broadcasts. At the same time, to emphasize its commitment to the First Amendment, the commission should have repealed its earlier "indecent" ruling in the Pacifica case involving George Carlin's "seven dirty words" monologue. Instead, Fowler's final act was to repudiate his repeated declarations regarding the application of the First Amendment to the broadcast media by reaffirming the position adopted by the FCC in the Pacifica case that broadcasting does not enjoy the same First Amendment protections as are enjoyed by print and other less "intrusive" media.—*David Tillotson, Washington.*

**Editor's note:** The writer represented the Pacifica Foundation in challenging the FCC's original ban on indecent programming.

**EDITOR:** There is no reason to question the FCC's recent enforcement position with regard to broadcasters and indecency. The Supreme Court has already established the commission's authority to regulate and sanction such material.

Contemporary community standards aside, where were the managers of those stations who allowed this matter to get out of control in the first place? Where was our national trade association in warning broadcasters to be more cautious, and why did they not play a leadership role in preventing this kind of situation from getting out of hand? You'd think someone with an IQ above room temperature would have been listening to the sophomoric ramblings of a Howard Stern and provide some reasonable guidance and direction.

The shame of this entire matter is that it threatens our ability to proclaim that free-market approaches work in broadcasting. We may be doomed to failure by giving certain narrow-minded politicians the ammunition they need to fire further unwelcomed volleys at our self-proclaimed First Amendment rights. Along with those "rights" are responsibilities. As long as some broadcasters are willing to abolish minimum standards of good taste, we may just get what we deserve from the regulators. Those folks are looking for excuses to provide sanctions to what should otherwise be an open and free market.

Let's get with it!—*Bob Greenlee, president, KBCO-AM-FM Boulder, Colo.*

**EDITOR:** Neither the cause of the First Amendment nor broadcasting in general are served by the cries of those supporting obscenity over the air. And let's face it, it is obscenity, no matter how narrowly it is defined.

It takes absolutely no creativity to gain an audience via these cheap and obvious techniques: One need only compare the work of WNBC(AM)'s Don Imus to his former afternoon drive-time colleague, Howard Stern, to note the difference between true, offbeat, well-written and executed comedy material and offhand gutter conversation. One always had the feeling that Imus was, while rather irreverent and often bordering on the obscene, well rehearsed and in control. This was never my impression when listening to Stern.

It always amazed and shocked me that NBC would allow such material to be broadcast on its flagship station and it was, in my opinion, the only stain on the otherwise remarkably good record, both as a programmer and as a gentleman, of Grant Tinker.

Further, I am stunned that BROADCASTING found it necessary to publish the filthy material, verbatim, in its story. Your readers certainly didn't need to have it "spelled out" and you served no purpose that I can justify.—*Michael A. Fields, Columbia, S.C.*

**EDITOR:** Your cheap shots at the Meese Commission and fundamentalists ("Walking contradiction," April 20) was unbecoming for a magazine of such fine reputation.

Whether or not one agrees with the FCC's crackdown on indecency on radio and television, the fact is indecency and sexual innuendo have become widespread over broadcast outlets. Simply invoking the First Amendment is side-stepping the issue. Nowhere is indecency protected by the First Amendment.

Perhaps the FCC feels it needs to begin getting tough with broadcasters over indecent material because some broadcasters have been irresponsible about what they are allowing to be aired in the name of "free speech." It is *not* censorship to exercise good taste in programming. It is part of what being a responsible broadcaster is all about.

We as broadcasters have been given much more freedom as a result of deregulation. Let us not abuse that freedom, lest we become reregulated. To whom much is given much is required.—*David L. Ficere, general manager, WCUE(AM) Cuyahoga Falls, Ohio.*

**EDITOR:** Each Friday morning I spend about an hour reading BROADCASTING with my hi-lite pen ready to mark interesting articles. I circulate BROADCASTING and about three dozen other publications through our company. In the April 20 issue, I got a shock! Since I have not yet placed *Hustler* on my routing, I think it might be unfair to circulate page 35 of this BROADCASTING issue.

I think you have crossed the line of indecency. Surely good journalists could present this story better.

By the way, how are the news people at my area radio stations going to report the BROADCASTING article?—*Cliff Fields, manager of sales, Harris Broadcast Microwave, Mountain View, Calif.*

**EDITOR:** Instead of ranting about the "Federal Meese Commission" ("Editorials," April 20), you should point out how broadcast excess smears the whole industry with a broad

brush.

The clowns who wish to promote their vulgarities should be rapped. They disgrace a great profession whose positive influence on this country and the common good is immense. You ought to look at the former broadcast code. Read it carefully, and understand just how far broadcast standards have been lowered in some quarters.

No effect is greater than its cause, and when the pendulum swings back, it could indeed spur censorship. But that's what happens when good people let the slobs distort broadcast's reputation.—*Andy Hilger, owner, WJON(AM)-WWJO(FM) St. Cloud, Minn.*

## Anti-ad

**EDITOR:** I was very disappointed to see the National Conservative Foundation advertisement [associating Turner Broadcasting System Chairman Ted Turner with communism] in the March 30 edition of BROADCASTING.

As a student of mass communications, I have had to subscribe to your publication for a number of semesters. It has been praised by a number of professors as the definitive trade journal for the Fifth Estate.

I was disillusioned to find such a highly rated magazine participating in a smear campaign of this nature, all for a few advertising dollars. I hope in the future you will not be so economically hard-pressed that you need to accept such advertisements.—*Rhonda D. Smillie, University of Wisconsin-Milwaukee.*

**EDITOR:** This letter is in regard to an ad that appeared in your magazine's March 30 issue paid for by the National Conservative Foundation (NCF). In the ad, the NCF labels Ted Turner, the owner/entrepreneur of superstation WTBS(TV) Atlanta as a "leftist" for his possibly favorable remarks regarding Cuba's Fidel Castro (quoting Turner: "I expected [Castro] to be some horrible person. He was a great guy.")

The ad also showed Turner chastising President Reagan (quoting Turner in the ad again: "The Reagan administration is the worst administration in the history of this country.")

This ad also showed Turner has ordered his station to air six hours of programs about the Soviet Union—one of the programs having been produced by the Soviets.

This ad also suggests that Turner cannot be the same man who tried to attempt a takeover of CBS in 1985 basing his campaign on family values.

I am writing to say that as a subscriber to your magazine since 1978, I found your magazine to be interesting and informative. I have also found very little to complain about when I've read BROADCASTING. However, this ad bothered me—it angered me.

I found this ad insulting at best. I am quite aware that the NCF has the right to advertise anywhere it needs to (*it is their right*). But, as an American, I draw the line on making one man (Turner) out to be a Communist sympathizer on the grounds of what he says.—*Steve Robinson, Winter Haven, Fla.*

**Editor's note:** See editorial, page 106.

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# Broadcasting May 4

Vol. 112 No. 18

TOP OF THE WEEK



Markey &amp; Co. posing questions



Murphy, Tisch and Wright attract attention

## House turns investigative eyes on network news

**Telcomsubcom grills ABC, CBS, NBC company and news heads on effects of corporate takeovers; Markey says Congress is out to revive public trustee concept; Tisch says his network is considering hour newscast**

House hearings on the business of network news signified more than just an ordinary congressional inquiry. In concluding the hearings, House Telecommunications and Finance Subcommittee Chairman Ed Markey (D-Mass.) said the proceedings had set the stage for what will be a serious congressional push to revive the public trust approach of broadcasting regulation.

What emerged from the testimony, said Markey in a closing statement, is a picture of a broadcasting marketplace that is "out of control and a value structure of greed that is completely incompatible with the 'public interest, convenience and necessity' hallowed in the Communications Act of 1934." And as the subcommittee considers specific legislation "heralding the rebirth of the public trust concept in broadcasting," Markey said, it will become evident that former FCC Chairman "Mark Fowler did not push the public interest standard off the spectrum but only created a backlash that will once again place the public interest in the center of the spectrum."

For example, the congressman felt, the hearings have provided a "superlative record" for considering the reinstatement of the FCC's antitrafficking regulations, "which would stop the flipping of broadcast properties like so many pancakes and restore dedication and commitment to the public interest." The hearings will also, he indicated, "be instructive" as the FCC examines its

syndicated exclusivity rules, compulsory licenses, financial interest and syndication rules, must carry and others. As for comparative license renewal reform, Markey continued, it "is a major legislative priority to the broadcasting industry for this Congress. They had better be prepared to accept a strengthened public interest standard which can withstand the searing insights provided by many of our witnesses over the last three days."

Also, the subcommittee will be examining securities legislation (Markey and House Energy and Commerce Committee Chairman John Dingell [D-Mich.] have introduced a bill that, among other things, would regulate 'greenmail' and limit the use of 'golden parachutes'). Markey promised the legislation will not overlook the corporate takeovers that have occurred in the broadcast industry. "The threat posed to CBS by Ted Turner's junk bond-backed takeover risk, the extraordinary debt burden assumed to fend it off, the cutbacks and layoffs that followed and the golden parachutes that permitted top executives to float comfortably to earth all represent textbook studies of practices and phenomena that will be specifically debated as we consider omnibus legislation in this area," he said.

Moreover, said the chairman, Congress will determine whether broadcasting requires special treatment in the takeover restraints. (One recommendation, which came from Harvard economist John Kenneth Galbraith's testimony, was to require public hearings or review before any station or network merger or acquisition is completed.)

Over three days the subcommittee spent more than 17 hours collecting testimony and quizzing witnesses in an asserted attempt to

gauge whether changes in network ownership and management will hamper network news coverage. Members wanted to know whether the networks remained committed to the public trust or, as Chairman Markey asked: "Are they going to succumb to bottom-line concerns, emphasizing short-term profits at the expenses of long-term goals and values?"

The networks' three chief executive officers, Capital Cities/ABC Chairman Thomas Murphy, CBS President Laurence Tisch and NBC President Robert Wright, said there were no plans to diminish news service. They said a changing economic and technological environment has necessitated some budgetary restraints, but, as Wright put it: "News is an essential part of the fabric of our company. It always will be."

That view was reinforced by testimony from the network news presidents, CBS's Howard Stringer, NBC's Larry Grossman and ABC's Roone Arledge, who also emphasized that their ability to report the news had not been hurt by budget cuts or changes in control or management at the networks.

"While we are determined to maintain reasonable controls over our continuing expenses, we remain committed to providing our viewers and listeners with full coverage of major events, at home and abroad, whatever the cost," said CBS's Stringer.

While the hearings were intended to focus primarily on the network news operations, a number of side issues surfaced. New subcommittee members Jim Slattery (D-Kan.) and Dennis Eckart (D-Ohio) voiced concern that General Electric Corp., a leading defense contractor, owns NBC. They felt that could lead to a potential conflict of interest and even suggested legislation to restrict "corporate entities" from owning networks

or even possibly force GE to divest itself of NBC.

There also was considerable discussion on why the networks don't expand their half-hour news programs to an hour. Network executives said local affiliates have resisted the idea because they are unwilling to relinquish a half-hour in the prime time access period. CBS's Tisch revealed during the hearing that an hour news show is "high on our agenda" (see below).

Markey indicated that modifying the FCC's prime time access rule might be one solution to the problem. (Later, a subcommittee aide said the congressman was not necessarily advocating a legislative solution, but thinks there may be a way to develop some type of waiver policy at the commission if any of the networks decided to air an hour news show.)

Another issue emerged in the form of debate among subcommittee members over whether holding the network hearings had infringed on First Amendment rights. That led to a heated exchange between chairman Markey and Representative Tom Tauke (R-Iowa). Tauke said he had purposely avoided the hearings because he felt they were "inappropriate." He said the hearings were "designed to exert influence on the news" and that the First Amendment was being "trampled upon."

His remarks elicited a sharp response from Markey. "The gentleman, I believe, is completely wrong," Markey said, adding that "we have continually made it clear that there is no interest, nor would it be tolerated, in influencing the content of the news." Furthermore, the chairman said, as he pointed to the three networks' chief executive officers: "We're all big boys. . . I called each of them personally to testify, they all said they'd come, I heard no objections. I do not believe any violations have occurred."

The hearings were justified, Markey maintained: "These are not insignificant questions for our nation. As long as I am chairman, I will persistently and consistently raise these issues."

Tauke's comments disturbed others. "I am personally insulted that the gentleman would come in at the last minute to suggest some problem with the hearings," said Mickey Leland (D-Tex.). And Representative Bill Richardson (D-N.M.) told Tauke that, given what he had said, Richardson was withdrawing his support for Tauke's broadcast license renewal reform bill. In defending his remarks, Tauke said he did not intend to imply that the subcommittee's motives were "incorrect." What's at issue, the congressman said, is accountability. "I don't think the networks should be answering to us. They should be answering to the people." Replied Richardson: "I think you've truly missed the character of this hearing."

Tauke wasn't the first member to state his objections to the hearings on the grounds that they were encroaching on the networks' First Amendment rights. Reaction from Representative Dan Coats (R-Ind.) was even stronger. "I find this offensive. I think you ought to find it offensive. I am surprised that you came," Coats told the three network news presidents.

"I suspect, had we asked the print media to attend a similar hearing," that no one "would be at this table," added Coats. "I applaud what you just said," responded Arledge. "It's a tricky issue," said Grossman, but he added, "It's better to inform Congress about these matters than have Congress misinformed." And said Stringer to Coats: "You're right. Mr. Bradlee of the *Washington Post* [executive editor Ben Bradlee] would not be here."

And there was criticism of the Markey hearings away from Capitol Hill. Secretary

of Education William Bennett, in a speech before television executives in Washington, knocked the subcommittee's network news inquiry.

Bennett's views did not go unnoticed. Markey, in his closing statement, said the congressmen had stayed away from program content and "demonstrated the most admirable respect for the First Amendment." Markey accused Bennett of trying to obscure his real objections to the hearings, which, said Markey, "have flashed a bright spotlight on the chaos that the Reagan administration's fanatic devotion to deregulation has caused in the economy as a whole and in the broadcasting industry in general." Congressman Eckart wrote Bennett stating his objections to the secretary's comments.

What the congressmen had been waiting for was to hear from the network's top brass. On the final day, Tisch, Wright and Murphy fielded questions. Tisch stressed that the financial cutbacks at his network would not harm the quality of its news broadcasts. "The president of our news division, Howard Stringer, has no responsibility to make a profit, only to produce the highest quality broadcasts and to monitor expenses in a responsible manner," Tisch told the congressmen. And what that means, he continued, is that "we will spend any amount of money whenever it is needed to maintain our standards of quality and to meet any new public service needs."

In questioning Tisch about the \$4.3-million settlement former CBS Chairman Thomas Wyman received, Eckart asked: "Why does management get the elevator and the worker get the shaft?" In response, Tisch admitted the timing of the settlement "couldn't have been worse," as it coincided with staff layoffs.

"You forced Wyman out," Eckart said to Tisch. "you paid him off." The CBS execu-

## CBS affiliates take

CBS Chief Executive Officer Laurence A. Tisch, in response to questions, told the House Telecommunications Subcommittee last week expanding CBS's evening newscast from a half hour to an hour was "high on our agenda" (see story above). But exactly whose "agenda" he was referring to is unclear. It may be high on his agenda and it's certainly high on CBS News's, but, according to Tony Malara, senior vice president, CBS Television, it's not even on the agenda of the network yet. What's more, the network affiliates, who have strongly opposed expanded news in the past, don't want to see it on the network's agenda.

Malara told BROADCASTING following Tisch's pronouncement that he has been aware for a couple of months that CBS News was developing a plan to add an extra half hour to the *CBS Evening News with Dan Rather*, but that the news division had not yet made a presentation to the network and that the network was in no way preparing to make a presentation to CBS affiliates at their annual meeting later this month as the *New York Times* reported last week. "We are going to wait and see what the news division is planning," he said. "Once we see the plan, we might be able to make some suggestions and proceed."

Malara acknowledged that an extra half hour of news would be a "tough sell." According to Malara, "the affiliates say: 'For us to take more news we have to drop something else—local news or some other programming—and we are not willing to do

that.'"

In describing affiliate reaction, Malara may be guilty of understatement. "I was shocked that they would tell Congress before the affiliates," said Terry Connelly, general manager, WCPO-TV, the CBS affiliate in Cincinnati. "It's preposterous. I don't understand it, but I would oppose it. There certainly isn't a demand from viewers for more national news and that's what they should be basing their decision on. Local viewers would rather watch local news."

Andrew Heyward, a senior producer for the *Evening News*, has submitted to CBS News President Howard Stringer a proposal for a half hour of additional news each evening that would complement the existing half hour.

Heyward stressed that the extra half hour would be optional. "We are not trying to force an hour down any affiliate's throat. It's an extra half hour for stations that feel they would benefit from it."

Heyward declined to discuss the nature of the optional half hour as now envisioned, but indicated that it would be unlike ABC News's *Nightline* or the *MacNeil/Lehrer NewsHour*. He also said it is incorrect to refer to the "second" half-hour, adding that the proposal allows for "a lot of flexibility." (The assumption of one broadcaster was that CBS's new half-hour would be designed to go before the current half hour where it would cut into local newscasts.)



tive replied: "I didn't force Wyman out, that was a board decision. We have a very independent board at CBS. I am only one of 13."

In opening his testimony, Tisch told the lawmakers he welcomed an opportunity to address the members, but said he is concerned about "open-ended congressional investigations of network news."

NBC's Wright was grilled by Slattery, who fears that the network's new owner, General Electric, might "meddle around in NBC's newsroom." But Wright emphasized that GE has been in the broadcasting business for more than 50 years. "GE's only master plan for NBC today is to give us the resources we need to maintain our leadership in the network broadcasting business,"

Wright said. He also cited a recent NBC documentary on defense spending that, he noted, did not show GE in a favorable light.

CapCities/ABC's Murphy, like the others, was equally insistent that his network's news was in good health. Murphy said any budget cuts are part of the network's plan to "become more competitive for the long-term future." It does not represent, he explained, a diminution in news service. "I can tell you, there are two things that will not change—first, our company's commitment to quality, and, second the editorial independence of ABC News," Murphy said.

The network's news chief gave similar presentations only the day before. Like his boss, CapCities/ABC's Rooney Arledge explained that the network is undergoing an adjustment period as it attempts to stay competitive and meet technological challenges. "As our costs increased, the television industry as a whole, beginning in 1983-84, began to experience a softening in the advertising marketplace," said Arledge. "I know I have the corporation's support in protecting and advancing our network news operations. If I believed otherwise, I would not appear



Bagdikian and Galbraith

before you today," he said.

Stringer, like Tisch, had some concern about the hearings. "Any attempt by a congressional committee to inquire into the 'quality of network news,' no matter how well-intentioned, will necessarily result in some intrusion into the areas of editorial judgment or content. I believe that would be perilous for those of us on both sides of this hearing," Stringer said. As for Slattery's fears about GE, NBC's Grossman stressed: "NBC News has always operated with complete independence in its journalistic efforts. And it continues to operate that way. Anything else would be unacceptable." As for cost cutting, he said that effort began before GE acquired RCA. "That effort would have had to take place whether or not GE acquired RCA," Grossman added.

Among some of the other issues raised by subcommittee members at the hearings were sex and violence on television, and the absence of minorities in network management positions.

The hearings attracted extensive media coverage. More than 35 representatives of television, radio and print news organiza-

tions covered the event. Attendance by subcommittee members at the three-day hearings was spotty. There were many distractions, including a major trade bill on the floor that contributed to the absence of some congressmen, most notably House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Each day the hearings were interrupted to allow members an opportunity to vote.

The hearings kicked off with a rather bleak assessment of the network news presented by economist Galbraith and Ben Bagdikian, dean of the graduate school of journalism, University of California. They insisted that news and public affairs programming will be a casualty of the so-called "takeover frenzy" that has hit the networks. Concerns about the "bottom line," Galbraith said, are threatening the network's commitment to news. Financing takeovers, he added, leads to a drain on resources that could otherwise be reinvested in the network. For example, the cuts in staff at CBS and elsewhere "have been adequately publicized—cuts to allow, among other things, for service on debts arising from takeover or the defense

## exception to Tisch's news mention

The economics of the new service are apparently still very much up in the air. Under one scenario, Heyward said, affiliates would be given all the commercial time in the extra half hour, which means that the network would derive no revenue from it. He said CBS's proposal is motivated by a desire to better serve the America public and to "improve the performance" of the *Evening News*.

Despite the recent layoffs, he said, CBS News "has the capacity" to produce another half hour each day. And, he said, it could do it "quite inexpensively."

"We would like more air time and are glad that Tisch is willing to at least consider it," he said.

Heyward said he is "excited" by the prospect of doing a full hour each evening, but not optimistic. He said he is aware of the "tremendous obstacles" that such a service faces, primarily "tremendous affiliate...resistance."

Phil Jones, general manager of CBS's affiliate in Kansas City, Mo., KCTV, and chairman of the CBS affiliates board, was unimpressed by CBS News's plan to make the half hour more palatable to affiliates by making it optional. "There is no free lunch," he said. What's optional has a way of becoming mandatory due to pressure from the network and the public, he said. Pressure on stations to carry *Sunday Morning* with Charles Kuralt has mounted even though the program is "optional," he said.

Jones compared the network pressure to "Chinese water tor-

ture." CBS will just keep "pecking away" at the affiliates until they run out of reasons not to carry the half hour. "It's insidious."

Jones also indicated he was skeptical about the plan to give all the commercial time to affiliates, saying the deal could change after the affiliates are "on the hook." "You don't run a network by giving away free programming."

Jones said he believes that Tisch was sincere in the proposal and that he wasn't simply trying to score points with Congress or the news division. "I don't think he said that without legitimately believing this is a possibility," Jones said.

Although the proposal is not on the agenda of the upcoming affiliates meeting, it will likely be brought up and discussed, Jones said. "Someone will say: 'You tell us what you are talking about and we will tell you why it's stupid.'"

Jones believes it fortunate that Tisch revealed CBS News's thinking at the hearings before it had evolved into a concrete plan and gathered any kind of corporate momentum. When the network sees the "full fire and fervor" of the affiliates' opposition to any expanded news scheme at the affiliates meeting, he said, it might abandon the idea. "It might nip it in the bud."

Wallace Jorgenson, president of Jefferson-Pilot Communications Co., licensee of the CBS affiliate in Charlotte, N.C., WBTV, wants to know why CBS is proposing to intrude on the affiliates time. "The network can do whatever it wants with its own time," he said. "Why take the affiliates' time."

against it," the economist said. "Edward R. Murrow would not be hired, and if hired, considering his capacity to offend, his job would not be secure," Galbraith said.

Furthermore, Galbraith pointed out that the problem is not limited to the three networks. Local television stations, he explained, have "ceased to be thought of as community service enterprises and have become instead objects of purchase, sale and financial manipulation."

Bagdikian also expressed concern about a concentration of ownership which is occurring within the broadcasting industry. "The field is being taken over by a few giants who, in addition to their economic power, now have powerful control of access to the attention of the American public," he testified. Bagdikian attributed part of the problem to the deregulatory-minded FCC under former chairman Fowler. Actually, when Bagdikian was asked how he would characterize the Fowler FCC, he told the subcommittee it "sanctified greed." Moreover, he said elimination of the FCC's antitrafficking rule has turned the "public trust into a negotiable piece of paper to be sold to the highest bidder." The media watcher urged the subcommittee to establish as a principal the diversity of ownership.

What's more, Fred Friendly, former CBS news president and now director of Columbia University seminars, told the congressmen that today television news "looks like news, smells like news, but it's so thin



Arlidge. Grossman. Stringer

there's nothing there." He blamed the new economics of the broadcasting business and a deregulatory-minded FCC for contributing to an environment in which commercial television "make so much money from doing its worse."

But another former network executive did not share all of Friendly's immediate concern. Julian Goodman, a former NBC chairman, said it was "too early to tell" the new

ownership at the networks attitude might be toward the news.

"I am not here to say things were better when I was there, because I am not sure they were," Goodman testified. "Television news is full of bright and able people anxious to do a responsible job and their ownership, which is new in so many cases, deserves an opportunity to show that it will give them all the encouragement and support they need to do it."

Goodman, however, had another matter he wanted to address. The fairness doctrine, he said, needs to be repealed. It inhibits robust news coverage, he argued, adding that it is a "refuge for well funded and well organized special interests."

Not participating but observing the subcommittee's proceeding was retired CBS correspondent Eric Sevareid. Subcommittee aides apparently asked Sevareid if he wished to make a statement. But the journalist declined, telling BROADCASTING: "I don't want to add to this." Sevareid expressed strong concerns about the nature of the hearing. "I don't think they [Congress] should be into this. It's not their business," he stated.

On the second day of hearings, a panel of labor representatives and former CBS employees offered a bleak view of what the networks financial cutbacks portend. "The attitude now is, news has to make money; coverage of weighty and complex issues, including those involving such institutions as Congress and the courts had been and will continue to trail off," said Thomas Kennedy, network coordinator of the National Association of Broadcast Employees & Technicians. Kennedy urged the subcommittee to consider licensing the networks.

Mona Mangan, executive director of the writers guild of America East, told the congressmen that the "bottom line has come to the television and radio business with a vengeance." (The guild concluded strikes with CBS and ABC several weeks ago.) She pointed out that during negotiations with those networks, she quoted broadcast executives as saying it's their company and that

### Anybody's guess

The White House decision on a nominee for the FCC slot vacated by former Chairman Mark Fowler was either imminent, or off track, depending upon which family of rumors one chose to subscribe to last week. The basic variation of the "it's imminent" version held that it was down to a choice between Bradley Holmes, 33-year-old former aide to FCC Chairman Dennis Patrick, and Craig Smith, president of the Freedom of Expression Foundation, Senator Bob Packwood's (R-Ore.) candidate.

There was also a sense that Smith's candidacy may benefit from the fact that one of his supporters, Drew Lewis, former chairman of Warner Amex Cable and now president of Union Pacific Corp., appears well placed to have a say in who gets the FCC seat. Lewis, former secretary of transportation, according to some reports, is serving as a troubleshooter for President Reagan on presidential personnel, and he is believed in some quarters to be taking a hand in attempting to "unplug" the "log jam" in the selection process for the FCC. (A White House official declined detailed comment on Lewis's particular roles at the White House, but said that Lewis, at President Reagan's request, has been "consulting and helping" on a part-time, uncompensated basis as former Senator Howard Baker [R-Tenn.] has been effecting his transition as White House chief of staff. "He [Lewis] is making recommendations and offering advice where needed," the official said.) Lewis, a personal friend of Senator Packwood's, is a member of the board of advisers to the Freedom of Expression Foundation.

The go-slow rumors appear to be set against the backdrop of a Senate Commerce Committee controlled by Democrats that is showing signs of reluctance to confirm candidates other than its own. One well-placed Senate aide thought the Senate Commerce Committee would be in no rush to confirm. "This is a seat Patrick wants," this source said. "We have plenty of other things to do."

More support for the go-slow version would appear to be indicated by reports that former Senator Paul Laxalt (R-Nev.) just last month recommended a fresh candidate for the post: veteran broadcaster John H. Rook, the 49-year-old owner of KCDA(FM) Coeur D'Alene, Idaho. Rook, a long-time supporter of President Reagan and Laxalt, told BROADCASTING he is a supporter of the fairness doctrine. Laxalt, the former Reagan campaign manager, is expected to run for the Republican presidential nomination in 1988. "If Laxalt really wants him [Rook], he'll get him," one veteran Washington observer said.



they have the "right to be mediocre." The FCC, she said, must restore its mandate to "protect the public interest. Broadcasters should not be permitted to retain their licenses without meeting programing criteria which are strict but nonsubstantive."

Peter McCabe, a former CBS news producer, and George Herman, a former CBS correspondent, laid off in the wake of budget cuts, also testified. McCabe, who said he is the author of a new book, "Bad News At Black Rock—The Sell-Out of CBS News," suggested that in reducing expenditures the networks should look at the "absurd salaries of anchors and top correspondents." It is, he argued, "the height of cynicism for CBS News to be negotiating a \$1-million contract with Diane Sawyer at a time that the news division is laying off dozens of \$30,000-a-year assistant producers, as well as hundreds of support staff." To Herman, the congressmen were "barking up the wrong tree." He suggested they examine the role ratings play in influencing network news policies.

During the proceeding, Representative Eckart and John Bryant (D-Tex.) circulated a petition they had received signed by NBC



Friendly and Goodman

employees, among others, who expressed support for the hearings.

One purpose of the hearings was to explore the impact of new technologies and competing forces on the networks. Addressing that aspect were Stanley S. Hubbard of Hubbard Broadcasting, controlling partner of Conus Communications, a satellite news gathering cooperative. "Television news in America, both at the local level and at the network level, is undergoing dramatic changes as the result of technology and of increased availability of news from new me-

dia," Hubbard said. But he said ownership changes are not "creating change at the networks." Instead, Hubbard insisted it was "changing circumstances within our industry." Furthermore, the broadcaster asserted the networks should be allowed "to solve their own problems."

The networks' financial cutbacks were long overdue, said John Corporon, president of Independent Network News. Corporon said for years the networks had been "spending money like a drunken sailor." Congress, he added, should not worry. The cutbacks, he said, "won't hurt the news or the public." As a sideline issue, Corporon stressed that his news service would be jeopardized if the FCC adopts proposals to reimpose its syndicated exclusivity rules and abolish the compulsory license.

Like Corporon, Stan Hopkins, news director with WBZ-TV Boston, did not envision the network news as being in any immediate danger. Hopkins said he has seen an "explosion" in new technology that has affected the way all broadcasters do business. Like the networks, he pointed out, local stations are facing the same economic restraints. □

## Profit outlook for the Big Three and their stations

**Upfront advertising market may determine network fortunes; all O&O's look strong this year**

The financial fortunes of the TV station groups owned by the three commercial networks appear bright for 1987, but the performance of the three broadcast networks themselves will be mixed. Those are the estimates BROADCASTING has gathered from financial analysts, who predict increased profits for all three TV station groups and the NBC network in 1987, and expect network profits to decline at ABC and possibly also CBS. The best predictions at this same time last year (BROADCASTING, May 5, 1986) proved not far from what resulted in the following months (see "Top of the Week," April 27) and the consensus numbers of security analysts fell within a 4% margin of error. The revenue improvement for NBC was slightly underestimated while the projected performance of ABC and CBS proved a little too sanguine.

This year a similar inexactitude could decide whether at least two of the networks make a profit or loss, and Dennis McAlpine, a security analyst for Oppenheimer & Co., notes that a 1% swing in revenue share at CBS could translate into 50 to 60 cents per share of earnings.

The difference between loss, profit and much greater profit may finally rest on what happens in an upfront advertising marketplace still two months off. Currently the scatter market is strong, although some of that strength is due to a greater than usual shortage of network spots, said Rich MacDonald, of First Boston Corp.: "There is still not a follow-through in the national spot market to indicate an underlying strength."

MacDonald said other uncertainties included the weakening of the economy and the networks' own upfront selling strategy.

In fact at least two-thirds of the television network revenues are known and the percentage for determinable costs may approach close to 100%, depending, as Raymond Katz of Mabon Nugent & Co. noted, on where each network stands with its union negotiations.

The typically daunting uncertainty of the upfront marketplace is heightened this year because of the introduction of people meters and the dissatisfaction with the existing audience sample on which negotiations will also be based. Katz said that the new measurement provides many contradictory signals but, "When you net it all out, there is a gut feeling that NBC, relative to the other two, will stay about the same, ABC will probably gain a little bit, and CBS will probably be the loser."

Those familiar with the television network business know that it is best linked with the results of the owned TV station groups, whose profitability is the beneficiary of network programing. As was the case last year, local advertising strength is likely to help owned-station profitability far more than national advertising will help the networks.

Profitability will continue to be helped this year as well by cost cutting and cost control. But for the networks, two-thirds of their costs are still determined in Hollywood and were previously determined under multi-year contracts. Statements by officials at all three network parent companies indicate that prime time programing costs will, on average, increase at least 7%.

As the accompanying chart shows, the re-

cent cost cutting has helped profitability or stemmed declines, but it has not elevated the business back to previous levels. That, as Jay Nelson of Brown Brothers Harriman pointed out, is more dependent on advertising and viewing, both of which are largely out of the networks' control. Two of the networks have indicated there will be an increase in overall revenue and that it will total somewhere between \$200 million and \$300 million.

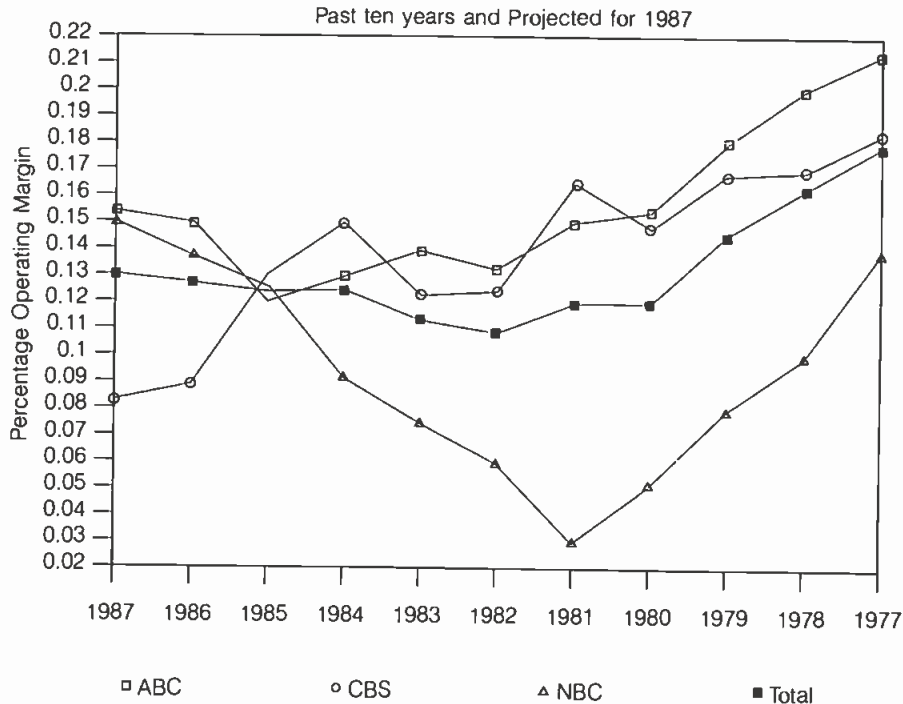
Below are capsules looking at each TV group and possible revenue and profit totals for 1987. The information comes from security analysts and, in some cases, from company officials, but in no way represents an earnings projection by any of the three companies.

■ With the Super Bowl going to CBS in 1987, the television operations gained more than \$20 million in extra profits and more than that in revenue. No other such programing windfalls are expected, however, for the remainder of the year, and improved network ratings in daytime have yet to be rewarded by what continues to be a soft advertising market for that daypart.

Most of the security analysts said that CBS network revenue would be flat or down slightly, and did not seem to think that the network's three-and-a-half minutes per week added inventory, beginning in the fall, would make much of a difference to the year's results, although that assessment is also subject to future marketplace developments.

As for costs, CBS is looking at prime time series increases in the 6% to 7% range. Regarding division staffing and overhead costs, much of the broadcast group cutting did not take place until the fourth quarter of last year, and so costs for the network and station

## Broadcast Group Operating Margins



group compared to 1986 should look good through the first three quarters. An additional benefit is the \$30-million cost cutting in the network news operations planned to fall within the 1987 calendar year.

The continuation of cost cutting means that analysts are less certain about how much revenue will flow to the bottom line—also a cause of less certainty is that neither the broadcast group nor the company has held traditional meetings with the financial community. As a result, estimates of CBS network profit range from the company's own budgeted \$20-million loss to plus \$80 million.

Analysts said the CBS-owned TV stations have lost some share in three of four markets, but the division's profits may still improve due to market-wide revenue increases and cost cutting.

The rough estimate: *Station group profits of \$155 million on \$380 million in revenue. For the network, a mean average estimate of \$45 million profit on flat revenue of \$2.27 billion.*

■ As was the case in 1986, 1987 for Capital Cities/ABC is expected to be the year of the owned TV station group, which analysts expect to earn more than the other two network-owned groups combined. The station-group profit gain estimates, which range from 15% to 25%, would be due not only to an estimated 7% to 10% revenue increase, led by local advertising, but also to the continuing impact of cost cutting and the allocation of previous station costs to the network.

The revenue gains themselves would come in part from the group's continued rating dominance in most of its markets. Additionally, all but one of the eight stations carry

the successful *Oprah Winfrey Show*, which in at least one case has been moved to an even more lucrative daypart. On the cost side, because Capcities-owned WLS-TV Chicago produces the talk show, the company has been partly spared the enormous rights fee increases asked from other station owners.

In "real money" terms, the ABC television network will lose less than it did last year. On a "reported" basis, it will make a profit, but less than it made last year. The difference between the two sets of numbers has to do with bookkeeping reductions in programing value and, therefore, costs. Last year the value/cost writedown helped network profit by close to \$180 million, while this year the benefit will be half that amount.

In real terms network officials have stated that prime time series license fees will up roughly 6% to 7% percent. Most analysts agree that costs are more controllable in other dayparts, such as daytime and news. Along with the continuing impact of previous cutbacks in overhead, network costs could be flat or down slightly.

Network revenue increases are being held back by ratings declines and, in daytime, by unexpectedly large make-good requirements. The consensus is that 1987 will be flat or possibly an increase of 1% or 2%.

The rough estimate: *Compared to a \$105-million to \$110-million operating profit last year—\$80 million after allocating depreciation and amortization—the ABC network may show a profit this year of \$70 million—\$45 million after allocation—on revenue of \$2.11 billion. In "real money," perhaps a \$10-million-to-\$20-million loss compared to last year's \$70 million loss. For the owned*

*station group, \$360 million profit on \$705 million revenue.*

■ If it is argued that the three networks combined will take in an added \$200 million to \$300 million in revenue, the minor movement of both CBS and Capital Cities would leave NBC, by default, with virtually all of the increase. NBC's prime time dominance should have already been recognized in 1986, but most observers assume advertisers still have some catching up to do, providing what some feel may be as high as a 9% revenue increase.

Observers were surprised that not more of last year's revenue increase fell to the bottom line. They may again be surprised this year as costs for the network increase. Prime time series increases on average are said to run higher than at the other two networks, and the network news budget, rather than decreasing, will increase. NBC is also adding staff at management information systems.

The industry's prime time focus also blinds some to the fact that NBC has little to flaunt in the daypart traditionally having the highest operating margin, daytime. And like the other three networks, NBC still loses money in sports.

The NBC-owned station group should benefit from market-wide revenue increases in Chicago, Los Angeles and New York and show profit gains.

The rough estimate: *For the television network, operating profit of \$320 million on revenue of \$2.7 billion. For the television stations, operating profit of \$185 million on revenue of \$505 million, giving NBC what may be the highest operating profit ever for a broadcast group.* □



## Columbia/Embassy preps 'Who's the Boss?' for syndication

Company will market show on straight cash basis; stations to get 6½ minutes of advertising

Columbia/Embassy Television finished presentations of syndication's next blockbuster half-hour—*Who's the Boss?*—to stations, group heads and rep firms last Friday (May 1) in New York, and, according to members of each of those constituencies, the marketing of the show will be similar to the way Viacom handled *Cosby* in syndication.

Sales of 120 episodes of *Who's the Boss?* for a 1989 start will be on weekly basis, with stations getting all six-and-a-half minutes of advertising in the show. Stations will be able to use up to 910 telecasts of the show over 234 weeks (four-and-a-half years), in whatever scheduling they choose. If scheduled each weekday, the 910 telecasts would play out in 182 weeks, or three-and-a-half years.

Following presentations in each market, and time for stations to consider the presentations, Columbia/Embassy will furnish stations with its "minimum expectations" of a price for the show, and following that, a winner will be chosen. Terms of payment for the series, whether on a per-week basis for 182 weeks, or for those weeks out of the 234 that a buying station runs the show, were not being discussed. Neither were down payments for the show. According to Columbia/Embassy president of syndication, Barry Thurston, full details of the marketing plan will be furnished to stations in the presentations.

Prior to last week, there was speculation that Columbia/Embassy would keep barter time in the show (BROADCASTING, April 27). But Thurston said that Columbia/Embassy's presentation never contained plans to keep barter time. The barter speculation was fueled by a four-page advertising section in the front section of last Tuesday's (April 28) *The New York Times*. The ads were entitled "Think Soft Drink," "Think Comedy," followed by a two-page "Who's the Boss" spread. Sources said that the advertisements could have been intended to whet the appetites of national advertisers as well as to call Wall Street's attention to the company's latest syndication effort. The four pages in the *Times* cost \$128,000.

Thurston said of the advertisement: "We have a quality television show to market, and what better way to launch our marketing campaign than in the world's most prestigious newspaper in the country's largest television market, and certainly our clients are worth it." He would not say whether the advertising campaign will continue in other markets.

Columbia/Embassy's marketing plan for the show was praised last week as both fair for stations, by giving each station in a market an equal shot at the show, and potentially good for the distributor. *Who's the Boss?* enters syndication sales following the launch of *The Cosby Show* by Viacom. The two shows were mentioned together as being above the rest of the syndication marketplace because of their high ratings potential.



Mel Smith, vice president of programming for Tribune Broadcasting, said that "a two-tiered marketplace" now exists in syndication, consisting of *Cosby* and *Boss* and then all other shows.

*The Cosby Show* is being sold on a cash-plus-barter basis (five-and-a-half-minutes for stations and one minute for Viacom) on a weekly basis in deals that require that the show be played five days a week, once a day, in a pre-determined time period. There will be no breaks in the broadcast schedule for the show, according to the Viacom plan.

According to Columbia/Embassy Chairman Gary Lieberthal and Thurston, the advantage of *Who's the Boss?* over *Cosby* is the flexibility stations will have in scheduling the show, as well the extra minute of commercial time. According to one rep source, the Columbia/Embassy plan effectively addresses the complaints stations have raised

over the marketing of *Cosby*—the barter minute Viacom keeps and the lack of scheduling flexibility. Lieberthal said Columbia/Embassy did not keep a barter minute in the show because of its past success in marketing shows on a straight cash basis.

The expectations that *Boss* will do well in syndication owes something to its sale on a weekly basis. *Cosby* was the first off-network show to be sold on a weekly basis, which is how other first-run series, such as *Wheel of Fortune*, are sold.

*Who's the Boss?* finished 10th among prime-time programs during the 1986-87 season with a 22/33. The show, in its second season, was the first sitcom on a third-place network to finish in the top 10 in 10 years. During the 1985-86 season, *Boss* ranked ninth with a 21.4/32. It has given ABC a strong start for its Tuesday-night lineup, a night it usually wins. □

## Funding, unbundling top Public Radio Conference

**Grossman says public system needs radical overhaul, seeks looser equal time restraints for coverage of '88 elections; Dingell criticizes Reagan budget cuts; participants debate plan to offer single programs, instead of program packages**

National Public Radio's annual Public Radio Conference got off to a fast start last week as broadcasters packed into conference rooms at the Washington Hilton hotel to hear from a former Public Broadcasting Service president, a key congressman and members of their board—the last of whom were on the defensive during discussion of proposed changes in the NPR service structure, better known as "unbundling."

Calling the structure of public broadcasting "so diffuse, duplicative, bureaucratic, confusing, frustrating and senseless that it is a miracle you have survived at all," NBC News President Lawrence Grossman, former PBS president, proposed a new system

that would eliminate CPB's role in program decisions and place an emphasis on using federal funding for national programming.

Under Grossman's plan, "federal dollars should be used solely for the benefit of the nationwide audience. If a public radio or television station cannot be supported by its own community or its own state, it should not exist." CPB would pass federal money to the stations for national programming, but would no longer pick programs or producers (Grossman proposed eliminating the CPB Program Fund) and would exist without an operating staff other than auditors and consultants, he said. The CPB board's new role would be to "serve as public radio and television's national critic, evaluator and conscience," providing "regular reports to the Congress, the President and the nation on the performance and the needs of public broadcasting."

Grossman urged public broadcasters to leave home shopping and commercials to commercial broadcasting: "If you seek meaningful commercial support, then your

## Coming attraction

The editors of BROADCASTING and the Federal Communications Bar Association have announced their joint sponsorship of an annual series of seminars devoted to present and prospective issues of mass media regulation and policy. The first, entitled "The Broadcasting/Cable Interface," will be held June 18 and 19 in Washington's Four Seasons hotel. Among the featured speakers: Senator Ernest F. Hollings, chairman of the Senate Committee on Commerce, Science and Transportation; Chairman Dennis Patrick of the FCC, and Assistant Secretary of Commerce Alfred Sikes, administrator of the National Telecommunications and Information Administration. Also appearing: FCC Commissioners James H. Quello, Mimi Weyforth Dawson and Patricia Diaz Dennis.

Among the principal panels will be one dealing with "The Broadcasting/Cable Interrelationship" and comprising the chief executives of major trade associations. It will feature Joel Chaseman, chairman of the Television Operators Caucus; Steve Effros, president of the Community Antenna Television Association; Eddie Fritts, president of the National Association of Broadcasters; James P. Mooney, president of the National Cable Television Association (who cut short plans for a European vacation to join the panel last week); Preston Padden, president of the Association of Independent Television Stations, and Jack Valenti, president of the Motion Picture Association of America. In all, more than three dozen experts in business, legislation and regulation will appear.

Co-chairmen of the seminar are Richard E. Wiley of Wiley, Rein & Fielding (president of the FCBA) and Donald V. West, managing editor of BROADCASTING. The fee is \$425, with a \$50 discount for FCBA members. Information and registrations may be obtained through Patricia Vance at 202-659-2340.

programs will no longer be picked for non-commercial reasons, and you will lose your very reason for being," he said. "You can't have it both ways."

He complimented NPR on paying off its loan from CPB, saying: "I remember very vividly the firefights and the trauma and the catastrophes that abounded in that last year, and it's great to see you all settled down and everybody paying attention to business once again, the real business of what goes out over the air."

Grossman asked the public broadcasters to join him in asking the Congress to exempt broadcasters from equal time requirements during coverage of the 1988 races for President and Vice President. Congress last suspended the law in 1960, he said, and "there was more campaign coverage that year than ever before or since." Next year, said Grossman, NBC would like to air documentaries in which candidates' appearances are more than "incidental" and to air nonregularly scheduled interviews with candidates. "I very much hope that all of you at NPR will join us at NBC in seeking suspension of 315 for 1988's critical presidential and vice presidential election," he said.

(In a later session on funding for the Public Telecommunications Facilities Program, members of the audience were asked for reaction to Grossman's proposal. Several stated that their stations would be unable to survive if part of their federal funding were not applied toward local operation, and all but three of about 60 people indicated public radio's focus should be on local rather than national programing. One woman offered her own solution: "If you want to wipe out the CPB and put in a computer instead, that's perfectly all right with me.")

■  
Congressman John Dingell (D-Mich.),

chairman of the House Energy and Commerce Committee, drew a standing ovation for a speech filled with praise and support for public broadcasting and condemnation of the Reagan administration's policies. Pledging to "try and remain a good friend" of public broadcasting, Dingell told the radio delegates that Congress "will continue to try to shield you . . . from government interference," saying that the Corporation for Public Broadcasting was set up so that "in no way would government be able to dictate programing and program content to you." The noncommercial industry is not living up to its mandate if its broadcasters "shy away from in-depth reporting on controversial issues for fear of offending politicians or corporate sponsors," said the congressman. "Fairness does not mean bland programing," Dingell said. "It does not mean evading the responsibility to provide all of the news."

The current administration has "created a climate in which major parts of your government are hostile to and suspicious of all kinds of public enterprises," said Dingell. "This administration's agenda for starving public institutions and turning matters over to the privates is, of course, going forward at full speed," he said, referring to the Office of Management and Budget's proposal to cut public broadcasting's fiscal 1988 and 1989 appropriations to fund FY 1990 ("In Brief," Dec. 22, 1986) as "somewhere between an act of incredible stupidity and a national disgrace."

Dingell told the broadcasters: "I cannot assure you, again, that increases in federal funding are possible. I can tell you that you are under great threat." He said that with the need to make \$70 billion worth of cuts, the government will look at money designated for public broadcasting. "Your kind of programs are in the category which I find to be most vulnerable," said Dingell. "I would

urge you therefore to be enormously vigorous."

■  
The public radio broadcasters showed their ability to be volatile in a discussion of unbundling—offering program services individually rather than in packages. NPR President Doug Bennet, Chairman Jack Mitchell and four board committee heads presented the board's proposal for unbundling before a standing-room-only crowd who were given—and took advantage of—the opportunity to comment on the working paper released by the full board on April 9.

Although the session had been set up to discuss each of four aspects of the paper, several audience members commented early that they felt it was inappropriate to discuss a plan for unbundling when many of them are opposed to the concept. "I think there's a considerable number of us who have questions about the whole enchilada," one audience member said. Board member Ward Chamberlin, head of the planning and priorities committee and president of noncommercial WETA-TV Washington, responded: Talking about the general business of unbundling "is silly. That's very easy because you don't have to think. If you have a plan . . . that gives us some idea of what unbundling might do."

The major sticking point in the unbundling plan seems to be that it will cost the majority of stations more money—Chamberlin likened it to buying cafeteria food a la carte. The board argues that the time has come for NPR to expand its service by offering choices that might not appeal to the entire system. In the current system, said Mitchell, "there's little room for flexibility and growth."

A number of audience members expressed support for the general concept of unbundling, saying it would strengthen programing and allow stations to pay only for the services they want. Others argued that it is not fair to impose a system that would reduce costs for only 29 stations out of more than 300. "If we're going to talk about unbundling, there has to be some benefit to all stations in all markets," said one manager.

At least three audience members testified that unbundling would allow them to affiliate, a situation now impossible because of costs. Rich McClear, whose KCAW(FM) Sitka, Alaska, had to apply for a special waiver to remain a member this year, said: "We're not talking about whether I can have the whole service or part of it; we're talking about whether I can have none of it or part of it."

The board, which had announced it would consider the proposal and take action at its July meeting, was asked by a great many audience members: Why the rush? The membership hasn't had enough time to consider the proposal carefully, said one person whose comment was greeted with applause. "We've all received presents before, and we all know once you get it out of the package it's an awful lot harder to get it back in," another member said. □



# The Hour

## Can an Hour work in repeat?

There are Hours with narrowly defined characters and plots that just don't repeat. Then there are Hours that offer appealing, well-developed characters and a broad range of situations that bring viewers back again and again — and we can prove it.



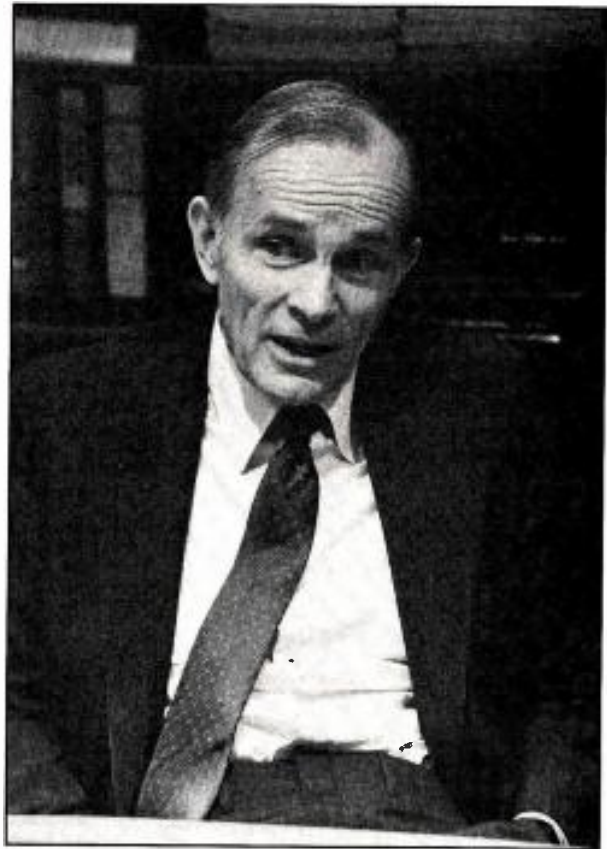
T.J. Hooker

**COLUMBIA/EMBASSY  
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To be continued...



Staniar



Ritchie

## New chip off old block

*They've always hewn to a policy of vive la difference at Westinghouse Broadcasting. When others were against the fairness doctrine, Westinghouse was for it. When others were against a television code, Westinghouse was rooting for one. When it came to public service, Westinghouse—whose KDKA Pittsburgh is credited by many as the first broadcaster of them all—seemed to have invented the term. To most in the industry, that tradition began with the late Don McGannon and continued, for the last decade, with Dan Ritchie. Now (as of last Friday, May 1), a new chairman and chief executive officer has taken over: Burt Staniar, who headed the company's cable subsidiary before divestiture. BROADCASTING interviewed Ritchie and Staniar to develop this joint state of the art report.*

**We have a lot of questions to put to you about the transition at Westinghouse, not only in personnel and executive direction, but in corporate direction and how the company will continue to fit in the industry.**

**You may immediately object to this, but we come in feeling that you're almost flat, or on a plateau. That impression began with your decision to abort the cable side of the industry and to convert yourselves into another kind of company. What kind of company is that going to be?**

*Staniar:* Primarily, it's going to be a growing broadcasting company.

We have—and so does our parent—a lot of confidence in the radio, television, production and satellite businesses that we're in. All are healthy and growing, and we're going to attempt to grow both internally and selectively through acquisition. So I'd describe it as a healthy, growing business, not a flat business.

*Ritchie:* Let me add parenthetically that the parent company's attitudes should be clarified in connection with cable. That was really not a reflection on our or their opinion of the business as a business, but because it is a cash flow business—as TCI has preeminently demonstrated—and not an earnings per share business, and therefore



The Hour

# Can an Hour handle strong competition?

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To be continued...

is not reflected very much in the price of the stock and therefore makes us vulnerable to other people who would take it and sell it off for us. I think the parent company's attitude toward growth in this business is very positive. So we have a very strong bias toward growing this business, and I think one of the reasons for our confidence in Burt is that we believe he will do that.

**What kind of business is broadcasting, by contrast?**

*Ritchie:* By contrast, broadcasting is an earnings per share business. It is a cash flow business, too, but it does show reportable kinds of earnings that are reflected in the price and value of the stock, which in these days you've got to be concerned about.

**At a more mature time in cable's development, might Westinghouse have been more interested in holding on to it?**

*Staniar:* I think the fundamental problem that Dan talks about will always be there. But I don't think Westinghouse or we have ever thought that it wasn't a good business. It was, is and will be.

**There are some who think that in the future it may be a better business than broadcasting, and that it's trending upward, whereas in some areas broadcasting is tailing.**

*Ritchie:* Well, we have a pretty good sized involvement in the cable programming side, as you know, with the Nashville Network, which is doing extremely well; we have the Home Team Sports here in Washington, and we have an important ownership interest in the Discovery Channel—plus we uplink and do various other things.

So that's a significant portion of our business that is now beginning to make money. As you know, we carried it for some time, and we're now breaking into the black and it's going to be, even if we don't add to it, a significant part of our business.

**How do you translate "significant?"**

*Staniar:* It will be on the order of 10% to 20%.

**You see programming as the name of the game in all areas of broadcast and cable. Is that correct?**

*Staniar:* I would say so, in the sense that programming is basically what the business is really all about. Obviously, stations are our life blood and where we grew up, but programming in terms of the future is going to be a very important emphasis in terms of growth not only at Group W Satellite Communications, but in Hollywood. We think there are opportunities in programming, and you can see that with our stations now, with things like *For Kids' Sake* and the thing we're doing with Bristol-Myers, *Lifequest*—every element that we're involved with is getting more and more involved in programming.

As I say, it's what our business is all about. The customer really doesn't care how we deliver it; what he cares about is the programming itself.

**Let me throw out a counter argument. While programming may be the name of the game, historically, people who have made the money in the business are those who own the distribution systems, not the programming. Certainly in broadcasting, if you had a franchise of five VHF's or whatever, programming came along and you made a lot of money. Similarly, with the cable MSO's, you could argue that, while they're selling programming, it's the distribution system that is the interesting thing. Are you likely to continue to be more of a distribution system-type company than a programming company—than, for example, an MCA, which may continue to be primarily a programming company?**

*Staniar:* I think the answer is both.

*Ritchie:* Exactly what I was going to say. I think we'll be both and I think it may be that the best of both worlds is to be in both. Certainly, our heritage is stations, and that will continue to be a major area of investment for us. But if we can also have a significant hand on the programming side, so much the better.

**What is the competition? When you get up in the morning, do you think about these other groups as being competition; do you think about the network organizations as being competition, or are you competing just against yourselves or against what you did yesterday?**

*Staniar:* What's important is what's happening in the local markets where we're doing business. The competition is the really good stations that compete with us in Boston and Pittsburgh and San Francisco and Philadelphia and Baltimore, and in all of our radio markets.

We want to grow, both internally and through acquisitions, but we don't need to acquire television stations for the practice. We want to make acquisitions that make sense and add the kind of stations that are a good fit with Group W and do deals that make economic sense, obviously.

So I think the key is clearly—always has been and always will be—what's happening at the local station. That's where our focus is—on the people there and on the competition there.

**Is that still true in broadcasting? Or has Pittsburgh peaked and has the medium peaked because of erosion and fractionalization and other things? Can you hope really to grow very much internally without acquisition, and important acquisition?**

*Staniar:* We have outperformed the business year after year in growth. So I think it's really both. I think there is room to grow by doing things better, and it still is a growth business. I will be very surprised if you don't see significant acquisitions over the next few years, both on the station side and on the programming side.

**You did get an awful lot of money for the cable. Is that money earmarked for growth in this area, or is it going back into the parent's coffers?**

*Ritchie:* Well, the parent company has bought back some stock, and used some of the funds to restructure, as part of an overall shareholder value improvement effort. But the parent company has made it clear that it plans to grow and that one of the key areas of growth within Westinghouse is broadcasting. We have made a number of radio acquisitions, as you know, and we have bid aggressively on a number of television acquisitions, so I think that the evidence that we're in the market is clear.

**I don't think the evidence is that clear, and we would do you a disservice by not asking the question that is on so many people's minds. What is the situation between the parent company and Westinghouse Broadcasting in terms of acquisitions and going forward? It appears to us that every time you came up with a deal, it was cut off in Pittsburgh.**

*Staniar:* Why does it appear that way to you?

**Well, take the KHJ-TV deal.**

*Staniar:* But that wasn't cut off in Pittsburgh.

*Ritchie:* KHJ-TV was originally approved by our board of directors. But from my perspective, there was the problem of facing an indefinite situation with the FCC. And also, at the time we did it, we thought that there were considerable prospects of our getting New York as well. One of the factors in making the decision at the end was the fact that we did not have New York and would have a stand-alone independent situation in Los Angeles.

To have that much tied up without knowing whether you're ever going to get it or not and not being able to use it to pursue other things just didn't make any sense. So it was not a Pittsburgh decision; it was our decision.

**There's a similar feeling about the WOR-TV deal.**

*Staniar:* That was a very high price. We were very aggressively bidding, and they just decided they wanted a higher price than we concluded we should pay. That I think was the highest price ever paid for a major station in multiples of anything.

**How about NBC Radio?**

*Staniar:* We never had a deal. It was published, but there was a leak from them that we were having discussions.

*Ritchie:* Right, there never was a deal. We had some discussions with them, and we've had discussions with lots of other people that fortunately haven't been reported, but that was one that just happened to get out and got talked about so much that it sounded like a



# The Hour

## How flexible is an Hour?

There are network Hours that, when moved to a different time period, died. Then there are Hours that already succeeded in different dayparts—and on different days—and we can prove it.

T.J. Hooker



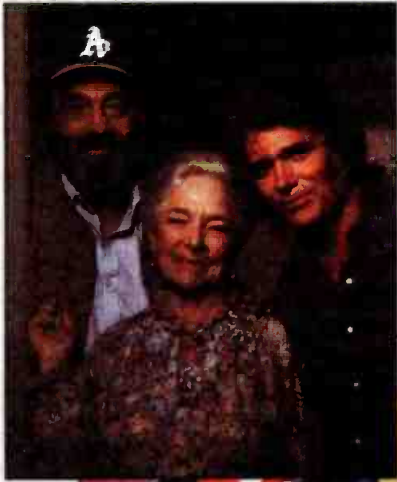
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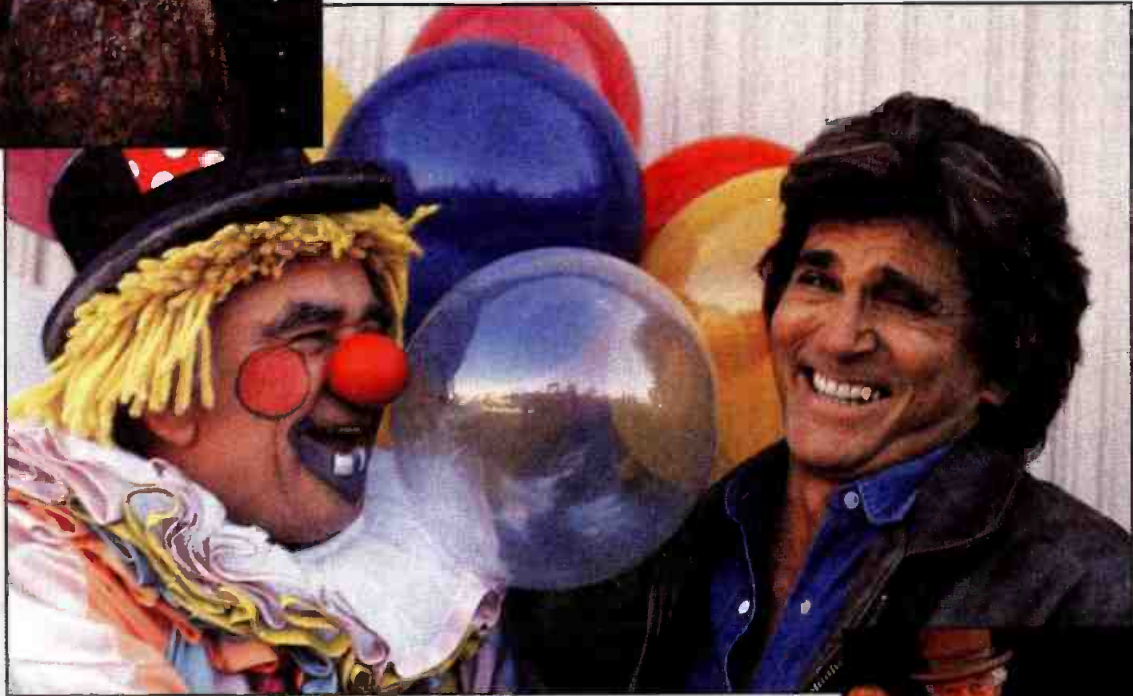
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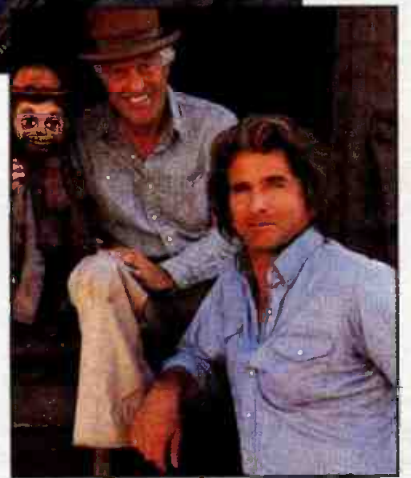




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deal. But it was just talk.

**We have checked with some analysts to see what a consensus might be, and it boiled down to this: In these days of deal-making, Westinghouse doesn't seem to be providing the excitement that the street might be turned on by, because the deals just haven't been made, and you've had some problems in that regard.**

*Staniar:* It depends on whom you talk to. There are other people who are thrilled we haven't made a deal.

*Ritchie:* No deal sounds exciting on the street if it's not perceived as a good deal, obviously. And as we have unfortunate evidence of in the business, there are a number of people who paid too much. It's tough. I'd say that we ought to be judged on deal making over the long perspective. And we have acquired a number of FM radio stations that have been very good buys over the past seven years, and we have been looking at lots of other properties. Over time, I'd like to be judged on whether we first made deals, and secondly, whether they were good deals—and I think that the only deal that's worth doing, and everybody would agree—is a good one.

**In inflationary times, even some bad deals can be good. But these aren't necessarily inflationary times.**

**What is that basic strategy?**

*Staniar:* It's quite simple. First you get the best people possible running your local stations, and you support them. The second thing you do is make a very strong, genuine commitment to the communities you serve. And the third thing you do is continue the culture of Westinghouse, of setting very high standards, of believing that the only way to do things is first-class. It has been a phenomenally successful strategy that Dan has followed, and Don McGannon before him. It's worked wonderfully and I plan to continue with it.

**Is that the way of the world these days in broadcasting? We will certainly give you that that has been Westinghouse's position in the industry in the past; it's always been a leadership company and remains so. You could almost think of it as being anachronistic these days when the public interest is not the thing that motivates many broadcasters from day one, and when there's a whole movement in Congress becoming very concerned about that. Does it still make dollars and cents sense to operate that way and can you do that?**

*Staniar:* Absolutely. And maybe even more today than in the past. The thing that ultimately drives the success of the local property is its ratings. And ratings are obviously a function of numerous things, but one of the keys is viewer loyalty. It makes a difference. We have



STANIAR

*Staniar:* Not at the moment. But to summarize this area, both the parent and Group W are actively interested in acquisitions. We've made a number, as Dan pointed out, and others we haven't. But we'd like to and I think you'll see some things happening.

**I would like to take a minor aside on the fairness doctrine. I wouldn't ordinarily bring it up, but because of the recent Senate action to codify, it's a very hot issue. You and ABC remain, to our knowledge, the principal broadcasters who continue to support that doctrine. How do you feel about the way things are going now, and are you comfortable with the harder line being taken by the Congress on it, and have you considered modifying your opinion?**

*Ritchie:* We continue to believe that having a fairness doctrine is in the best long term interests of broadcasting. We'd rather that any review be not on a case-by-case basis as is in the current legislation, but an overall standard. But we continue to support the principle.

**Burt, we tend to think of you as cable because of your background, although I have to feel from your early comments that you sound like a broadcaster.**

*Staniar:* I am a broadcaster. I joined Westinghouse Broadcasting in 1980 as part of the acquisition of Teleprompter, and quickly learned Westinghouse's basic strategy—one I agreed with very much. It applies to any of the media that we operate in, whether cable or radio or television.

found that it makes a difference to the viewer what station they're watching; stations do have personalities, they do have positionings in their marketplace. And if that helps you be number one, as we are in many of our markets, that clearly translates into the bottom line.

**Where aren't you number one?**

*Staniar:* We're a strong number two in Philadelphia. You always have to make sure you check every rating every day, but overall, yes, in the other markets, we are.

**Are you running leaner than you were?**

*Staniar:* No, we haven't significantly changed employment levels. I think the way Dan's run the company over the years, it's been a pretty lean organization to start; so we haven't had the need for layoffs or cutbacks or whatever.

**You mentioned that you were performing ahead of the industry. Can you quantify that for us?**

*Ritchie:* Certainly. First, in terms of sales. We looked at television and radio versus the industry, and versus our competitors in our local markets, and we have consistently done one to three or four percentage points better in growth a year. With one exception to my knowledge, that being last year in radio. But taken over the decade, we have substantially outperformed.

But there is one thing on the horizon—or not the horizon, it's



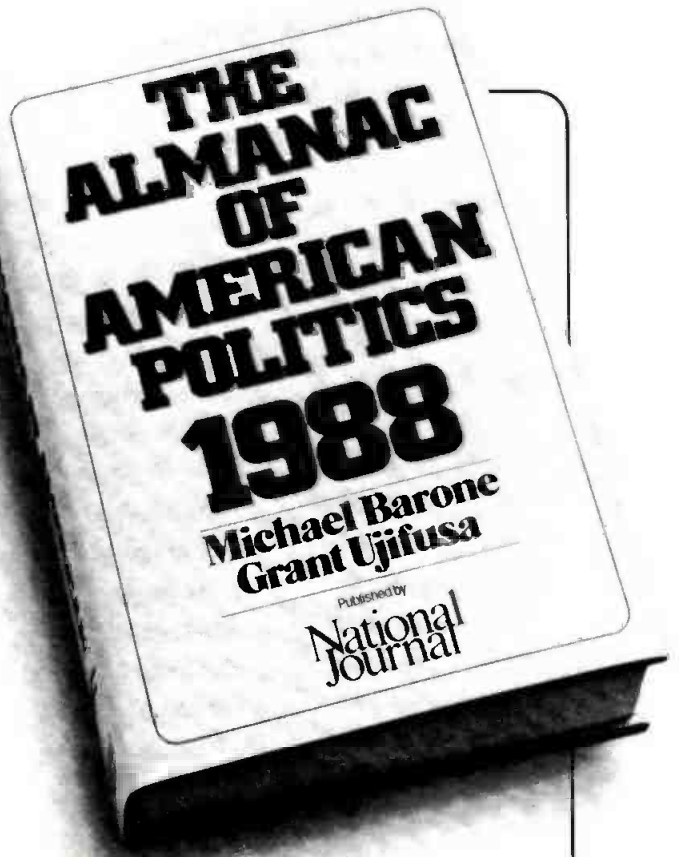
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## VHF-TV

**Joseph A. Carriere**, President  
Caprock Telecasting, Roswell, NM/Lubbock, TX:

*"When a studio fire wiped us out, our Harris sales manager was on the scene in six hours and we were back on the air in 10 days!*

*Our VHF equipment from Harris gives us the best quality money can buy. And Harris really stands behind its products.*

*Over the years, Harris has treated us very well. Other manufacturers may make good equipment, but not all can give the kind of support we get from Harris."*

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## KNOB, FM-RADIO

**John R. Banoczi**, General Manager  
Anaheim, CA:

*"When it came time to buy a 35 kW transmitter, we found that Harris had the right product with the right features at the right price — so we went with the Harris FM-35K.*

*Besides — Harris has an excellent reputation for backing and servicing the products it sells."*

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## KCOB, AM-RADIO

**John Carl**, General Manager  
Newton, IA:

*"Our SX-1A, 1 kW AM transmitter performs as advertised. It gives us a stand-out presence on the dial — especially in our fringe areas.*

*And Harris's SunWatch has completely solved our PSA/PSSA power scheduling problems. I don't know how a station could do it otherwise.*

*When we've needed service, Harris has always come through."*

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## WEAT, AM-RADIO

**Bert Brown**, Chief Engineer  
West Palm Beach, FL:

*"Most AM broadcasters who have upgraded their facilities in this part of the state have gone with Harris SX transmitters. As you are well aware, this is a lightning prone area of the country, and our SX-5A has performed well above our expectations in the area of maintenance and downtime.*

*We chose Harris for its professional service and support. I have a good rapport with Harris people."*

---

## WSTQ, FM-RADIO

**Al Moll**, General Manager  
Streator, IL:

*"Before we switched to Harris, we were barely on the air with a poor signal. Our FM-3.5K, 3.5 kW transmitter makes us a stand-out on the dial."*

---

## KHBS, UHF-TV

**Don Vest**, Director of Engineering  
Sigma Broadcasting, Fort Smith, AR:

*"KHBS is our first Harris installation, and I'm very glad I did it.*

*What impresses me most about Harris is the service and parts support. In 19 years of broadcasting, it's the most cooperative and helpful in the industry.*

*Harris knows how to treat its customers. Harris is going to win!"*

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## WOMA, FM-RADIO

**Dale Eggert**, General Manager  
Algoma, WI:

*"Our FM-3.5K, 3.5 kW transmitter has operated flawlessly since our sign-on last November.*

*And our Harris representative not only helped us put our equipment package together, but stayed on duty after the sale to see that we met our critical air date!"*

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## WKNO, VHF-TV

**Pat Lane**, Chief Engineer  
Memphis, TN:

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already here—that I think is a serious problem for us and for the industry, and that is clutter. We have people competing against us in our markets that now have 50% or more commercials in a given time period than we do, and it's getting to be a serious problem.

CBS just recently added commercials, and they split it up. This is all made much worse by the 15-second commercial, which the consumer thinks is a regular commercial. I mean, they don't have a stop watch. When they see six commercials rather than three, they're thinking there's a lot more commercial time taken out, and of course with the National Association of Broadcasters code now illegal, I think it's just getting out of hand. And I think it's a serious threat to the business. People think of free television as just a bunch of commercials on end.

**How does it hurt the medium, if you can get away with it and make more money?**

*Ritchie:* Well, you can in the short term. The trouble is that people will put up with it, and then gradually sort of drift away. In the short run, if you double the number of commercials, you're going to double your money, more or less. But what happens in the long run is that from the viewer perspective, you see nine commercials in a row and you say: "Hey, let's subscribe to HBO." And from an advertiser's perspective, what's happened is that you added a lot of commercials and you dramatically reduced the recall.

So what's been happening is that we have been reducing the coin of the realm. It's been in essence like Gresham's Law—the bad drives out the good. You're giving less to the advertiser, you're

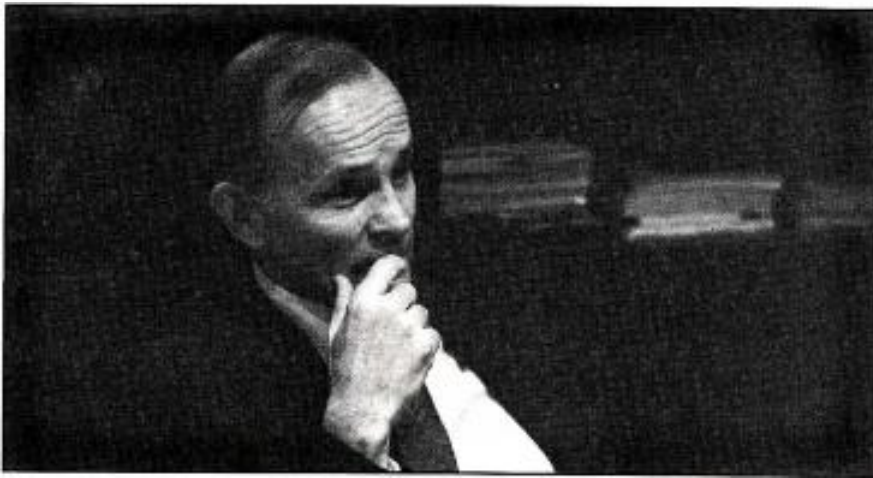
a commercial. They don't know whether it's 15 or 20 or 30 seconds. All they know is they're seeing a lot more commercials, and they really don't like it.

**How do you feel about the marketplace in broadcasting and the marketplace philosophy of regulation that followed [former FCC chairman] Mark Fowler, and that presumably would smile upon the increase in clutter, saying that as long as traffic will bear it, let it go.**

*Ritchie:* But I don't think this is a toaster with a picture. This is a special business, although many of the things toward more marketplace and getting rid of the paperwork and the hurdles are sound. But I think it's a balance. We believe the public trust is very important and we have a responsibility to ourselves and to this country to deal with the controversial issues and we can't just be pabulum and should not be, so this is really consistent with our whole view of these things, that some balance is in order. And that's why on the fairness doctrine and some of these other issues we come down differently. We believe that the public trust concept is really the key and should remain the key, as far as we're concerned.

**In the case of clutter, are you looking to self-regulation or are you looking to governmental regulation?**

*Ritchie:* The best way to do it is to permit us to go back to self-regulation, and that is what I'm going to advocate: a new code. Because I think you've got to be very careful about having government meddling around in content. That's why we're taking the position we have on the fairness doctrine. We believe you've got to have



RITCHIE

giving less to the viewer. In the short run, it's helping your bottom line. But in the long run, it's going to drive both advertisers and viewers someplace else.

**Does this trace to the advent of the 15 or does it apply to the split 30 second as well, when one advertiser pushes two products?**

*Ritchie:* Well, it's the same thing. It's still clutter. And in every test that I've seen, the viewer really doesn't like it. You're really beginning to see reactions. The advertiser is looking at this and saying: "Look, we're getting so many gross rating points, but it isn't delivering what it used to deliver, so it must be the advertising agency's fault, they're not producing as good a commercial." So the advertising agency, faced with this challenge, turns up the knob. They want to make their commercials more intrusive, more demanding, more strident—because they want to get attention and make people remember us. So the whole thing kind of feeds on this.

**Is there an objective measure on that, on how much clutter has increased?**

*Ritchie:* Yes, there is. In the last two years, local time, it's up something like 20%. And it's a compounded thing. But I think the straw that's breaking the camel's back has been this 15-second commercial. Because from the consumer's perspective, a commercial is

a clear set of guidelines that people are then free within those guidelines to decide for themselves what is proper. In the case of the code, it would take an act of Congress. But that's not impossible, hopefully.

**But if you believe that the people are really turned off by clutter, and you as a company regulate yourselves in this area, won't the cream rise to the top?**

*Ritchie:* Over the long term. We have not changed our standards of what we take at all. But the practical matter going on is that our competitors are playing it for the short run, and everybody today is playing it much shorter than they ever used to, for reasons that are clear to everybody. And when the guy across the street has 50% more commercials, makes 50% more sales, and therefore, adds a whole lot more than 50% to his bottom line, he can pay more for the *Cosby Show*, he can buy that anchor, he can buy that other television station and pay more, so while we are taking the long run and have not waived, a lot of other people are not in the position that we are, and you're seeing the whole thing feed on itself. And ultimately, we as a part of the free television marketplace are going to be affected by people's attitudes toward the industry generally and toward our business and toward others. I believe it's a serious public policy issue.



**You attribute part of this, the way this has been going, to the leveraged buyouts and a debt-laden industry?**

*Staniar:* It's a combination of a bunch of things. It's partly that. It's partly that our business historically has followed inflation. If you look at the television business over many years, it's inflation plus a few percentage points. Inflation came down and people's costs didn't adjust quickly enough.

But still, even the network business is still growing. It's not that it's gone away, but it's made a belated adjustment to the problem of the decline of inflation without adjusting costs as quickly as revenues did. So what's happened here should not have surprised anybody. As a matter of fact, I predicted it in talking with security analysts several years ago. I said people are kidding themselves if they think we're going to have continued double-digit growth rates when the overall inflation rate is down to a percent or two. That's not going to happen. Another is the pressure brought about by corporate raiding—people have to keep their stock up. It's easy to say: "Well, I don't have to worry about the bankers." But what they have to worry about is their stock price. And if they take a long-term view and don't increase their commercials and everybody else does, somebody buys you and increases your commercials and then sells you for a big profit. So it's a combination of things.

I had lunch with Gene Jankowski [president of the CBS/Broadcast Group] the other day and he said: "Gee, we were really forced to the 15-second commercial by Alberto-Culver." CBS felt they had to do it and then they did it and then others did it. It's one of these things where everybody has in many ways, a legitimate response.

**How about the three-year rule [requiring that stations be operated for three years before being sold]?**

*Ritchie:* I think that should come back, and for the reasons I was just describing. You know, there are stations that have traded hands three times in a year. And I ask you, what kind of service is the public or

anybody else going to get when you've got a new owner every four months?

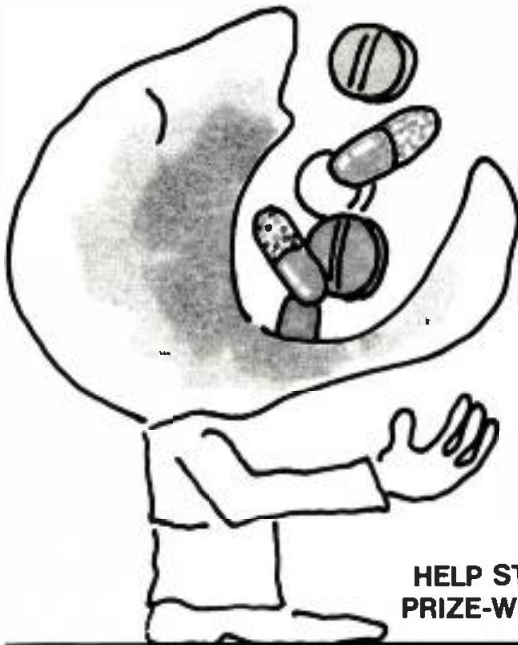
**The conventional answer to that is if you put in \$25 million for a station, you're not going to let the ratings drop, you're going to operate it efficiently because you want to be able to get a return on your investment.**

*Ritchie:* But their interest is really in making a quick buck, and that's a problem. They really almost don't have a choice in the matter. And you say to broadcasters: "Gee whiz, we want the three-year rule back," and then somebody says, "Yeah, if you do that, your prices are going to go down." And that may be right, too.

And again, I say, this is a very important and special business in this country, and we have responsibilities other than just making money. We've got to make money, too; one of the things we've always been proud of was that we've done both—that if I didn't make money, I'd be fired. I mean, that's clear. So we have to do well, and we have done both, but it's a challenge.

**Well, we take a flip side on this from an editorial point of view and what we should advocate and what stands we should take. And generally speaking, we come down on the marketplace side or the print model side or the First Amendment side historically, and even to this moment we have not yet come out for a three-year rule return, we have not come out for a public interest standard reassertion, or whatever they're calling it, and we're not about to come out for a new NAB code. Our historical position is, if you have a code, the government will adopt it and it will become fiat.**

*Ritchie:* It reminds me of the time when I was in the savings and loan business many years ago in Denver, and we were regulated. They didn't say how little you could do, but there was a limit on how much you could pay for deposits. They took that limit off, and at the time, I said publicly this was an enormous mistake. It's the same mistake they made in the twenties. Because what's going to happen is there's going to be some guy in the community—we were paying 5 1/4%



# Has America become a Land of strong pills and weak people?

Most everyone agrees that the "hard stuff" is a health hazard, but most people also overlook the danger of "ordinary medications." Drug-caused diseases and reactions are becoming a health problem of critical proportions because of the overuse of medicines. Apparently, there is a trend towards what might be the "easy way," except many times pills are taken without consultation, oftentimes without knowing how medications will interact with each other. As a result, more than 100,000 people die each year from drug-induced illnesses, and many more suffer serious reactions.

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Station \_\_\_\_\_

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State \_\_\_\_\_

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then—and it's going to go to 5½% and everybody else will follow them because if you don't, you're going to lose your money.

Then you're going to have to earn that somehow, and how do you do that? You take chances—you lend to Brazil or whatever—that you wouldn't otherwise take, and eventually the whole system gets in trouble, and now the Federal Deposit Insurance Corporation and the Federal Savings and Loan Insurance Corporation are in very, very serious trouble. There may not be, on a liquidation basis, more than a handful of solvent banks left in the United States, and that gets back to that same problem.

You know, you've got to have a framework of regulation, in my view. Not that it tells you everything you've got to do, but it puts some parameters on it so you don't end up making a serious mistake. I think the banks have done it, and I think that we're just about to do it in this business, that we're going to end up with a mess on our hands that we don't know how to get out of, and then it may be in fact too late to ever go back to what we had before. I think it's a very, very serious issue.

**I hear something in that that says: "Stop the clock."**

*Ritchie:* No. Times change and we've got to change with them, but certain things we've learned over the years are sound, just like the Constitution. You say: "Stop the clock." Well, the Constitution is still good, although occasionally there are going to be amendments and occasionally you're going to change it. But the people who say we ought to scrap the Constitution and start over again are crazy. And I say the same thing here.

**Our approach has always been that if you're going to have a code, get a consensus on what it should be, write it out on a proclamation and hang it on the wall, but there should be no penalty for not following it. And that's as far as we would ever go.**

*Ritchie:* I understand. You know, I much prefer the free market. It's like the antitrust situation—if we didn't have antitrust laws, there would be one company in the United States, and so you've got to have them. What I'm really arguing for is a framework that we help construct, rather than some day is forced on us, that we can live within, and is not where you're going to have Big Brother, whether the Big Brother is me or you or the chairman of the FCC, in a position to make unfettered and uncontrolled and arbitrary decisions that you've got to live with. What you really need is as objective and as clear a framework as can be constructed, to prevent people from driving us all off the cliff.

We were discussing the whole obscenity issue with some folks on the Hill recently, which is another one you're probably in a different place on than we are. But you've got to have a framework, I think, but it should be light-handed, it should not be a heavy-handed thing or arbitrary.

**Our position on obscenity—other than to have a free and open medium of expression, which we would prefer: we want electronic media not to have any constraints other media do not—but basically we say that it ought to be a Justice Department matter and not adjudicated by the FCC. If they want to take broadcasters to court under the obscenity laws, let them take them to court.**

*Ritchie:* We think there ought to be again, some things that people are not allowed to do. The example that comes to my mind on obscenity is that this industry is not a magazine with a plain paper cover. We're more like a billboard. You don't want to see homosexual acts on a billboard, and that's what they were discussing on this. There's a place in society for them, all right, and I wouldn't argue about that, but we are a public billboard, in effect, and for us to have things like that there, to me, from the point of view of kids, is just wrong.

Whatever adults want to do is all right with me, but I just don't think we can permit anything and everything on our airwaves. There's got to be some line drawn somewhere, that hopefully everybody can understand. Again, light-handed, but you know, at some point I just think it's simply dead wrong. You just don't want to have the kinds of things I read in your magazine [a reference to BROADCASTING's April 20 article detailing some of the language at issue in

the indecency cases ruled on at the FCC] on the public airwaves. I just don't believe that.

If people don't have enough sense to stop it, then somebody is going to have to do it for them. If they hadn't gotten us into this, we wouldn't have this problem—if they had any sense about what they were doing. Cable is different. Where you pay to bring it into your home, you can block it out. You can permit things there that you can't permit on radio.

**That's the argument. Is broadcasting different?**

*Ritchie:* Broadcasting is just like a billboard by the highway. Everybody has visual access or audio access to it. And it is not like your under-the-counter magazines. The things you would permit in an under-the-counter magazine you would not permit on a billboard alongside the highways, and that's the difference.

**Burt, we don't want you to get away without getting your agenda.**

*Staniar:* First off, the best thing I can do is not screw it up. We had 10 uninterrupted years of growth—record growth and record profits. And of real success in the radio and television markets we operate in and in our production businesses. What I'd like to do is build on that, using the strategy I discussed earlier.

The key to all this is good people. Fortunately for me, we are really blessed with some outstanding broadcasting executives running our properties and heading up the departments in those properties, and that's the most important thing any executive can do in any business. I believe it's even truer in broadcasting because the businesses are so dependent upon success in their local markets. You've got to have good management out there; we can't run them from New York. You need just enough staff at headquarters to make sure the wheels don't come off in terms of consolidating things. But that's about it.

Can we find ways to grow the business and do everything we're doing better? I think there are still some opportunities left. I'm a big advocate of something that's loosely called the quality process. I believe that the Japanese have taught us some lessons that they learned originally from us, in terms of setting high standards, measuring yourself against those standards, no matter what you're doing. Whether it's an accounting issue or programing issue or engineering issue, you can find standards to measure yourself by. And then you allow the people who are doing those tasks to develop their own measures, and then you provide ample amounts of reward and recognition when they achieve those goals—and phenomenal things happen.

**You described very eloquently why you thought the broadcasting business was different from the rest of the media universe. It's very clear that Westinghouse has been very different within the broadcasting universe. Are you going to continue to be? Are you going to continue to be the company that runs the broadcasting business in a different fashion than most people do it?**

*Staniar:* We don't set out to be different. Our objective is not going to be to see if we can be controversial or obstinate. But we feel very strongly, and it's very deeply rooted in the company—and I think almost to a person, throughout our employees—there's the feeling that broadcasting is special and what we do is important, and although we have a lot of fun with it, we take it pretty seriously. So I suppose from time to time, we may appear to be a little contrarian, and we'll certainly continue to speak out on the issues that we think are important to the business.

**If we were to have another interview in five years, would your station ownership be at 25%?**

*Staniar:* I'd very much like it to be.

**How much will it cost you?**

*Staniar:* A lot.

**A personal question for Dan. What are you going to do now?**

*Ritchie:* The only rule I've set for myself is that I'm not going to do anything for money; other than that I've made no plans. I really don't know, I'm just kind of going to see what happens. ■





## MIP '87: Bringing a bit of Europe back home

### Several U.S. programmers buy foreign product and discuss co-ventures with European producers

Complaints from European TV executives that the American market must open its doors wider to foreign product are being answered by some U.S.-based suppliers.

Several U.S. distributors at the 23d annual Marche International des Programmes de Television in Cannes, France, which ended a week ago, said they had purchased or expected to buy foreign-produced program packages for distribution in the U.S. syndication market. Those efforts come while the U.S. program marketplace is becoming more sensitive to the escalating costs of domestic production, and while the market for new shows and domestic syndication is soft. They also come at a time of dramatic expansion in the number of program transmission outlets abroad, including broadcast, satellite and cable facilities.

Howard Karshan, president, Turner Broadcasting System International, reported from Cannes that Turner had all but signed off on a deal to acquire an extensive package of films from a European production company, which Turner Program Services will distribute in the domestic syndication market. Karshan declined to say who the foreign producer was because the agreement won't be signed until the Turner staff selects more than 20 films from a pool of films for the domestic package. "The deal is set," said

Karshan, who reported that TBS International did more than \$10 million in foreign sales at MIP, primarily for its MGM and Warner film libraries and Jacques Cousteau specials.

"We are always looking for new areas of business," said Karshan. "We are trying to be creative." Another alternative that TBS International is exploring, as are many other U.S. companies, is co-production deals with foreign producers. So far, most of Turner's co-production ventures have been with the BBC, the most recent example being the mini-series, *Journey's End*. Karshan said he is also talking with Italy's Silvio Berlusconi and several French producers about possible co-ventures.

Another company planning to distribute foreign product domestically is the DeLaurentiis Entertainment Group, according to Paul Rich, executive vice president of DEG's television division. "We will be establishing a U.S. marketplace for foreign product," said Rich. The DEG already has a library of films produced by Dino DeLaurentiis that have never been exhibited in the U.S. TV marketplace. Rich said it was DEG's intention to acquire additional foreign product which, together with the existing De Laurentiis foreign titles, would be packaged for syndication in the U.S. DEG did more than \$6 million in sales at MIP, accounted for primarily by the mini-series, *Noble House*, now in production, which has been picked up by 35 countries. The pro-

gram, starring Pierce Brosnan, will air on NBC next season.

DEG is also active in co-production and is currently trying to put one together for a project based on the book, "Fatal Shores," about the settlement of Australia by exiled British convicts.

Other companies are also starting to acquire foreign programs, believing that the U.S. market must become more responsive to international output. "The fact that the U.S. has been so successful in exporting product overseas" will put pressure on American programmers to reciprocate with foreign program buys, said Richard Lorber, president, Fox/Lorber Associates. The buying power of many of the European program outlets, suggested Lorber, particularly those just starting up, is "fragile." If those markets are to remain stable, he added, they will must sell their own product abroad to afford American programs to add to their broadcast schedules at home. Fox/Lorber, which sold over \$500,000 at MIP this year, primarily for its Time-Life wildlife series and Tatum Video sports library, has also started to acquire foreign product for domestic syndication, said Lorber. So far that product is mostly British material, including the rights to a package from Roadshow, a British theatrical film company.

The foreign co-production is an alternative to the purchase of existing programs from abroad for the U.S.-based program supplier. And many American companies

# Barney



# Great



# Miller



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ABC



MCA TV

were actively pursuing co-production possibilities at this year's MIP. Dick Coveny, president, Blair Entertainment, said he hoped to find foreign partners to co-produce a mini-series, which appears to be the most successful co-production form at present. Coveny also said he was looking for co-venture partners at MIP to produce a half-hour action drama series of the kind that used to be popular in the U.S. (*Dragnet*, *Adam-12*) and is again being looked at as an alternative to expensive hour-long action shows, which are not bringing in the profits they once did in the syndication market. "The hours just aren't working" domestically, said Coveny. The half-hour alternative, he said, is attractive both domestically and for foreign markets. The action genre continues to do well internationally, he noted, and stations in the U.S. may be more receptive to trying a half-hour version, because "if it doesn't work, you haven't blown the whole hour, and if you can get a few of them working, all of a sudden you've got a nice block of shows."

One U.S. company, ITC Entertainment, was selling a half-hour show called *Calhoun*. According to ITC President Arthur Kananack, the show was selling well, although the deals are contingent on a firm go on the U.S. next fall, and that decision has yet to be made. ITC, which recently signed a co-production deal with HBO covering 12 movies, was selling mostly mini-series at this year's MIP, including *Poor Little Rich*

*Girl* and *At Mother's Request*.

Lorimar-Telepictures, which did about \$8 million in business "as a direct result of MIP," according to Michael Jay Solomon, of L-T's office of the president, is also exploring foreign co-venture opportunities. Discussions for five such ventures are now under way, said Solomon, primarily for two-hour movie projects or short mini-series. Solomon reported that the company is forming a joint venture with a European company to sell merchandise associated with the L-T programs sold abroad.

To date, foreign program suppliers continue to find the U.S. network marketplace, with the exception of the noncommercial Public Broadcasting Service, virtually impregnable. The rare exception is usually a mini-series, such as *Sins*, which was produced by a consortium of European production interests.

The alternatives to the straight sale of a foreign show to a network is the licensing of a concept (often used with game shows by domestic suppliers) or a format sale. For example, D.L. Taffner bought the rights to the British show, *Man of the House*, which became *Three's Company* on ABC. The Tokyo Broadcasting System announced at MIP-TV that ABC has bought the U.S. rights to a concept for a Tokyo Broadcasting game show called *Wacku Wacku Animal World*. The ABC version is called *Animal Crack-ups*, a pilot of which, with host Alan Thicke, recently ran on the network.

LBS International will attempt a variation on that theme with a program it recently licensed to Lifetime called *Our Group*, a half-hour strip in the "therapy" genre. Phil Howort, president of LBS International, said the program would be offered to foreign markets as a "turnkey co-production" in which LBSI provides the scripts and sets, and the foreign exhibitor does the casting and tailors the program to its own market.

Last week's MIP-TV was the first for LBS, and Howort reported strong sales for a package of *Smithsonian World* specials and *The Care Bears* animated series, as well as a great deal of interest in the first-run sitcom, *You Can't Take it With You*, starring Harry Morgan. The program has been sold to CFMT(TV) Toronto, a multilingual station that has applied to broadcast nationally in Canada.

Whether Europe is successful in establishing a reciprocal flow of program sales to the mainstream of American markets remains to be seen. Many see it as a formidable task. "Reciprocity is a noble goal," said Roman Melnyk, program director, Canadian Broadcasting Corp. "But the U.S. has a very strongly based industry with very clear rules about how shows are developed. There's a very elaborate sifting process... One would hope there is a shift [to more foreign-produced programs] but it's hard to see a dramatic shift, perhaps an evolutionary one."

In other news, MCA International reported doing about \$40 million in sales, driven



Blair Entertainment



Worldvision



by two hit theatricals, "Back to the Future" and "Out of Africa," as well as more than 100 hours of made-for-TV movies and regular series, including *Miami Vice*, *Magnum PI*, *Murder, She Wrote*, *The Equalizer* and *Simon & Simon*.

Worldvision International reported doing a minimum of \$3 million and perhaps as much as \$8 million in sales, with some deals contingent on the successful launch of new

outlets. Those included a seven-figure deal for programming on ScanSat, the Scandinavian satellite scheduled for launch in May 1988. The company negotiated a two-tiered deal with the first-run sitcom, *Throb*, in France. The program will have a run on the pay channel, Canal-Plus, which will be followed by a run on the state-run channel, Antenne II.

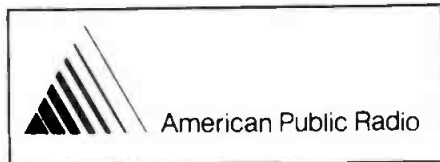
According to Bert Cohen, Worldvision

vice president, international sales, the *Throb* deal in France illustrates the "significance of the new technologies which are allowing distribution companies additional avenues for their products."

CBS International reported brisk sales for *Mafia Wars*, a series from the BBC, as well as a package of theatrical and made-for-TV movies which includes "Kiss of the Spider Woman" and "Eleni." □

## American Public Radio: five years and planning

**Network gathers its affiliates for annual meeting to talk about marketing its programs, whether it should go with 24-hour news service and what should replace 'Prairie Home'**



If there was one thing most of the 200 attendees at American Public Radio's (APR) annual affiliates conference in Columbia, Md., April 26-29, agreed upon, it is that the five-year-old network's inherent strength lies in the diversity of its programming, which ranges from chamber music to the BBC's World News Service. Improving not only production quality, but also the marketing of programs to stations and underwriters and whether continued network growth should include a 24-hour "newscast" service were among the major issues with which APR

station officials were grappling last week. What seemed to attract the most attention, however, were suggestions for a Sunday time slot for rebroadcasts of *A Prairie Home Companion*, the network's leading program, and the national debut date for a live, yet untitled, two-hour "variety" show that will eventually replace *Prairie Home*.

APR kicked off the event with a day-long workshop on Monday (April 27) that asked attendees, who were paired into two groups (representing markets with population less

than 1.4 million and larger market stations that also incorporated program producers), to establish APR's top priorities for achieving "significantly increased listenership" and "greater community awareness" by 1990. Among the most important critical factors that emerged from the session were creating more national programming that can be easily integrated into local programming and a willingness of more stations to take program "risks." The "action plan" necessary to carry those steps, according to most APR affiliates, involves "better communication" among station, program producer and the network (an underlying theme during the meeting), as well as developing new sources of funding and conducting research showing potential audience for programming.

Audience data is already being tackled by

## Syndication Marketplace

**Access Syndication** has dropped sales for *Honeymoon Hotel*, the program starring Isabel Sanford that was to become the first instant first-run strip with 100 half-hour episodes its first year. But the company insists the show is not dead. It may bring it back for fall 1988 if the marketplace opens up. Five pilot episodes of the program aired on 77 stations, covering about 60% of the country, during the second week of January, averaging about a five national rating, according to Rick Jacobson, executive vice president of Access. Jacobson admits some stations were disappointed with their numbers, but said the problem was caused by the unavailability of slots between 5 and 7 p.m. in which to place the show. Stations also worried about whether producers Fred Silverman and Gordon Farr could maintain the level of quality for 100 episodes, Jacobson said. Access sold *Honeymoon* on a cash-plus-barter basis, retaining one minute. If *Honeymoon* is brought back next year, he said, the marketing plan may change. It is not known whether Sanford will stay with the program.

**Orion Television Syndication** reports that it has cleared over 90 stations for the second season of *Hollywood Squares*. Renewals include KMGH-TV Denver; WSPA-TV Greenville, S.C.; WMMT(TV) Grand Rapids, Mich.; KODE-TV Joplin, Mo.; KAMR-TV Amarillo, Tex., and KCRG-TV Columbia, Mo. New stations joining the lineup include WCCO-TV Minneapolis; WAVE-TV Louisville, Ky.; WSAZ-TV Charleston, W.Va., and WLTV(TV) Jacksonville, Fla. Orion also reports it has cleared *High Rollers* in more than 50 markets, including such new stations as KSTP-TV Minneapolis; WMMT(TV) Grand Rapids, Mich.; WISH-TV Indianapolis; WTMJ-TV Milwaukee, and WNEP-TV Wilkes Barre-Scranton, Pa.

**MGM/UA Television** will use Camelot Entertainment Sales to sell its barter time in the weekly action-adventure, *Sea Hunt*, and the first-run sitcom, *We've Got it Made*, both debuting in the fall.

**King World** has cleared 105 stations for the next *Women of the World* one-hour special airing in May or June. Clearances for the seventh *Women* special, entitled *Women in Sports and Adventure*, and hosted by Chris Evert, include WABC-TV New York, KHJ-TV Los Angeles, KGO-TV San Francisco, WCVB-TV Boston and WXYZ-TV Detroit. Barter distribution gives stations seven minutes and King World five.

**CBS-owned television stations division** is now targeting production of series at one of its four stations for eventual syndication. Eric Ober, who became president of the division last month (BROADCASTING, March 30), said the station division is now looking to make production for syndication a larger profit center. The ABC-owned television station division has been an active producer of product for syndication, with *The Oprah Winfrey Show*, produced by WLS-TV Chicago and syndicated by King World. *Morning Show*, starring Regis Philbin, produced by WABC-TV New York, is also rumored to be attempting launch in syndication. In the past, CBS-owned television stations have sold various specials, as well as *Uprfront*, a 13-week talk-show series hosted by Greg Jackson, through Syndicast Services.

Ober also said the CBS-owned stations will continue to be repped internally and not through Blair Television, as has been the topic of speculation (BROADCASTING, April 13).

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 19:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/213	98
2.	Jeopardy	13.0/209	98
3.	World Wrestling Fed.	8.5*/191	92
4.	People's Court	8.4/191	96
5.	New Newlywed Game	7.9/189	96
6.	Oprah Winfrey	7.8/163	96

Rank	Show	Rating/Markets	% coverage
7.	Entertainment Tonight	7.4*/152	93
8.	Lifestyles of Rich-Famous	6.6*/177	94
9.	Hollywood Squares	5.9/153	92
9.	Star Search	5.9*/171	93
11.	Oprah Winfrey	5.8/149	78
12.	Mama's Family	5.5*/155	88

Rank	Show	Rating/Markets	% coverage
13.	Siskel & Ebert & Movies	4.9*/153	86
14.	Divorce Court	4.8*/133	87
15.	It's a Living	4.7*/115	87

\*includes multiple airings

APR, and it released results of a network-commissioned qualitative research project by National Demographics and Lifestyles Inc., Denver, performed this past winter with a sample size of some 42,000 people. It compared APR listeners to the U.S. population and categorized listeners into four programming types: classical, jazz, news and information and nonclassical, which includes other music, variety and drama shows. Among its findings: the median age of APR listeners ranges from 38 for jazz listeners to 48.4 for classical music listeners; most APR listeners (51.4%) are employed in a professional or technical occupation, and the highest percentage of median household income among APR listeners falls into the "\$50,000 and over" category.

"We need to come to grips with a better understanding of our audience," said G. Gibson Carey IV, manager, corporate training and development for Procter & Gamble. Carey, who is also an APR board member, was speaking at Tuesday (April 28) luncheon. "Those who say we are reaching the universal audience are only fooling themselves. It never bothered me to say our product is 'entertainment for the educated listener,'" Carey said. He warned that stations should not lose sight of the fact that they are serving their "customers" and not themselves.

Carey said the "primary" marketing objective for APR stations to achieve more listeners should be to reach a higher percentage of available audience that already values public radio programming rather than converting new listeners. "It is the 'height of folly' to cheapen your product once you get it right, just to attract new listeners."

Carey also spoke of what he sees as a major disparity between the number of public radio listeners and those who support their local public radio outlet through monetary donations. "We each have a large body of listeners who are not paying their way; who are on 'cultural welfare.' I wonder if we are doing everything we can to solve this," the Procter & Gamble executive said. "Perhaps stations need to elicit their community's best merchandising and promotion minds... to test market some ideas to increase paid membership to 50% of listenership. I think we should get mad about this," Carey said.

The subject of a proposed around-the-clock news service, first revealed late last year (BROADCASTING, Nov. 24, 1986), was addressed at a news and information programming discussion on Tuesday afternoon. Eric Friesen, senior vice president of programming for APR, told BROADCASTING that out of 60% of the approximately 300 APR affiliates that responded to a December survey concerning the news service, nearly 80% were in favor of such an undertaking provided that the service is highly produced, compatible with existing public radio program schedules and contains "breaking" news coverage while also being cost effective.

Some attendees, however, questioned the need for a 24-hour news service when there are other news networks. Dave Edwards, general manager of WUWM-FM Milwaukee, said that, even though many stations have

expressed interest in an hourly news service, "it won't do us much good. I don't know too many stations that would carry news at 8 o'clock at night." But if there is a news service, said Edwards, APR needs to examine options (newscast formats), "instead of replicating what is already being done."

Mike Nitka, program director, KERA-FM Dallas, added: "I don't feel an urgency for a 24-hour newscast service... A higher priority should be better carriage [program clearances]."

Said Friesen: "We are looking at a newscast service because we see an opportunity to do something different in public broadcasting." The APR programming official said he believes that a news service will be launched, but he couldn't project when or in what manner.

Friesen also said APR remains committed to distributing *Business Update*, produced by CBS News, although some affiliates voiced complaints that its feed times conflict with National Public Radio's *All Things Considered* news magazine series. *Business Update*, a 30-minute, Monday-through-Friday financial news program, is fed at both 5 p.m. and 6 p.m. NYT.

Life after live production of *A Prairie Home Companion* ceases on June 13 was the focus of an intense 90-minute discussion, led by Bill Kling, former president of APR and current president of Minnesota Public Radio, producer of *Prairie Home*, late Tuesday afternoon. (Last February, the show's host, Garrison Keillor, said he would quit the series in June [BROADCASTING, Feb. 23.] At that time, APR said it would continue to air taped productions of the broadcast through at least June 30, 1988.) Kling said the new show, which will be hosted by Noah Adams, the former co-host for NPR's *All Things Considered* series, will contain music, storytelling, humor—similar elements to *APHC*—as well as essay readings including children's literature. As with *Prairie Home*, Kling said the series will originate live from the World Theater in St. Paul, Minn., and will tour the country. But what attendees heard for the first time was confirmation that the new show will definitely fill the Saturday, 6 p.m. NYT time period now occupied by *Prairie Home*.

"Once the new show begins, stations can't run *Prairie Home* [rebroadcasts] in the current 6 p.m.-to-8 p.m. NYT Saturday slot. This is the producer's decision," Kling said. The MPR president also noted that when *Prairie Home* rebroadcasts begin on June 20, a second feed of the show, which may be either live or pre-fed earlier in the week, will be offered to stations at no charge, provided it is aired at a pre-determined time on Sunday. Kling originally suggested 2 p.m. local time, but, based on feedback from attendees, he later said that a "window of time" might be allowed.

The idea behind these moves, said Kling, is to seize the peak Saturday *Prairie Home* audience for the new series while building a *Prairie Home* following on Sunday afternoons. But some APR station executives said they wished they were asked about the new scheduling prior to the conference.

Regarding the timing for the national debut of Adams's new series, Kling focused on

two options—some time in October or Jan. 9, 1988—and after polling the audience, the consensus was for Jan. 9. Kling said *Prairie Home*'s rights fee will remain the same until the new show premieres, and then it should decrease. Rights fee for the new program will be the same as the current one for *Prairie Home*. "Garrison could be a guest on the new show periodically, provided he's comfortable with the format," Kling said. □

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## Directors' strike feared in Hollywood

**Networks stockpile shows as a hedge against strike, but extended stoppage could still hurt**

After a television season that saw two of the three commercial broadcast networks turn in their worst ratings showings ever, and all three networks face a declining share of the total television audience, another problem awaits.

Management's Alliance of Motion Picture and Television Producers and the Directors Guild of America sit down at the bargaining table next week, and the two sides are so far apart on so many issues that many in Hollywood are saying the chances of guild members walking out for the first time in the organization's 50-year history are extremely high.

With the current AMPTP-DGA contract set to expire June 30, the networks have made provisions for a work stoppage by speeding up the renewal process for such programs as CBS's *Dallas*, and ordering extra scripts and episodes for other existing series. But industry observers say that despite the provisions, a prolonged strike could harm the chances for recovery next season of ABC and CBS, since the two would be forced to rerun this year's slate of what were primarily ratings' disappointments. Even NBC, this year's rating winner, could face further audience erosion in the event of a lengthy walkout.

Officials at ABC and CBS would not comment on whether they have applied pressure on producers to avert a strike but Day Krolik, vice president, personnel-labor relations, NBC, said, "We are not applying pressure on anyone." AMPTP President Nick Counter concurred that there has been no network interference. He said the networks, which through their in-house production units will be represented on the producers bargaining team, "are facing the same kind of cost containment problems the production community is facing. They are as concerned about rising costs as we are."

With negotiations between AMPTP and the DGA set to begin May 12, producers bent on cutting costs and directors prepared to take a hard-line stance in the talks, the factions are on a collision course—as they were in 1984 when a strike was narrowly averted. Once again, home video and pay television residuals are expected to be the biggest stumbling blocks to a settlement.

According to proposals exchanged by the



DGA and producers, the two sides are poles apart on supplementary market residuals for theatrical films exhibited on pay television and videocassettes. AMPTP wants to eliminate all residuals for those markets while the guild wants to double residuals for theatricals and commercial television shows released on videocassettes. The producers' proposal claims supplemental markets "are no longer 'supplemental,' but are instead part of the primary market." Directors do not receive residuals for the first-run exhibition of films in the primary market.

AMPTP is also seeking to revise the DGA's commercial television programs residual formula; to eliminate the premium pay directors receive for working Saturdays and Sundays during a five-day work week; to reduce residuals significantly for reruns of programs made for pay television, and to create a formula that could cut residuals in half for syndicated programs.

At nearly the opposite extreme, the DGA wants pay raises to reflect increases in the consumer price index; a proposal that would permit a 4% boost in employer contributions to the guild's pension plan; higher pay and more time to prepare for feature films and commercial television shows; the creation of a special fund for a substance abuse program and treatment of Acquired Immune Deficiency Syndrome-related ailments; and paid holidays for Martin Luther King's birthday, Yom Kippur and, in New York, Lincoln's birthday, Veterans Day and Columbus Day. In addition, the guild is asking for stricter nondiscrimination guidelines and greater flexibility under the no-strike provisions of the contract.

"These are very difficult issues," Counter said. "It's hard to know at this point (whether there will be a strike)." A DGA spokesman said that while a strike "is certainly a possibility," the guild is hopeful such an action can be avoided. He blamed the anxiety that surrounds the upcoming negotiations on studio production executives who have anonymously made public comments calling a directors' strike a virtual certainty. □

## Home shopping hits syndication

**Seven-hour feed, to debut in fall, will be glitzier than regular HSN**

MCA-TV Enterprises will syndicate its *Home Shopping Overnight Service*, the seven-hour overnight feed of a variant of the Home Shopping Network debuting in the fall, without taking any advertising time for itself or HSN. Instead, the first-run division of MCA-TV will give all seven minutes in each hour to stations. HSN will also give stations a 5% cut of the net revenues generated by their markets.

Additionally, in a move designed to prevent the estrangement of cable systems carrying stations that will carry the service in syndication, HSN will pay those cable systems a 5% commission for the sales generated by the stations they carry. Stations, UHF independents in particular, have been in

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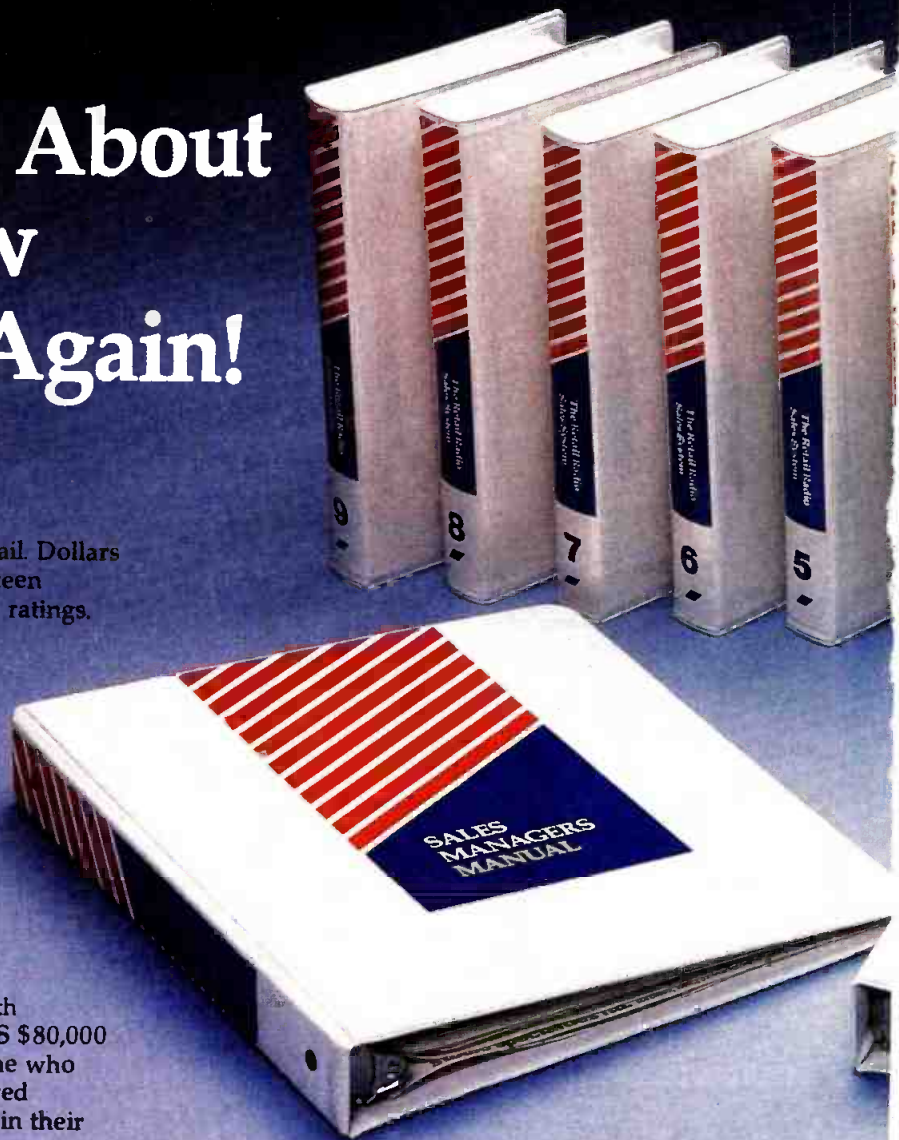
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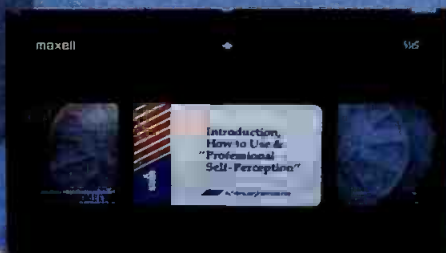


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jeopardy of not being carried by cable systems following the FCC's revocation of must-carry rules. HSN President Lowell Paxson has termed the compensation of cable outlets for their carriage of stations that carry the service as part of the "want to carry rule."

MCA-TV Enterprises President Shelly Schwab said that MCA was not keeping any barter time in the show because it has "enough confidence in sales revenues that the service in syndication can generate." Any national time that MCA-TV would keep in the show, he said, would be better used for product sales.

*Home Shopping Overnight Service* will not be a feed of the same HSN service that appears on cable and some broadcast stations. Beyond saying that the service will be "glit-

zier" than the normal HSN service, neither Schwab nor Paxson would elaborate on the show's content. The feed of the show will be from midnight to 7 a.m., seven nights a week. Stations will be required to carry a minimum of four hours of the feed. Deals on the show will be made for an initial 13 weeks, as is the case on *The Home Shopping Game*, which debuts in June.

Paxson said part of the formula for success in moving HSN into syndication required the compensation of both the broadcast stations that carry the overnight service, and cable properties that carry those stations. HSN currently compensates cable systems that carry its owned stations for the sales those stations generate. HSN is not compensating cable systems for net sales generated by stations carrying *The Home*

*Shopping Game*. That show is sold on a barter basis with four minutes for stations and three minutes for MCA-TV. Stations also get a 3% commission for sales generated by their markets.

Paxson said HSN had made no revenue projections for the overnight service, but he did say HSN expects to be making between \$20 million and \$40 million in compensation payments on net revenue generated by the service. With a 5% commission for stations and cable systems each that would place revenues for the show at somewhere between \$400 million and \$800 million per year. At the time of the announcement by HSN and MCA-TV of the syndication of *The Home Shopping Game*, revenue projections for that show's first year were placed at between \$800 million and \$1 billion. □

## The beginning of a beautiful partnership?

**Casablanca IV will produce and distribute TV programing; it also plans to buy stations; principles are Richard Cohen, Richard Gold, Chuck Gerber and James McCallum**

Four heavyweights from the entertainment and business fields have created Casablanca IV, a production and distribution company that will seek to acquire television stations and other entertainment properties through offices opening in Beverly Hills, Calif.; New York; Chicago, and Dallas.

Casablanca IV will have as its chairman and chief executive officer Richard Cohen, a businessman and real estate developer who has been listed as one of the largest commercial landowners in the nation. Joining Cohen are Richard Gold, president and chief operating officer, who most recently served as executive vice president of Golden West Television. He will be involved in acquisition, distribution and marketing activities. Also on board are Chuck Gerber, who until last Thursday (April 30) was senior vice president of MCA-TV Enterprises, and be-

comes executive vice president in charge of programing development and production, and James W. McCallum, executive vice president in charge of acquisition, distribution and marketing. McCallum was formerly president and chief operating officer of the entertainment division of IDC Services, which operates Central Casting in addition to several entertainment payment and residual firms.

The last three individuals met 17 years ago while each was working at one of the three television networks. Five months ago, McCallum introduced Cohen to the others and they began laying the groundwork for the privately held company. Gold would not disclose how much each of the principals contributed to the new firm, which was capitalized with \$50 million in operating funds. The money is earmarked for the purchase of a large film library, the acquisition and development of new products for syndicated, network, pay and cable television, distribution and the possibility of purchasing entertainment properties with co-venture partners.

A separate fund has been established to

buy television stations and other entertainment properties. Gold said the company would raise whatever is needed to purchase entertainment companies and stations "that present the right opportunities." While the company will feed its stations with programs it produces, Gold said, "it is overly optimistic to think that we will be in a situation like Fox" (which is attempting to establish a fourth network).

Although Gold said some might consider it "crazy" to start a television production and distribution company with the current soft syndication marketplace, he is confident a well-financed start-up firm can succeed.

Casablanca IV will not reveal its initial list of projects until later this week, but Gold said they will consist of some first-run programs, movies of the week, mini-series and products it is in the process of buying. The company will use a variety of marketing plans for its syndication programs, with straight cash, straight barter and cash-plus-barter deals all possible, according to Gold.

The venture marks Cohen's major entrance into the entertainment field. While he has backed a number of television and theatrical productions, including some Broadway plays, most of his past endeavors have been in land acquisition and development. Cohen said he is now involved in the development of a \$100-million, 50-story apartment-condominium complex in New York's Lincoln Center and is the owner of a massive indoor shopping mall in Lakewood, Calif. He is also a major stockholder and chairman of four publicly held companies, including United States Banknote Corp., the country's largest printer of security documents.

At Golden West, Gold oversaw the acquisition, production and distribution of first-run programs for national syndication. McCallum's expertise lies in administration, while Gerber was responsible in his MCA role for the development, production and acquisition of all first-run programing. Gerber's duties once included overseeing syndication sales of first-run product, but those duties shifted to Shelly Schwab when MCA Television Enterprises was created. Gerber said he is leaving MCA because "the opportunity was too good to pass up." □



Casablanca IV's McCallum, Cohen, Gerber and Gold



### To the point

After growing complaints over how the National Association of Broadcasters allocates exhibit space at its annual equipment show, the association and a representative group of exhibitors have proposed a point system that would weigh exhibiting companies' longevity at the show as well as the size of their exhibits over time.

The association will also change the way in which large and small exhibit booths are laid out at the Las Vegas Convention Center when it returns there next spring after two years in Dallas, and it will once again consider adding more square footage by using a secondary exhibit hall physically separate from the main facility. The use of the adjacent Hilton Hotel Center at the last Las Vegas show in 1985 and subsequent weak attendance there were the source of bitter complaint by dozens of exhibitors in the hall during and after that convention.

The point priority system, endorsed by the NAB's 10-member exhibitor advisory committee at a meeting in Washington, will give exhibitors 10 points for each show over the last 25 years and one point for each 100 square feet of exhibit space occupied over the last 10 years.

The system will go into effect with next spring's convention in Las Vegas. Rick Dobson, the association's new exhibit director, is currently preparing the list of exhibitor rankings and will mail it early this month to the approximately 1,300 companies that have participated in the show since 1978.

Several weeks will be allowed to confirm or challenge the point totals before final rankings are issued by late June, along with the 1988 floor plans and space application forms, Dobson said. Booth placement will be selected by exhibitors using the point ranking system, he added, with NAB no longer assigning space itself.

Exhibitor advisory committee chairman Irwin Ungerleider of Sony Broadcast Products said the system strikes "a fair balance" and Dobson added a point system rewarding "loyalty" more than square footage had been the consensus of several hundred exhibitors responding to a survey NAB conducted earlier this spring.

In another change, Dobson said the 1988 show will no longer see the largest exhibits grouped near the hall's main entrance. The bigs will be spread over the floor and surrounded by smaller booths, in a "hub and spoke system." He argued the approach would distribute floor traffic more equitably than do large booths grouped together, which tend to act like "sponges," soaking up attendees at the front of the hall and leaving booths to the rear with fewer clients, often for hours after a show has opened.

Dobson said no decision had been made on a secondary exhibit site, which he said would depend on exhibitor demand. Both the Hilton Center and the convention center's West Hall, each approximately one block away, are under consideration.

Although he acknowledged the secondary site plan did not work well in 1985, he believes it can be effective if made an integral part of the exhibit plans, for instance by using the same hub-and-spoke approach, or by helping to draw attendees through the placement of exhibitor registration facilities there.

### Choice of venue

There may be some new competition next year for the National Association of Broadcasters annual equipment show, the industry's largest. The International Teleproduction Society, a trade association of video-audio production facilities and other nonbroadcasters who apparently believe current trade shows are inadequate to their interests, now has plans to establish its own equipment exhibit in 1988.

The ITS show will be held in association with the NATPE production conference and is scheduled to debut June 25-29, 1988, at the Los Angeles Convention Center. Also held concurrently are the ITS's annual Monitor Awards.

ITS President Tom Angell, in announcing the organization's plans, said that "although the annual trek to the NAB has become almost a religious ritual with most of us, it has grown so large and diversified that it is becoming increasingly difficult to carefully appraise the equipment that is of critical interest to our facilities."

Robert Henderson of Windsor Video, and ITS convention chairman, said the organization has already attained preliminary commitments for 10,000-15,000 square feet of floor space by exhibitors including the Chyron Group and Abekas. Exhibit planning meetings are scheduled for early this month on the East Coast and mid-month on the West Coast, Henderson said.

The Society of Motion Picture and Television Engineers, with its own growing equipment show now close to 300 exhibiting companies, will also begin assigning booth space this month for its 129th conference next Oct. 31-Nov. 4, also at the Los Angeles Convention Center.

### Can we talk

Enterprise Systems Group, subsidiary of the leading British broadcast computer software company which has been moving to strengthen its U.S. base, took a key step toward that end last week with the introduction of a new product—a voice-activated computer system—it believes could help increase its domestic market share.

According to President Jim Donaghy, the portable PC-based system can be used with any of the company's computer database management systems and allows operators to access and manipulate data files by verbal command. Users can program in their own keyword or function-oriented phrases and the system also has voice recognition capabilities that can limit other users' access, adding an additional level of security,

Donaghy said.

The voice-recognition circuitry is being supplied to Enterprise through an unidentified third party, but Donaghy said the technology is a "known entity," having been used in different applications by firms like General Motors and AT&T. Costs for the Enterprise system have not yet been determined, and features and capabilities are still being developed for it, although it is available to users immediately.

Colorado Springs-based Enterprise, which claims through its British parent to have an 85% U.K. market share in broadcast computer systems, last year acquired computer service company Kaman Broadcasting System and now has its products in more than 55 broadcast operations, including the Fox TV Network.

### Staying alive

RCA Laboratories is alive and well despite its recent ownership transfer to Stanford Research Institute and the resulting 25% downsizing, say officials of the labs.

Officials of the facility, more formally known as the David Sarnoff Research Center, in the next few weeks will make the rounds of the television industry, urging members to consider funding its ongoing development work and, more particularly, seeking a role in joint broadcaster research efforts now under active consideration by the National Association of Broadcasters, networks and others (BROADCASTING, April 20).

Control of the 42-year-old center, birthplace of today's color television system and other electronics breakthroughs, was transferred April 1 by parent General Electric to SRI of Menlo Park, Calif., a nonprofit Stanford University research and development offshoot with \$200 million in annual revenues. The lab will remain in Princeton, N.J., as a wholly owned subsidiary of SRI.

GE, which, following its merger with RCA, cited overlap between the labs and its own extensive research organization as the reason for the decision, will take a \$75-million to \$100-million tax deduction on the transfer.

As part of the arrangement, GE will provide the center with research contracts in consumer electronics fields totalling at least \$250 million over the next five years. In 1987, GE will spend more than \$50 million there, mostly on TV research, with the labs adding another \$10 million of its own discretionary funds in the area.

But the GE commitment is a declining one, with the annual funding shrinking to approximately \$25 million-\$30 million, although new contracts could increase that total. The center also had to cut approximately 325 jobs from its 1,200-member staff as part of the transition, in the process losing many senior researchers and technical managers.

According to James Tietjen, director of the lab, however, even with the cuts the center is the world's foremost independent

electronics research facility, with work conducted on broadcast systems, transmission and display technologies, integrated circuits, satellite and fiber optics and electro-optics.

Regarding U.S. broadcast industry desires to enhance domestic research and development capabilities, Tietjen said he believes RCA Labs is "well positioned to develop a center of excellence for the [television] industry to benefit from," adding that such a center would have a higher chance of success, with its work part of a larger electronics research effort, than as a stand-alone

broadcast research operation.

Leading the effort to raise support among industry communications and electronics companies for its work will be RCA Labs' Kerns Powers. A respected senior research scientist, Powers was one of those opting for early retirement and now working again for the facility on a part-time consulting basis.

"We see ourselves as quite a bit broader" than simply a broadcast research center, Powers explained, one involved widely in consumer electronics through multiple industry clients. Within that context, he said,

the center would invite broadcasters as a group or singly to use the lab to conduct proprietary research projects. "They will be able to look upon us as a national resource for getting jobs done," he said.

Although Powers acknowledged the staff cuts had "hurt in certain ways," he said "the real producers and innovators are still with us," and that younger technical personnel are picking up responsibilities of departed senior managers.

Tietjen added: "This is extremely important for the industry and for us. We want people to know what we have to offer."

## Law & Regulation

### PAC's dole out \$1.1 million in 1986

#### Hollywood-related political action committees lead the spending, followed by broadcasting, cable interests

Political campaign contributions from the Fifth Estate amounted to over \$1.1 million in 1986, according to year-end reports filed at the Federal Election Commission by at least 17 of the major political action committees (PAC's) sponsored by broadcasting, cable and motion picture interests.

The Hollywood production community continued to outspend the broadcasting and cable industries during the 1986 campaign, as it did in 1985 (BROADCASTING, April 14, 1986.) It's estimated that the leading PAC's operated by studios and production companies contributed well over \$300,000 to federal candidates. (That figure does not include political contributions from individuals in the

production community. Not all the powerful Hollywood-based PAC's are affiliated with studios—the Hollywood Women's Political Committee, for instance, distributed more than \$1 million last year.)

Topping the Hollywood PAC list compiled by BROADCASTING was MCA, which raised \$87,190 and contributed \$82,887. Among some of the other significant PAC contributors were Paramount's parent, Gulf + Western Industries, with \$78,657 in receipts and \$81,896 in disbursements, and Warner Communications, with \$87,350 in receipts and \$76,800 in contributions.

According to FEC figures, Lorimar-Telepictures raised \$39,655 and distributed \$29,400, followed by Columbia Pictures which collected \$30,918 and gave \$29,000 to candidates. 20th Century Fox Film Corp. reported \$36,361 in receipts and \$17,950 in

disbursements.

Often studios contribute to the Motion Picture Association of America's PAC which then distributes funds to candidates. Last year MPAA raised \$23,339 and contributed \$30,270 to the candidates, the discrepancy resulting from leftover funds from the previous year.

As for contributions from broadcasting, the National Association of Broadcasters TARPAC (Television and Radio PAC) listed total receipts in 1986 of \$95,296 and contributions of \$124,265 (the difference, again, being leftover funds).

In 1985 NAB distributed \$120,393, bringing its total contributions for the 1985-86 election cycle to \$244,658. The Association of Independent Television Stations' PAC raised \$90,060 of which \$77,650 was given to candidates. INTV spent \$9,158 in 1985, bringing its 1985-86 contributions to \$86,808.

Although TARPAC is considered the leading industry PAC, other broadcast operations, such as American Family Corp., have their own committees. American Family, a Columbus, Ga.-based firm with major insurance interests and owner of six television stations, outspent NAB—with \$246,675 in contributions and \$333,504 in total receipts. Among other notable broadcasting PAC's is the Nationwide Political Participation Committee (Nationwide is a Columbus, Ohio-based group operator with five AM's, 11 FM's and four TV's with cable and insurance interests as well). It raised \$16,319 and distributed \$20,650.

The Jefferson-Pilot Corp.'s PAC (Jefferson-Pilot Communications is a Charlotte, N.C.-based group operator also with insurance interests) raised \$33,324 and distributed \$31,250.

Yet another industry PAC is the Meredith Corp.'s Employes Fund for Better Government. Meredith has broadcast, cable and magazine interests. It reported \$34,152 in receipts and \$17,909 in disbursements.

The National Cable Television Association's CablePAC distributed \$194,000 to federal candidates and reported \$171,179 in receipts. CablePAC's total in contributions

### Washington Watch

**Smith on stump.** Freedom of Expression Foundation is "hoping" President Reagan will veto legislation codifying fairness doctrine (BROADCASTING, April 27) "because we think we can sustain it," said Craig Smith, foundation president and candidate for FCC seat vacated by former Chairman Mark Fowler. At luncheon speech hosted by Media Institute in Washington last week, Smith also described doctrine as "barrier" because it effectively prohibits carriage of editorial advertising. "Those who defend the fairness doctrine do great damage to the free marketplace of ideas," Smith said.

□

**For translators.** Association of Independent Television Stations and WPix Inc. have asked FCC to reconsider decision permitting low-power TV and translator licensees displaced by full-power TV's or land-mobile operations to move to different channel without having to compete with other applicants (BROADCASTING, Feb. 16). Petitioners want FCC to "provide more meaningful relief" to TV translator licensees displaced by land-mobile operations on UHF channels 70-83, but having uncontested vacant channel to which to move. INTV and WPix proposed to permit such translators to move to a lower vacant channel, without having to face any pending competing applicants for that channel, as long as there is another vacant channel for which competing applicants may vie. "Alternative relief would be provided in instances where there are not sufficient unused channels to permit modification under the proposed procedure," they said. "In such a case, licensees seeking modification would compete in the random selection process with pending applications, but no new competing applications would be accepted." In comments, National Association of Broadcasters gave proposal its support. "NAB also supports the adoption of an automatic priority system which would be used in situations where there are several displaced translator licensees and a limited number of available channels to which to modify," NAB said.



for the 1985-86 election cycle is \$237,443.

Another major PAC player in the cable industry is Daniels & Associates. Its committee raised \$13,393 and contributed \$14,250. United Cable Television Corp., listed \$15,140 in receipts and distributed \$11,970. Warner Cable Communications's PAC had \$2,025 in receipts and \$6,150 in disbursements.

Following last November's election much of the Fifth Estate money, as it did prior to the election (BROADCASTING, Nov. 10, 1986), went to members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications matters, and the House Senate and Judiciary Committees, which oversee copyright issues. NCTA's CablePAC last December gave \$1,000 to House Commerce Committee member Ron Wyden (D-Ore.) and \$3,000 to Dan Coats (R-Ind.), a Telecommunications Subcommittee member. Several House Copyright Subcommittee members also had some financial backing from CablePAC including Howard Berman (D-Calif.), \$1,000, and Howard Coble (R-N.C.), \$1,000. Ron Mazzoli (D-Ky.), no longer on the Copyright Subcommittee but still on Judiciary, received \$500.

Cable also helped several newly elected senators with their campaign debt, including Terry Sanford (D-N.C.) and Kent Conrad (D-N.D.), who were given \$1,000 each. And Brock Adams (D-Wash.), who now sits on the Senate Commerce Committee, received a \$2,000 contribution.

NAB's TARPAC contributed \$1,000 to newly elected Richard Shelby (D-Ala.), and \$500 to Conrad. Incumbent Senate Commerce Committee member Paul Trible (R-Va.), who is up for re-election next year, received \$1,000 from NAB.

Conrad also received \$392 from MPA after the election, and newly elected Tom Daschle (D-S.D.) was given \$600. □

## Lots of advice re satellite TV's

**FCC's proposed revision of its satellite TV rules gets varied reviews in comments from NAB, CBS, Hubbard and others**

The FCC's proposal to revise its rules for TV satellite stations has drawn a mixed response in comments at the FCC.

Under current rules, satellite TV stations, full-power stations that rebroadcast the programming of their parent TV stations, aren't generally subject to FCC crossownership and duopoly restrictions, are authorized on a case-by-case basis and are prohibited from originating locally more than 5% of their programming.

In a rulemaking, the FCC has proposed, among other things, to either prohibit or discourage satellite operations in the larger, more urban markets and to delete or relax the limitation on local program origination.

In its comments, the National Association of Broadcasters said it supported retention of

**Rejiggering minority proceedings.** FCC made it clear last week that its request that the U.S. Court of Appeals in Washington "promptly affirm" the agency's 1983 granting of a distress sale of WHCT-TV Hartford, Conn., to minority-owned Astroline Communications Co. (BROADCASTING, April 27) was not its preferred course of action. In a public notice, the FCC said it would rather have held the case in abeyance pending completion of its pending reexamination of the constitutionality and advisability of preferential policies for minorities and women. "However, since the court had decided that the case should proceed, the commission concluded that it would be an appropriate exercise of discretion to announce in advance its intention not to apply a policy change, if any, to this particular application," the FCC said.

On another front, the FCC has revised its instructions to its administrative law and review board judges to permit full administrative appeal of cases that might hinge upon minority or female preferences. It had previously directed its judges to hold such cases in abeyance pending resolution of the proceeding on preferential policies. Under the new instructions, the FCC "will provide for cases to be held in abeyance only where a minority or gender enhancement credit remains dispositive after administrative review has been exhausted."

In early comments in the proceeding on preferential policies, the National Association of Broadcasters has asked the agency to reaffirm the distress-sale policy. "As the FCC undertakes its consideration of the distress sale policy, we urge the commission to follow the precedent set in numerous other proceedings involving ownership rules and regulation and apply all changes, if any, prospectively and grandfather the rule change to any pending cases," the NAB added. "The broadcast industry must be able to rely on continuity in FCC action if the industry is to flourish and continue economic growth and expansion."

the current policies for satellite station authorization. "The existing rules governing the authorization of satellite stations have provided flexibility for the commission to determine when individual communities are deserving of satellite service and are consistent with the broader policies governing satellite stations," NAB said. "In the notice, the commission has failed to show a need to change its present policies regarding the authorization of satellite TV stations."

Yet NAB supported the proposal to eliminate the limitation on local program origination. "Under the current rules, as economic conditions change, a satellite station is prevented from offering more locally originated programming which may enhance the station's economic viability and potential to become a full-service facility," NAB said. "Therefore, the maintenance of a ceiling may impede the ability of satellite stations to become full-service stations, in contravention of established commission policy."

CBS said it believed a strict prohibition against authorizing satellites in the larger markets might eliminate useful flexibility. "Although CBS understands the possible disadvantages of satellite stations in major markets as pointed out in the notice—and although we would not discourage a presumption against such operations—the commission should not ignore the unduly restrictive effects of adopting a flat prohibition against satellites in large markets," CBS said. "CBS is committed to the exploration and implementation of means by which network signals can terrestrially be extended to previously unserved and underserved populations. Satellite station policy should continue to be implemented flexibly toward this end."

Hubbard Broadcasting said that when Grade B contours of a parent and satellite station don't overlap, the commission should permit satellite operations without any further showing or justification. "Where overlap exists or would be created, the commission should look at the facts of each case to determine whether satellite operation

would be in the public interest," Hubbard said. "The commission should not limit satellite operations to particular markets but could require a greater burden or greater economic showing of proponents of satellite operations in larger markets. Hubbard also maintains . . . that no minimum or maximum amount of locally originated programming should be set for satellite stations. If a maximum amount is set, however, news and public affairs programs should not be included in the maximum.

"Hubbard submits that television satellite stations do serve the public interest by affording small communities, sparsely populated areas, and economically depressed areas better service, better programming, better local advertising opportunities and better reception than they would receive from translators or from full-service stations that cannot afford to compete or operate profitably in their markets," Hubbard added. "In light of First Amendment concerns and the natural competitive forces in the ever-changing video marketplace, no new or additional restrictions or burdens should be placed on licensees, permittees or applicants operating or proposing to operate television satellite stations."

AGK Communications Inc. said the FCC's proposal to disfavor satellites in the larger markets was arbitrary and capricious. "There may be some merit in the restriction of parent/satellite VHF-VHF operations in large markets and maybe even VHF-UHF in the same situations, but the commission would be hard pressed to present data that UHF-VHF or UHF-UHF parent/satellite combinations are by any means a less efficient use of the spectrum or an unfair advantage or even an advantage at all in a market situation when compared to a single VHF station," AGK said. "Thus, operation in the UHF band itself may be considered less efficient in terms of service to the public and that parent/satellite combinations increase that efficiency."

WNEV-TV Boston said it believed the FCC should "expressly prohibit" satellites in large

# The world according to WARC

## Symposium on World Administrative Radio Conference marked by worry over international coordination of fixed satellite services

urban markets. "Alternatively, should the commission believe that a strict prohibition is unwarranted, network affiliates, at the very least, should be prohibited from operating satellites in competitive markets," WNEV-TV said. "A policy of permitting satellite stations in large markets is both unwise and unnecessary. This policy is unwise because it intrudes on the operation of a competitive market and provides undeserved advantages to certain competitors. Moreover, satellite stations in competitive markets result in an inefficient use of scarce spectrum resources, a waste that is particularly egregious when the satellite rebroadcasts the programming of a station affiliated with one of the three major television networks."

Midwest Television Inc., licensee of WCIA-TV (ch. 3) Champaign, Ill., and its satellite, WCFN-TV (ch. 49) Springfield, Ill., said aspects of the rulemaking threatened the continued viability of satellite operations. "Specifically, a rule calling for the evaluation of proposed new satellite operations only on the basis of the population of the community in question would fail to take into account the many relevant factors that should be weighed in a case-by-case analysis to determine whether a proposed satellite will be in the public interest," Midwest said. "Second, even if it decides to limit grants of licenses for new satellite operations, the commission should make clear that grandfathered satellite stations have the same renewal expectancy, based on substantial service to the public, as nonsatellite stations. Furthermore, the public interest would be served by allowing satellite/mother station pairs to be sold in combination in the future."

Taft Communications Inc. asked the FCC, among other things, to permit a satellite station to use its parent's call sign. "With one call sign, Taft believes that both stations could be marketed more effectively," Taft said.

Gillett Communications Co. supported the FCC's proposal to relax the limitation on local origination. It also supported the prohibition on satellites in the larger more urban markets. "The need for satellite stations is most compelling in the rural areas of the country where satellite operations may provide the only local television or a choice of television services to the local population," Gillett said. "The larger, urban markets which already benefit from numerous television services have no need for additional signals which duplicate existing service."

WVAL Inc. said the FCC's proposal to prohibit or discourage satellite operations in urban areas was contrary to the Communications Act "and recent FCC policy favoring a marketplace approach to regulation."

The News-Press & Gazette Co. urged the FCC to eliminate the 5% limit and to "permit satellites to originate as much local programming as they desire."

A group of 11 public broadcasting licensees, including the Maryland Public Broadcasting Commission, the New Jersey Public Broadcasting Authority and the University of North Carolina, urged the FCC "to preserve and promote" public broadcast satellite facilities "as a cardinal aspect of its present inquiry into satellite rules and policies." □

Midway between the first and second sessions of the World Administrative Radio Conference devoted to planning the use of the fixed satellite service, a symposium devoted to the conference indicated last week a sense of unease on the part of the U.S. The first session ended in September 1985 in such a state of disarray that there was some doubt as to what precisely it had accomplished. But there was no doubt as to the importance of the conference to the U.S. "A \$10 billion industry" was said to be dependent on the American satellite technology.

If there was a bright spot, it was provided by a former official of the National Aeronautics and Space Administration, who said, "Technology will be the savior." Indeed, Burton I. Edelson, until recently associate administrator of space science and applications at NASA, said technological advances will enable satellites to maintain superiority over undersea cable.

The Space WARC symposium was sponsored by the Washington Program of the Annenberg Schools of Communication and, for a day and a half, representatives of industry and government—as well as of the Canadian government and the International Frequency Registration Board—discussed hopes, fears and concerns about the WARC. The tone seemed grim throughout, except during Edelson's presentation. Canada, which often pursues positions at WARC's that conflict with those of the U.S., did not help with its unveiling of an early draft of the proposal it will offer at the concluding session of the conference, in August 1988. As described by Edward D. DuCharme, director of regulatory policy and planning in the Radio Regulatory Branch of Canada's Department of Communications, it drew expressions of concern from American officials.

The U.S., in preparing for the second session, is driven by a concern for building flexibility into the plan that emerges. Ambassador Diana Lady Dougan, U.S. coordinator and director of the State Department Bureau of International Communications and Information Policy, said in the symposium's keynote address: "In my view there can be no effective satisfaction of requirements without flexibility in the ITU procedures for coordination and notification of satellite networks." Throughout the symposium, U.S. officials echoed that sentiment, saying that flexibility is needed not only to reduce regulatory constraints but to accommodate new technology.

The first session of the conference, rent by controversy between developed and developing countries, ended in what Ronald Stowe, vice president, Washington operations, for Pacific Telesis, last week called "a political compromise," one that he said must be honored if the conference is to succeed. The expansion bands associated with 6/4ghz and 14/11-12 ghz bands—where rel-

atively few satellites now operate—were set aside for arc allotment planning, with each member of the International Telecommunication Union assured of at least one allotment that would include an orbit location and 800 mhz of spectrum for a given service area. That was intended to satisfy the demand of developing countries for guarantees of access to the orbital arc. As for the heavily used C- and Ku-bands, the session said a "multilateral planning method" would be developed for coordinating requirements in them. For the U.S., the plan seemed to assure the flexibility of current procedures in use of the bands in which its satellites operate.

But in view of the haste with which the compromise was put together, much remains to be done in fleshing it out. Abderrazak Berrada, a member of the International Telecommunication Union's five-member International Frequency Registration Board, on which the departing delegates dumped a heavy assignment of intercessional work, said, "Many things were left in the dark. . . . The allotment plan and predetermined arc were not defined." Stowe agreed. "We clearly have our hands full." He acknowledged that "we're dealing with generalities for the second session." But, he said, "they're sufficient if we're careful to respect the underlying political compromise."

As for the allotment plan, Dougan expressed confidence that one that is "effective, workable and flexible" can be developed. Because the ITU lacked the budgetary and staff resources, the U.S., through the National Aeronautics and Space Administration, produced the software needed for defining the predetermined arcs. (The program is called NASARC—Numerical Arc Segmentation for an Administrative Radio Conference). And Japan produced ORBIT, a software program to be used to determine slots within the arcs.

And as for the "improved procedures"—which would be based on a cyclical multilateral planning mechanism—they had been a concept advanced by the U.S. and other countries at the first session. But U.S. officials last week seemed less enthusiastic about the plan than they had been in Geneva. Thomas Tycz, deputy chief of the FCC's Domestic Facilities Division, said the report of the first session is "very sketchy on this. . . . There are no guidelines on how to do it." At bottom, he indicated, is the pressure of representing companies that have made substantial investments in satellite systems. "You're talking about serious business interests, so coordination will not be easy," he said. "You are dealing with systems different in every circumstance."

Furthermore, he noted that the present system of bilateral negotiations would be complicated seriously if other "players" were brought into the coordination process, as some proposals have indicated they would be. "You've complicated the problem," he said. "And do it every two years? It can't be done, especially if you attempt to resolve all problems at the same time." (Tycz sounded





Kalmann Schaefer, program moderator; Stowe; Berrada; DuCharme, and Shrum

probably the most pessimistic note heard at the symposium. He said it might not be possible to complete the work of the conference at the second session and that a third session might be needed.)

However, a representative of the committee of industry representatives set up to advise the commission indicated the coordination procedure need not be as forbidding. Robert A. Mazer, an attorney in the firm of Chabourne & Parke, said the report, which the committee is close to sending to the commission, recommends that the U.S. propose at the conference a multilateral planning mechanism that would be called into operation only occasionally—on an as-needed basis—and would involve only affected governments. Such an “occasional” process, he said, “would be much less political” than other methods under consideration, particularly if the number of countries invited was limited.

But the principal message Mazer had for the symposium was the size of the U.S.’s economic stake in the outcome of the conference. “We have an incredibly large investment in satellite technology,” he said. “A \$10-billion industry is dependent on this technology. And users are increasingly dependent on the industry—government, broadcast and cable, large corporations that use it for data. All have a vital interest, so it’s imperative that our interests be protected.” And he said it is essential that the Space WARC recognize the “special nature of satellite communications”—that it is a “risky” business, from concept to launch. And users, he said, want the regulatory risks involved—that, say, a coordination might require the relocation of a satellite—“be kept within limits.”

To Edelson, there seemed to be no risks. Technology would solve all problems, at least if permitted to develop. It would be

“the savior.” It will “generate arc spectrum space faster than users can use it up.” “We’re still using 60’s technology today. We’re getting ready for a new generation of technology. It will solve the orbital space problem, and maintain satellite’s superiority over cable.”

He spoke glowingly of the \$500-million Advanced Communications Technical Satellite program he said would be paid for by “the taxpayer” and be ready for testing with a launch in 1990. “The system’s performance will knock your eyes out,” he said. “Technically, it will present a true switchboard in the sky; it allows maximum efficiency.” He said the advanced satellites could be linked by laser beams, not microwave, that could create a direct hookup of satellites over the Pacific and Indian Oceans without an intervening bird, as at present, and, therefore, with only one uplink and one downlink. And the larger antennas on the satellites, Edelson said, mean smaller and cheaper earth stations. Indeed, he said, one of the new satellites would have the capacity of eight existing ones, so that five could replace the 40 now serving the western hemisphere.

The Canadian proposal—the first to sur-

face—was troublesome to U.S. officials on several grounds. DuCharme’s announcement, for instance, that Canada would seek three allotments in the expansion bands—rather than the one to which all countries would be entitled—alarmed Americans who saw it as jeopardizing the “political compromise.” DuCharme had said that the plan being developed would remain in place for at least 10 years—and that Canada anticipates the need for three locations over the long term. But Stowe said if a country seeks more than one allotment, “the plan falls apart.” At present, he said, “it seems unlikely that the plan could accommodate more than one allotment per administration.” He also said that Canada’s need for two allotments could be met from a pool of three provided in the plan to meet needs of multiadministration systems, like Intelsat, and countries already granted one allotment. DuCharme said he would relay the Americans’ view to Ottawa.

The provisions of the plan itself were troublesome. As DuCharme explained it, allotments would be based on a satellite system that would not require extensive protection, nor cause extensive interference. And it would provide for “fast track” implementation of a system without coordination, assuming it employs parameters cited in the ITU regulations. Systems employing different parameters would require coordination.

As for the multilateral planning method to provide for coordination of requirements in the bands that would not be planned, Canada is proposing a three-phase procedure. Under it, governments would proceed from an informational meeting to a network coordination meeting to a traffic coordination meet-



Dougan

**Fence mending.** A dispute between the U.S. and Intelsat left over from the first session of the 1985 Space WARC appears to have been “put to rest,” as Ambassador Diana Lady Dougan, U.S. coordinator and director of the State Department’s Bureau of International Communications and Information Policy, put it in her remarks at the Annenberg Schools’ conference on the WARC. At issue was the question of whether multiadministration systems, like Intelsat, would have priority over U.S. private multiuser systems, like PanAmerican Satellite Corp., in having their orbital needs accommodated. The issue was a factor in the general dispute between Intelsat and the U.S. over private systems. But with PanAmSat’s proposal finally having cleared the Intelsat coordination process, in April, and the language of the provision of the report of the first session susceptible to various interpretations, Dougan took the position the American view had prevailed. “The agreement . . . was a fair and equitable outcome which underscores the equal status of national systems and multiadministration systems.” An Intelsat official, without taking issue with Dougan’s remarks, said later, “We’re not fighting about the issue.”

Dougan also said she had asked that “special attention be given to working with Intelsat and other multinational user groups as a priority of our preparations” for the second session. She said the U.S.-Intelsat talks had already produced benefits in “a much clearer understanding” of each side’s goals. Recently, she added, the dialogue had been expanded to include Inmarsat, the international maritime satellite organization, and Eutelsat, the consortium of European countries linked by satellite communications. The first meeting of the group was held earlier in the year in London.

Intelsat officials attended the Annenberg Schools’ conference on the Space WARC but declined to participate on any of the panels. They said that, until their position had been submitted to the board of governors, they would have nothing with which “to go public,” as one put it. The director general of Inmarsat, Olof Lundberg, canceled a scheduled appearance, but provided the text of his remarks—which reflect concern over the results of the first session of the Space WARC as they affect Inmarsat and other multiadministration systems. Citing specifically the U.S.’s stated position that the planning principles adopted confer “no preference” to multiadministration systems, Lundberg said, the session demonstrated “with startling clarity just how shaky support for multiadministration satellite organizations has become among some administrations.” Yet, he said, a multiadministration system “allows all countries” to benefit from satellite technology in an efficient and equitable manner.

**Quello for the defense.** The FCC's action beefing up its policing of broadcast programming it deems indecent (BROADCASTING, April 20) was "designed to reduce the risk that children will be exposed to such material," said Commissioner James Quello at the Federal Communications Bar Association's annual seminar in Wintergreen, Va. "Broadcasting is different to the extent it is extremely difficult to separate the child audience from the adult audience," Quello said. "I think we all agree that the sensitivities of the child audience should not dictate the entire program fare of broadcasting. Nevertheless, protecting children from indecent speech is an important, indeed a compelling, government interest." Quello, who began his 14th year of service at the agency April 25, also fired a shot at those who have criticized the agency's action. "It strikes me as paradoxical that so many writers and commentators critical of the FCC's comprehensive deregulation, lack of enforcement or the FCC unwillingness to enforce its regulatory mandate are the most vociferous in demanding full First Amendment protection for purveyors of indecency and obscenity," he said. "It also strikes me as paradoxical that some organizations like the ACLU [American Civil Liberties Union], so vociferous in demanding full civil rights for all kinds of criminals and questionable causes, are so aggressive in opposing full First Amendment rights for broadcasters by advocating retention of the restrictive Section 315 [of the Communications Act] and, also, the controversial fairness doctrine."

ing, in two-year intervals. The MPM's would effect or ratify coordination of a system and "arbitrate" disagreements, DuCharme said. The plan would provide for a compression of the six-year process into two years, that is, into one MPM, but the desired coordination would not be guaranteed. The proposal anticipates that most of the MPM negotiations would be conducted between the meetings. It also calls for the burden of accommodating the newcomer to be shared by existing systems on a proportional basis.

Harold Kimball, chief scientist, National Telecommunications and Information Administration, promptly labeled the plan "a priori." To Americans, that is almost an epithet, since it connotes rigidity, something they hope to keep out of the plan that emerges from the conference. Kimball said the U.S. would produce a plan that would be more flexible. And Richard Shrum, director, of the State Department's Office of International Radio, said the "fast track" in the

Canadian plan is in reality "no track" for new, innovative satellites since they would not fit the existing pattern. "That approach may freeze technology," he said.

DuCharme agreed the Canadians had developed an "a priori" plan. But he said they had no choice—that they were working with an "a priori" allotment plan developed at the first session. Canada, he said, was simply trying to build as much flexibility into it as possible. He also said Canada developed the plan with one eye on the "159 other countries" in the ITU, trying to accommodate their needs with Canada's. "You're speaking to the converted," he told his American listeners. "There are other countries who don't share our views." Still, he said, Canada's proposal may be changed. "We're in a dynamic period of planning."

The Americans were beginning to feel that way, too. Proposals to be considered at the second session are due to be submitted to the ITU by Dec. 29. □

## Political ads: accentuating the negative

### Conference on television's effect on political process features discussion of negative political ads, anticipated in abundance in 1988 political season

Charles Guggenheim, a film maker who for some 30 years was a prominent media consultant to political campaigns, has left that business because of the transformation he feels it has undergone. Candidates are promoted in 30- or 60-second television spots he says are filled with negative advertising. That's not what he wants to spend his life doing. But as the Great Communicator, would say, he "ain't seen nothing yet."

Robert D. Squier, one of the hottest of the media consultants, talks of negative political ads with relish; they are, he says, in the best tradition of American politics. And, thanks to today's technology, he can turn out a spot to respond to an attack on a client in all of two hours. What's more, Charles F. Rund, president of the Charlton Research Co., a research company that develops strategies for business and politics, indicates negative advertising has been institutionalized into what he calls "attack/defense" advertising

that he says will be more prevalent than ever in 1988.

All three were among the speakers Wednesday at a conference on "How Television is Transforming Politics," sponsored by The Washington Journalism Center. It was another sign that the 1988 political season is already under way.

Guggenheim, whose clients have ranged from Adlai Stevenson in 1956, to Senators Joseph Biden (D-Del.), Ernest Hollings (D-S.C.) and John Danforth (R-Mo.), in large part blamed the television industry for the kind of political advertising now being done. Time is sold only in 30- and 60-second bits, he said, and that means, he added, that political advertising will be "superficial and negative." He also condemns the FCC for not adequately enforcing rules requiring sponsorship identification. The identification accompanying the ads, he said, is virtually unreadable.

Guggenheim would like to see Congress act to require broadcasters to make blocks of time—at least two minutes—available for political candidates at no charge. Longer spots would not only enable candidates to

discuss issues in what Guggenheim feels would be a more meaningful manner; he feels negative advertising could not withstand a viewer's scrutiny for two minutes. But he does not expect Congress to act. "There is no constituency for change." He knows because two of his recent clients and, he says, friends, Danforth and Hollings, are the immediate past and current chairmen of the Senate Commerce Committee, which would have jurisdiction over such legislation. "They are convinced that nothing is going to change."

However, legislation has been introduced to address both issues, to mandate free time for candidates of the major parties and to curb negative advertising. Senator Claiborne Pell's (D-R.I.) bill regarding free time during prime time access—it would be granted primarily to the Republican and Democratic national committees for reallocation through the House and Senate campaign committees—has not been reported out of committee. A measure that would require a political candidate whose commercial mentions an opponent appear personally throughout at least 50% of the ad was attached to a Senate campaign finance reform bill (S.2) that was cleared last week for floor action.

American political campaigning, Guggenheim told a reporter two years ago, "is sick." So, except for "alumni," like Hollings, in 1986, he has given up work as a media adviser to political candidates to devote himself to documentaries.

Squier, whose clients include a number of Democratic victors in the elections last year, dismissed what he called Guggenheim's "golden age" of political advertising as a time when commercials played music and candidates "refused to talk." With "the advent of negative advertising," he said, there has been a return to "traditional American politics," in which "you say what you want to about your opponent, and he does the same about you, and the voter makes up his mind." He also defends the length of 30-second commercials: "That's a good discipline for politicians," like editors holding reporters to a specified amount of space.

If voters use the information provided in negative advertising, as Squier says, they don't have to wait long for it. "Technology has improved to the point where we . . . can turn a commercial around within two hours of the time we hear of an opponent's commercial that requires an answer," Squier said. "And the commercial will have original music, a professional announcer and complicated graphics." As Rund was to say later, "American politics today is being run out of any room with a camera."

Rund, who represents Republican candidates, said "attack/defense"—or "negative" advertising—would reach "its highest level ever in 1988." It will be used in races "where television plays a dominant role," he said, "and where strategy is based on what someone says." And like Squier, he regards it as a means of informing the electorate on issues, if imperfectly. (He makes no unlimited claims for what can be packed into a 30-second spot).

In Rund's scheme of things, "attack/defense" advertising has taken on some attri-



butes of a computer program. For instance, an attack automatically triggers one of four kinds of responses—deny, concede but offer explanation that puts new light on charge, concede with an apology, ignore the charge and go over onto the attack with a countercharge. He also talked of the development of a “matrix” from which issues could be selected as the basis for an attack on an opponent, as well as of the tactic of “pre-attack inoculation”—a campaign knowing of an opponent’s plan to attack on an issue pre-empted with a disclosure of the story involved.

Why attack in the first place? “It solidifies the base [of support],” Rund said. He also offered another explanation that echoed Guggenheim. “You can’t buy two minutes of [television] time to tell a story,” he said. “And there is no other means of communicating with the public [but through television.] That’s why attack/defense is the way to communicate.”

Guggenheim noted that the print press did not begin to regard television’s role in political campaigning as worthy of coverage until several years ago. And Squier thinks newspapers that cover campaigns solely by paying attention to what the candidates say are missing the real story. They should cover the commercials and their impact on voters. “You have to become even a greater part of the process,” he told the reporters attending the conference. “We’ll spend six months preparing for the campaign, studying our candidate and the opponent,” he said. “You cover what we say as true. You’re going to have to do the homework to allow you to cover us, to tell whether what we say is true.”

It wasn’t only the pro’s and con’s of negative advertising that the consultants and pollsters discussed in briefing the journalists attending the conference:

Peter S. Hoffman, of McHugh & Hoffman, communications consultants, said there has been “an erosion of three to five rating points,” on average, in the rating of the late night local news shows in the top 50 markets. He also said that although viewing is down, intensity of interest on the part of 18-49-year-old group is up. The group, better educated than its elders, he said, is interested in “what’s really important, not in fires and murders.”

Peter Hart, chairman of Peter Hart Research Associates, a pollster, suggested a number of stories to look for in connection with the election next year—a generational change, in which the person elected President would not, unlike his predecessors since World War II, have been involved in that war. (That eliminates Vice President Bush and Senator Bob Dole [R-Kan.]) He also suggested a number of traps to avoid—among them, the trap of believing the early polls will be determinative. They won’t be. Another trap to avoid, he said, is the belief that the campaigns will be different, requiring differences in coverage. That will not be the case, either. He also said those who believe the nominating contests will, for all intents and purposes, end early, after the Southern primaries on Super Tuesday, on March 9, are wrong. “We’ll go right to California,” in June.

Richard Scammon, director of the Election Research Center and a senior election consultant to NBC News, said the electoral process in America has been altered not by radio and television but by “primaries and caucuses and polling, heavy polling.” Primaries and caucuses are “more a killing ground than a winning ground.” Together with polling results, they induce candidates not faring well to drop out well before the primary string has run out. That is true even of major candidates.

For all the talk of television advertising and its effect on the electorate, the consultants talked of the power of the press in campaign coverage, particularly on a national level. Advertising can account for 80% of the information the voter receives in most state races. Squier said, but only about 20% to 25% in presidential contests, with the press making up the difference. He attributes that to the difference in quality of reporting on the two levels. And Rund believes the press will have a profound, even decisive, role in sorting out the candidates running for the Republican and Democratic presidential nominations. Because there are so many on each side, Rund said, it will be difficult for

voters to distinguish among them. To the degree the press focuses on characteristics of particular candidates that set them apart, he said, “that will make a difference.”

Rund had opened his presentation with the depressing prediction that the two parties “will nominate someone who should not be elected president.” He noted that only some 12% of the electorate participates in primary elections and that possibly qualified candidates drop out before most of the voters know much about them. Later, it was pointed out to him that coupling that prediction with his view as to the role the press would play in the selection process would make the press responsible for the emergence of two unqualified presidential candidates. However, he said he would not stretch “the logic” of his position that far.

Rund gave other indications of dissatisfaction with the effect of the electoral process, and its media connection, on presidential hopefuls. He said the “last real person” he had seen as a candidate was Representative Morris Udall (D-Ariz.), who sought the Democratic nomination in 1976. “All the others are ‘images.’ I don’t see anyone not like an edited piece on the nightly news.” □

**Who would tell us?** The Society of Professional Journalists, Sigma Delta Chi has produced, in cooperation with The Advertising Council Inc., New York, a series of radio and TV public service announcements and print ads to solicit public support for freedom of the press. It is hoped that the joint effort, dubbed “Project Watchdog,” will “elevate the prestige of journalism and increase public confidence in the role of the press,” said Robert Wills, SPJ/SDX president and editor of *The Milwaukee Sentinel*.

Wills announced the campaign at an April 28 press conference at the National Press Club, Washington. Also attending were Sanford Buchsbaum, chairman of The Advertising Council; John Quinn, chief news executive, Gannett Co. and editor of Gannett’s *USA Today*, and Andrew Langer, president, Lowe Marschalk Inc., New York. Lowe Marschalk developed the “Project Watchdog” campaign gratis for the Advertising Council.

Journalists, said Quinn, do not explain well enough how they do their jobs and why they are important to a free society. He cited a 1985 Roper poll in which one out of five respondents said they favored the elimination of freedom of the press from the Constitution. “We need to work,” he said, “to educate that misguided 20%.”

The strategy of the campaign, outlined by Langer, is to show how information often gets to the public because only the press is willing to find the truth. “We’re using actual stories...to portray what the press has done for the public,” he said. In television spots, which will be available in 15- and 30-second versions, still photos of scenes involving former Philippine President Ferdinand Marcos, Austrian President Kurt Waldheim and the nuclear reactor at Chernobyl are flashed on the screen with a voice-over asking: “How do you find out when an administration is corrupt? How do you find out when a government is hiding the truth? How do you find out about those who would like you not to find out?” The two radio spots summarize how radio journalists exposed the abuse of old people in California nursing homes and how television journalists in Florida uncovered a dishonest charity. Each PSA ends with the question: “If the press didn’t tell us, who would?” Both radio and TV spots will begin airing in the next two weeks.

According to Wills, nearly \$445,000 has been pledged to SPJ/SDX for “Project Watchdog.” Among the contributors he listed were the National Association of Broadcasters, Scripps Howard, NBC News’s John Chancellor and NBC Inc. Reaching the society’s goal of \$1.2 million will enable the campaign to continue for five years, Wills said.

## BFM conference gets down to the bottom line

**Station prizes, investment options, EEO requirements, cable revenues, programing costs, must carry highlight Boston seminar; impact of people meters, taxes on advertising discussed**

Industry leaders should intensify their equal employment opportunity hiring efforts and go beyond the numbers game, stated the two main speakers at last week's Broadcast Financial Management Association conference. Three days of panel discussions drew more than 900 executives and exhibitors to Boston for the association's 27th annual conference.

FCC Commissioner Patricia Diaz Dennis said the commission's report and order will emphasize stations' overall efforts to meet EEO standards, and "not just numbers alone."

And keynote speaker Carolyn Wean, vice president and general manager of KPIX(TV) San Francisco, urged management colleagues to "get past playing the numbers game" and not to depend on regulatory goals.

Dennis predicted that the commission's report and order on EEO will be released early this month. She emphasized that the obligation to hire more women and minorities is "continuous, and not just something to think about when you're completing the forms."

The FCC's proposed changes wouldn't affect broadcaster's basic EEO requirements but would examine all license-holders' overall EEO programs to make sure that they're significant and ongoing.

The commissioner, who said her Mexican-American heritage gave her a special perspective, asked executives not to "channel women and minorities into particular roles," because "all of us should be able to break out of stereotypical pigeon-holes. I dislike being labelled the 'minority' commissioner. That's demeaning."

Dennis rejected "token window dressing" hiring and setting lower standards for minorities. The equal hiring burden isn't all the broadcasters,' she said—"minorities must make an effort to become qualified." Broadcasters' self-interest in building audiences can be enhanced by hiring minorities, she said.

Wean said: "I'm here not to harangue but to challenge," adding that she's "disturbed that broadcasting is lagging behind other industries... on a very important issue."

Wean asked her listeners to think along these lines: "What got you here? Who helped you along the way? Very few of us did it all ourselves. Are you doing these kinds of things for other people, and are

some of those women and minorities?"

She said corporate development programs are useful in grooming minority and female general managers, controllers, news directors and general sales managers, even though those programs are tempting financial targets in cost-cutting times.

**TV station prices still have a way to go; management keeping sharp eye on programing expenses**

Major-market network affiliate television stations will keep commanding "Rembrandt" prices, fiscal belt tightening will continue for a while and reimposition of the three-year rule for holding radio and TV stations might do more good than harm.

Senior financial officers were in general accord on these points during a "Perspective '87" roundtable talk.

Prices for top stations haven't peaked, the executives agreed in questioning by BROADCASTING managing editor Donald West and assistant editor Geoff Foisie.

Major-market TV network affiliates are "like Rembrandts," said Ronald Doerfler, senior vice president and chief financial officer, Capital Cities/ABC. Stations in the top 10 markets are commanding multiples "you wouldn't have believed three or four years ago," he said.

Tribune Broadcasting chief financial officer Gerald Agema said his corporation is very happy with the record-price purchase (\$510 million) of KTLA(TV) Los Angeles, asserting that the station's performance has exceeded expectations.

Hugh Del Regno, controller, CBS TV/ West Coast, compared affiliates' worth to fine wines whose values increase with age, although he said independent stations' prices may have topped out.

But the "wine and roses" days of double-digit revenue growth are temporarily over, he added. He sees a "gradual gentle" upward trend sparked by local sales.

Robert Faust, vice president and control-

ler, Westinghouse Broadcasting, sees national sales doing well and is "very optimistic about the future of the television business."

The executives warned that cost-cutting must be done carefully. "Try to cut costs, not people," advised Agema. Del Regno added that if operations are trimmed too much they'll affect the product and ultimately sales. "You can't just be a bookkeeper," Doerfler stated. "Walk through the newsroom" to find out what's happening there, he said.

Del Regno credited all three networks with taking a tough line on Hollywood production costs, saying that most of 1988's show prices have already leveled off. Top management won't and shouldn't permit the kind of cost increases allowed in past years, he said.

Doerfler said that since Hollywood is now deficit-financing new shows in the hope of making a profit on reruns, it's very difficult for networks to force prices down. "The fundamental problem is the way they do business," he said. "We can't run their business for them." He added that "our major suppliers, like us, have to learn to run business better. This is necessary before the situation stabilizes."

Post-Newsweek Stations' vice president, Gordon King, was among the executives who saw the most popular new shows getting the prices they demand. But he said that syndicated show prices are going down because of such factors as station bankruptcies. Stations should be much more selective about what programs they spend top dollar for, King continued, and about stockpiling shows for insurance against ratings failures.

Faust was among the four of five executives who would welcome reimposition of the three-year rule (Agema opposes the rule). It would get rid of speculators and traders and bring broadcasting back to the public trustee concept, he said. Without the three-year rule, said King, a trader could buy a station, maximize profits and sell—completely avoiding the five-year license re-



King, Agema, Foisie, Del Regno, West, Doerfler and Faust



newal process.

West, noting the near unanimity of opinion on reinstating the rule, posed some arguments on the other side, citing predictions that station values could decline 10% with its reimposition as evidence that "station owners might want to think twice before leaping on the three-year bandwagon." West said any owner bent on increasing a station's resale value has to improve performance and thus must act in the public interest.

### Fighting the high costs of television programming

TV stations may win the financial war by losing the *Cosby* bidding battle. Top programmers suggested as much in a session on show prices.

In markets bid to date, said KYW-TV Philadelphia program manager, Bob Jones, "competitive emotion outweighed other factors." He said that *Cosby* could be a "franchise" show but will sap a lot of money out of the market. "Don't listen to the siren refrain that there'll never be another hit to compare with the one now being offered, Jones told programmers. "There has always been a new surprise hit show, and there'll be one again this year that changes the picture."

George Back, NATPE's first executive director and president of All American Television Syndication, made much of the report (BROADCASTING, April 27) that only four independent stations have so far bought *Cosby*, and that in all markets, stations paid more than the reserve price.

Gerry Walsh, vice president and general manager of WLVI-TV Boston, also expressed skepticism about *Cosby*'s high price, calling it the "Camelot of sitcoms and a very emotional buy." He said he believes in the motto "buyer beware. You can't pay too much for a success and too little for a failure."

Panelists called the recent rash of station bankruptcies predictable. Back saw "buying frenzies" sparked by too many nonbroadcasters who entered the industry for glamour reasons. The failures have helped flatten programming prices by removing fears that if one station doesn't snap up a show, a competitor will, he said.

Jones, a former NATPE president, termed local production the most underexploited form of programming. "No other form makes your station as in control of its own fate," he said. In these tight fiscal times, local programming is in its worst shape ever, Jones said. But in the top 20 markets, he said, careful research and planning in this area can produce rating and financial success.

The best programming buy for independent stations is off-network syndication because "you're buying a known quality," Jones said. He sees first-run syndication prices levelling off and new programming costs "much more reasonable." Jones said that the Fox Network's programming efforts could further depress prices by creating a greater supply of product.

Walsh sees a "good news/bad news" aspect to barter. "It's very important to know when to say 'no' to it," he said, and to avoid being sold out at lower-than-possible prices. But barter, Back said, has been the greatest factor in holding down program prices in the

last three years.

Back predicts future program costs will increase gradually, in proportion to the inflation rate, rather than in their past upward spiral. In past years, he said, "there were too many fat cats, and dollars came too easily. Consolidation brings maturation, and we're in that period now."

This has been the year of the renewal, Back said, chiding stations for overpaying for their second and third choice shows just "to get show number one locked up." He said that consolidation of broadcast groups has led to little innovative programming, which he called a shame: "The mini-networks [former FCC Chairman] Fowler espoused have brought nothing new to the marketplace," he said.

### Must-carry division

Congress hates to get in the middle of a broadcasting-cable fight, and broadcasters must find a way to get along with cable owners.

Panelists agreed on these points if on few others during a wide-ranging discussion of current and proposed regulation.

Former National Association of Broadcasters general counsel, Erwin Krasnow, said that while former FCC rules had worked where the marketplace didn't, today's legal environment is a "make-believe world" in which there's no must carry or syndicated exclusivity.

He predicts no interim must-carry rules



**Turner takes BFM award.** Neither rain nor sleet nor snow nor a squealing microphone prevented Ted Turner from accepting the Broadcast Financial Management Association AVATAR Award for outstanding achievement in the industry and in public affairs.

Described as the person who has most changed broadcasting and cable, Turner Broadcasting System's chairman mixed one-liners about his financial status with a plea to end the nuclear arms race.

"I owe \$2 billion—more than anyone in history," he said with a grin. And Turner said that he has found it "easier to borrow the money than pay it off" although "you can just keep rolling it over."

Turner said "most people in broadcasting have far less to fear from the Soviets than from the cable industry." He did not elaborate on that statement.

and advises broadcasters to develop a strategy to get on cable systems. "Today, business decisions, not the FCC and lawyers," dominate the cable industry, said Krasnow, now with the Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand.

NAB senior executive vice president, John Summers, echoed Krasnow's view that the last thing Congress wants is to be caught between cable and broadcasting pressures. He sees the must-carry issue disappearing in the next five years as cable's channel capacity expands to permit carrying every available program no matter how small its viewership. There shouldn't and won't be any sunset legislation for must carry, he added.

National Cable Television Association vice president and general counsel, Brenda Fox, said cable and broadcasters compete with each other "in an odd world," helping each other to attract audiences. "We encourage each other to do programming, and that's terrific," she said.

Association of Independent Television Stations president, Preston Padden, agreed with Krasnow that in the real world, broadcasters have to "sell" cable on their programming. He suggested hiring full-time cable consultants and sending cable operators monthly newsletters.

"In a real competitive environment, we wouldn't need must carry," Padden said, terming a "monstrous lie," cable's current claim that it responds to viewer preference.

### Warnings offered on ad taxes, elimination of tax deductions; compulsory license debated

Trade association spokesmen offered new warnings and sharpened old competitive lances amid predictions for the future.

The National Association of Broadcasters senior executive vice president for government relations, John Summers, called attempts to tax advertising and to eliminate its tax deductibility the biggest threat to broadcasters.

Florida's recent move to tax in-and-out-of-state advertising "could have a disastrous effect and spread to other states," Summers said. And he sees equal danger in Capitol Hill interest in the notion of disallowing tax deductions for cigarette advertising. That would be a "terrible precedent," much worse than the current ban on broadcasting cigarette ads, he said, because it could easily spread to other product categories.

Add to that a proposal to help balance the budget by eliminating all advertising tax deductions, Summers said, and broadcasters have a revenue threat "that is not going to go away and is something we're going to have to stay on top of."

National Cable Television Association attorney Michael Schooler renewed his group's attack (BROADCASTING, April 20) on the Motion Picture Association of America. He said the MPA's support of a "sunset" of the compulsory copyright license is an obvious bid to deny cable operators the right to carry and subscribers the right to watch distant signals "altogether."

To Schooler, broadcasters and cablecasters shouldn't be surprised at this latest chap-

ter in "Hollywood's history of attempting to maintain complete control of the production, distribution and exhibition of programming and to rise up against any potential competitor."

INTV President Preston Padden ripped the cable industry for a "pattern" of dealings in which "they first compromise, then attack the parts of the compromise they don't like."

Claiming that "if we're not careful, they'll choke off our access to our consumers," Padden pledged to work with the NAB to do away with the sunset provisions (BROADCASTING, March 30) of the FCC's new must-carry rules.

Padden said his organization will "very, very vigorously" press ratings services to stop what he called "chronic under-reporting" of independent stations' audiences. He said a 13-market Nielsen survey revealed an average 29% more independent station viewership recorded on meters than entered in diaries. Padden praised efforts of companies such as Tribune and Fox to control their own financial destinies by producing their own programming.

Joe Weber of MMT Sales, representing NATPE, predicted a programming shakeout as product and prices are given more scrutiny. Program buyers are more discriminating than ever these days, he said, and programmers will have to be more responsive to them. "The strongest and the best will flourish," he said.

Broadcasters should look in their own backyard for advertising revenue growth, Television Bureau of Advertising and Radio Advertising Bureau speakers agreed. The TVB's Roger Rice said spot revenues should be up 6%-8% in April while local revenues will rise 12%. For the first time, he said, total local TV revenue will exceed spot income. Sales forces should be turned loose on local business, Rice recommended. The RAB's David Wisentaner added that "regional is our strong suit" because radio is "the perfect vehicle" for grass-roots ad and marketing campaigns.

Ernie Schultz, president of the Radio-Television News Directors Association, said Congress is determined not just to halt content deregulation but to "start the pendulum swinging the other way."

### Predicting the impact of people meters

People meters will be bringing stations problems as well as progress, TeleRep vice president and programming director, Jay Isabella, predicted during a panel discussion of ratings services.

Arbitron's ScanAmerica goes into its second week of operation in Denver and Nielsen and AGB TV Research prepare for September starts, but Isabella noted that stations and programmers will continue to be working with diary ratings.

Isabella said people meter data is "exciting, but it makes me very, very nervous" because the diary system will continue to be used in local markets.

"Everyone's life becomes a little more difficult with this explosion of information," he said. As an example, he predicted that year-round measurements will eliminate the need for network sweeps, which in turn might

**New slate.** Elected officers of Broadcast Financial Management Association: Joseph Seaver, noncommercial KCET(TV) Los Angeles, president; William H. Hankins, KSHB-TV Kansas City, Mo., chairman; Harley Park, Mid America Media, Kankakee, Ill., vice president; Philip J. Giordano, CapCities/ABC Radio Network, New York, secretary; Patricia Foley, NewCity Communications, Bridgeport, Conn., treasurer.

hurt affiliates and boost independent stations' ratings.

"We'll be working with mixed [diary and people meter] data for the next two years, and it will be extraordinarily difficult to program stations," he said. Isabella said people meter data shows prime time network viewing among 25-54-year-olds to be significantly lower than do diaries: CBS and ABC off 10.5% and NBC off 7%.

Other speakers, however, see people meters as helping stations better define their ability to attract consumers.

Grey Advertising media programming director, Alec Gerster, said that now it's easy to take the short-term risk of cutting back on advertising when the financial pressure is on. People meters are the first step on the road to defining television's value more precisely, he said, and it's to the industry's advantage to sharpen that definition.

Pierre Megroz, Arbitron's vice president of TV sales and marketing, said ScanAmerica allows single source research by providing viewing and product purchase information from 200 Denver area households. ScanAmerica, a joint venture of Arbitron and Selling Areas-Marketing Inc., hopes to get revenues equally from advertisers and networks, which Megroz says will change the economics of an audience rating business that now draws 90% of its revenues from broadcasters.

"We can give you a new look at the numbers," Megroz said. "The advertiser wants to appeal to specific people and will pay more" to stations that can deliver them, he added.

Two speakers agreed that people meters are still evolving. Robert Payne, Nielsen vice president and regional broadcasting services manager, said the device isn't the ultimate ratings solution because it requires viewer cooperation. But he said that the people meter, which Nielsen will launch in September, is the best current alternative and will outperform national diaries.

### What makes a good investment banker?

"Why does an investment banker get such an outrageous fee" for his part in buying and selling broadcast properties?

Investment banker Pat Brady answered his own question this way: "He should do everything for you, and consummate the deal you desire."

Brady, vice president of the Bank of New England's newly-formed B&E Associates, said he's seen canny or sloppy investment bankers add or subtract millions of dollars to and from a station's sales price. He thinks

property owners and prospective buyers often forget that the banker's job is to close the deal, being there seven days a week, 24 hours a day if necessary.

"Your investment banker should handle all third parties," including accountants, lawyers and regulators, Brady said.

One banker's good reputation can ensure a high-ranging bid auction while another's unrealistic expectations recently cost a seller several million dollars, Brady said.

Good investment bankers create a "horse race" at every financing layer so buyers can retain as much equity as possible, he said.

"Don't let financiers take 80% of equity and leave you with 20%," he said, asserting that his firm recently raised \$30 million and retained 78% equity for four buyers whose annual salaries were only \$40,000.

### Anticipating future cable ad sales

Total cable revenue, from both ad sales and subscription fees, will never top those of television, but cable will open up an "insurmountable" lead in cash flow this year, predicts banker and industry observer Richard McDonald.

McDonald, vice president of First Boston, thinks cable's financial power will emerge in 1988, and projects that by 1990 it will have 40%, or \$3.3 billion more operating cash flow than television.

Broadcasters can't do much about cable's growing power, McDonald said, because theirs is a mature industry while cable hasn't finished expanding and because its programming costs, in his view, will grow at least as rapidly as its sales gains.

He says broadcasters should concentrate on running their business for the long-term despite what he called Wall Street's obsession with short-term earning and costs. They will have to spend more to compete for viewers and "have to get their financial house in order as broadcasters, not as financial managers—much more so than Wall Street has asked them to do over the last two years," McDonald said.

If interest and inflation rates stay low, David Unger, vice president of cable broker Communications Equity Associates, Tampa, Fla., estimates the industry's annual cash flow at 14%, and says that this would result in McDonald's projections coming true.

Bill Mitchell, vice president and controller of TKR Cable, Warren, N.J., sees cable's biggest challenge as enhancing service to achieve projected revenue increases. Subscribers at some point in this decade won't pay an extra premium unless they get some innovative programming for it, he said.

"Giving something to the subscriber without sacrificing too much in expenses" is the key to boosting a franchise's value, Mitchell said. And he suggested that one way to do this is channel realignment, perhaps dropping some independent stations and replacing them with satellite channels.

Mitchell believes the issue of channel capacity will be a live one for more than a decade, stating that "we have to spend \$500 million a year in rebuilding systems so cable can carry all the programming that's out there."



## How to get the most out of trade and barter advertising

Trade and barter are a complicated subject, panelists agreed, but they offered several tips on how to make the process work to a station's best advantage.

"Always insist on preemtion of trade spots" if a cash spot becomes available later, advised Kathleen Neff, business manager of WCAO(AM)-WXYF(FM) Baltimore. She said there should always be a bona fide business

reason behind a trade, with no conflict of interest.

A trade transaction can be used as a vehicle to support a cash deal, Neff added, as well as to get something in return for unsold inventory and to promote relations with "worthy business clients." For barter spots, programing suppliers ought to provide accurate formats in advance, said John Hanley, controller of WHIO-AM-FM-TV Dayton, Ohio. Without that information, stations risk competitive agencies, inaccurate timing and

unreliable verification to barter sponsors, Hanley said.

All barter spots must be logged, he reminded broadcasters, because there's no distinction between cash and noncash commercials. And stations must develop a reliable system for providing verification."

Valuing barter programs will continue to be an accounting headache, said Raymond Lockwood, a cable television and broadcasting specialist with the accounting firm of Deloitte Haskins & Sells, Atlanta.

**Adams-Russell** said operating cash flow was \$4.3 million, up 22%. Company attributed net income drop to "the capital structure of the cable television company as a result of the spin-off of Adams-Russell Electronics in 1986 and the amortization and financing costs associated with the acquisition (of cable systems)."

■ First-quarter broadcasting revenue for **A.H. Belo Corp.** was up 1.5%, to \$36.5 million. Company said that excluding WFAA-TV Dallas, "all of company's broadcasting properties produced higher revenue in the current period. . . . The revenue gains reflect continued audience rating performance in local markets, offsetting relatively weak national advertising demand." ■ First-quarter net loss in previous year for **C-Cor Electronics** was \$217,000. ■ Operating income for **Centel Corp.** was \$69.2 million, down 3%. Revenue of cable television segment was \$31.6 million, producing operating income of \$4.3 million. Centel had, as of March 31, 493,765 cable subscribers. ■ Operating income before depreciation at **Century Communications** was \$17.9 million in third quarter, up 99%. Company noted that results of just-completed quarter do not include "the effect of rate increases inaugurated pursuant to rate deregulation and effective, for the most part, after March first." Company said earnings drop was due "to an increase in noncash expenses of depreciation and amortization connected to the acquisitions in the period," including Century's share of Group W cable acquisition. ■ Julian Barnes, president and chief operating officer of **Cohu**, said: "Television products showed a modest gain in both sales and earnings, primarily due to sales of new all solid-state cameras." ■ First-quarter operating income at **Dun & Bradstreet** was up 6% to \$157.3 million. ■ **Gannett** said operating income for company grew 16% to \$117.1 million for first quarter. Washington-based group owner and publisher said improvement came from newspapers and that on pro-forma basis company's current broadcasting operations showed less than 1% increase in revenue. ■ Third-quarter operating income before depreciation and amortization for **Jones Intercable** was \$7.2 million, up 193%. Quarterly net income benefitted from \$2.05 million "from the sale of cable television properties owned by managed limited partnerships." Company said interest expense increased due to \$70-million debt offering previous May. ■ **Lee Enterprises** said that earnings were diluted due to expenses from recent television station acquisitions. ■ **LIN Broadcasting** had "media" revenue—company also has cellular telephone segment—of \$33.2 million and operating income of \$15.1 million. Company said sale of four remaining radio stations was expected to close in current quarter, producing after-tax gain of roughly \$30 million. Previous year's first quarter net income benefitted from \$2.4-million gain related to change in accounting for investment tax credit. ■ **Media General** said that broadcast revenue, including Media General Broadcast Services and Fairfax county (Va.) cable system, was \$36 million in first quarter and operating profit was \$1.2 million. Company said that 22% price increase at cable system "was implemented Jan. 1, 1987, without significant subscriber decline." ■ **Meredith Corp.** said earnings from operations were \$10.9 million, up 1%. Net income benefitted by \$4.1-million net gain from sale of WOPH-TV Pittsburgh. President and Chief Executive Officer Robert A. Burnett de-

## Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Adams-Russell	Second	\$12,234	14	\$202	-91	\$0.03
A.H. Belo	First	\$87,465	-3	\$2,164	35	\$0.20
C-Cor Electronics	Third	\$6,806	20	\$254	NM	\$0.12
Centel	First	\$343,992	8	\$31,759	3	\$1.09
Century Comm.	Third	\$33,129	101	\$3	-98	\$0.00
Cohu	First	\$7,037	-5	\$348	67	\$0.19
Dun & Bradstreet	First	\$828,477	10	\$10,172	104	\$1.30
Gannett	First	\$703,157	14	\$52,530	17	\$0.33
Robert Halmi	Third	\$9,056	42	\$1,418	35	\$0.06
Harris	Third	\$531,067	2	\$21,920	43	\$0.53
Jones Intercable	Third	\$11,109	152	\$634	-74	\$0.05
Lee Enterprises	Second	\$54,681	8	\$2,849	-33	\$0.88
LIN Broadcasting	First	\$48,504	23	\$9,336	42	\$0.17
Media General	First	\$167,075	10	\$8,061	16	\$0.56
Meredith	Third	\$155,484	4	\$11,906	55	\$0.62
New York Times	First	\$409,039	9	\$41,135	21	\$0.50
Scientific-Atlanta	Third	\$121,121	7	\$5,816	758	\$0.25
Tektronix	Second	\$415,446	8	\$18,656	20	\$0.48
Telecrafter	Second	\$2,415	66	\$183	NM	\$0.12
3M	First	\$2,207,000	7	\$213,000	18	\$1.86
Times Mirror	First	\$715,755	3	\$558,186	35	\$0.90
United Cable	Third	\$55,940	10	(\$5,952)	NM	(\$0.24)
Unitel Video	Second	\$6,033	44	\$604	2526	\$0.27
Wavetek	Second	\$18,859	7	\$733	19	\$0.08

scribed business conditions as "soft." ■ First-quarter broadcasting and cable TV revenue for **The New York Times Co.** was \$23 million and operating profit for division was \$2.9 million. Company said "National spot advertising on television continued to be soft." ■ **Tektronix** had operating income of \$24.2 million, up 166%. ■ In previous year's second quarter, **Telecrafter** had net loss of \$233,858. ■ **3M** said roughly \$20 million of net income increase was due to "change in the value of the dollar." ■ Broadcast division of **Times Mirror** had revenue of \$24.5 million in first quarter and operating profit of \$12.1 million. Company said division was "experiencing a soft advertising environment and the deterioration of the Texas economy." Cable television division had first-quarter revenue of \$55.1 million and operating profit of \$5 million. Total operating profit was \$120.9 million, up 22%. Previous first-quarter results were hurt by write-down to recognize ending of Gateway videotex service. ■ **United Cable** had net income in previous third quarter of \$2.1 million. In most recent quarter cash flow ("net income plus depreciation and other noncash items") gained 8% to \$39.2 million. Most recent quarter was negatively affected by \$7 million "increase in reserve for investments in broadcast television entities." Gary Howard, treasurer, said reserves were for KTMA-TV Minneapolis and WIII-TV Cincinnati, stations bought several years ago when company was building subscription television operation (now reported for financial purposes as "discontinued operation"). At KTMA-TV, management plan to buy out United's interest has run into financing delays, said Howard. At WIII-TV, Denver-based MSO has 10% equity interest in station and multimillion dollar secured loan, but recent bankruptcy filing of station, Howard said, has raised questions about extent to which company might be able to recover loan and investment. United had previously taken \$29-million write-down and write-off on subscription television operation in 1983 and additional \$3 million to \$4 million charge last year. ■ **Unitel Video** said cash flow from operations was \$1.8 million, up 58%.





# Price sells seven radio stations for \$120 million to new group

It deals 75% of seven stations to Fairfield Broadcasting, headed by Jim Hilliard and Jack Purcell; Citicorp is major investor

Price Communications sent low whistles through the Fifth Estate this week when it sold 75% of seven of its radio stations to a new group, Fairfield Broadcasting Inc., headed by former Blair Radio President Jim Hilliard, former SFN Companies Chairman Jack Purcell and Citicorp for \$120 million. The deal ("Changing Hands," page 78 and "Closed Circuit" April 27), saw KIOI-FM San Francisco; WMTG(AM)-WNIC-FM Dearborn, Mich. (Detroit), WLAC-AM-FM Nashville, and KKOZ-AM-FM Albuquerque, N.M., go for about \$70 million cash and the remainder in subordinated notes.

Citicorp will be the largest investor in the new company with 38%. Price will own 25%, Purcell will own 19%, Hilliard and other management will have about 14% with rights to purchase more stock based on performance, and Peter Smith, of the Chicago-based investment banker, Peter W. Smith & Co., will have about 3%.

There were many who said Price, group owner of eight AM's, eight FM's and four TV's, paid too much for the stations, purchased over the past four years—\$12.5 million for KIOI-FM, \$17.5 million for the Detroit stations, \$16.5 million for KKOZ-AM-FM and \$20 million for WLAC-AM-FM. But Robert Price, founder and chief executive officer, said: "I don't think I've ever overpaid for a property. There were many who said I'd never sell K-101 for \$35 million, and we've gotten \$45 million for 75% of it. The same with Detroit, where we've gotten \$35 million." The \$67 million has given the company more than its purchase price in cash for the radio stations, and when the notes in the Fairfield deal are included, Price will realize almost 100% profit and still retain a substantial equity in the properties. One media broker said: "The whole industry is jealous of Bob Price and has taken turns hacking on him... talking of bad bonds and the like, saying he was going to blow up soon. But with all the talk he keeps coming back. No matter what, he keeps on winning."

Another often-heard concern about Price is its very large debt incurred through three junk bond offerings through Morgan Stanley, totaling around \$400 million. Price replied: "Sure we have about \$400 million in debt coming due in nine, 10, 11 years, but we also have a tremendous amount of cash, about \$200 million. Those bonds are selling at a premium and have increased about 10% since the offering."

The subordinated notes will help Price service its substantial debt ceiling said to total \$42 million last year. Price said that the notes were for 12.5% increasing 1% a year. He said that the deal may finally close with

**Buying as well as selling.** Following Monday's announcement that it had sold seven of its radio stations for \$120 million (see story above), Price Communications announced it was purchasing four-TV stations from Clay Communications for \$60 million (see "Changing Hands," page 78. They are ABC affiliates WAPT(TV) Jackson, Miss., and WWAY(TV) Wilmington, N.C., and NBC affiliates KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas.

The stations were reported for sale when Clay Communications sold its four newspapers to Thomson Newspapers ("In Brief," Sept. 20). Clay, based in Charleston, W.Va., is principally owned by Lyell Clay and family and will have no other broadcast interests.

The TV stations had total revenue of \$16.3 million and a cash flow of \$4.2 million last year and a projected cash flow of \$4.8 million for 1987. Price is paying on a cash flow figure of the best of the last three years. It translates into a cash flow multiple of about 10.5 to 11 times. George Diab, president of Clay Communications, said the deal was an all-cash stock transfer.

Robert Price, president of Price Communications, said he hopes to keep current management intact under the direction of his TV group senior vice president, Dick Appleton.

all cash. "I wouldn't want that to happen, I'd like my money to grow with them. As I said to Jim Hilliard: 'I want to own 25% of your sweat.'"

Purcell, laughing at Price's statement, said, "The financing was the key to the deal, with Price Communications' subordinated debt we were able to start things rolling, and we covered the rest with senior debt. We will use it initially and we can pay it off when we want. It will start out as five-year notes with a two-year extension in a comfortable zero-option deal."

Purcell, who has worked at Gannett, CBS and SFN Companies, said he is a big fan of

radio. "Radio, more than network television," said Purcell, "is where management can make things happen." Hilliard will handle the day-to-day operations of Fairfield.

"We're looking at the long term," said Purcell. "It's a high price, sure, and in the near term, who knows, but we can run them and build up their value, increasing shares over the next two to three years."

Fairfield is hoping to use these stations as the beginning of a new larger group. "We hope to be the best radio broadcaster in the country, and maybe some day the biggest, but definitely the best," Purcell said. □

## Bottom Line

**Debt restructuring.** Home Shopping Network said last week it withdrew planned \$300-million convertible debt offering. HSN Chairman Roy M. Speer said "increased interest rates since the filing of HSN's registration statement with the SEC on March 10, 1987, and, in the opinion of HSN's management, the current significantly undervalued price of HSN's common stock no longer makes the transaction fair to HSN's shareholders." Stock of Clearwater, Fla.-based teleshopper had tumbled to half price of nine weeks ago (BROADCASTING, April 20, 1987). HSN said last week it had completed Eurodollar sale, through Drexel Burnham Lambert, of \$100 million in convertible debentures due 2002. Debt was priced at 5½% with conversion price of \$25.80, with provision for lowering conversion price if after one year 30-day-average trading price plus 20% is less than \$25.80. □

**Deal department.** Affiliate of News Corp. has made \$67-million bid for Christ-church Press Co., New Zealand-based newspaper publisher. Bid is being made through Independent Newspapers Ltd., in which News Corp. is largest shareholder with 40% □ News Corp. unit 20th Century-Fox said it acquired other half of Studio Properties Co., which owns 6.5-acre parcel adjacent to Fox film studios and on which is constructed 34-story office tower. Selling half interest was real estate partnership including Marvin Davis, former owner of Fox. □ Annixter Brothers said it had acquired Telewire Supply Co., Long Island, N.Y.-based distributor of products to cable and satellite dish industry. □

**Fifth of music.** MCA said it is considering offering 20%-or-less stake in company's music entertainment group, for which one security analyst gave total value of \$700 million to \$900 million. Division, which in 1986 had revenue of \$386.2 million and operating income of \$33.8 million, includes record company, music and home video distribution, music publishing, Universal Ampitheatre, talent agency, merchandising and MCA Radio Network. □

**More poison.** Scientific-Atlanta said its board had adopted shareholder rights plan, exercisable if group acquires 20% or more of stock or announces tender for 30% or more of stock. □

**Pittsburgh pirate.** Sentenced last week to seven-and-a-half year jail term was David L. Miller, former chief financial officer of Associated Communications Corp., Pittsburgh-based group owner and major shareholder in Tele-Communications Inc. Miller, who was charged with embezzlement in Associated between 1980 and 1984, and in several other companies was sentenced for failing to pay taxes on unreported income.

# RIDING GAIN

# O N R A D I O

## Focus on FM

The radio industry, which in the last two years has waged a campaign to improve the technical sound of the AM band, has now turned its attentions to improving FM quality.

A National Association of Broadcasters' engineering subcommittee on FM transmission met for the second time last Wednesday, April 29, in Rosslyn, Va., near Washington, and set in motion a series of studies on problems which it believes currently hamper FM broadcasting.

According to subcommittee chairman John Marino, vice president of engineering for NewCity Communications (who also led the recent work in AM broadcast-receiver fidelity standards), one area of emphasis will be to develop a method of more accurately modeling FM stations signal coverage.

The theoretical models now used by the FCC to estimate coverage are considered too general to reflect "real world" coverage conditions, Marino said the group believes. Unanticipated interference between sta-

tions can be the result of inaccurate models, or new stations, and those repositioning their antenna facilities can misjudge what their coverage areas will be.

Another area the group will study is how to reduce multipath interference, or "picket-fencing," in which secondary, reflected broadcast signals interfere with the direct broadcast signal. Whether changes in the broadcast facilities, such as antenna height, power ratio and processing, may reduce multipath will be examined, as will possible new approaches such as the use of diversity, or paired, car antennas.

A third objective for the group will be to consolidate information from antenna manufacturers to help broadcasters better determine how different antennas will perform on different tower structures, a little-understood area that can affect station coverage, Marino said.

The group, which includes representatives from Capcities/ABC, Shamrock, Greater Media, Susquehanna, Clear Channel Communications and Gannett, next meets June 17.

## Nothing but sports

After 14 years as a full-time country music station, WHN(AM) New York is preparing to break new ground in two months when it becomes, what it described as the nation's first 24-hour, all-sports radio station.

Jeffrey Smulyan, president of Emmis Broadcasting, owner of WHN, told a news conference in New York last Wednesday (April 29) that the exact date of the change in format has not been determined. A spokesman later said it would take about two months. What is definite is that the station's new call letters will be WFAN(AM).

Smulyan said the format will center on telephone talk with no fewer than four sports updates an hour. Other attractions will be sports celebrity shows, gossip programs, documentaries, greatest moments in sports features, sports medicine reports and in-depth betting lines for all major sports.

The station also will continue to carry all 162 games of the New York Mets.

Smulyan announced during the news conference that John Chanin, formerly chief executive officer of the Don King Radio Networks, has been named director of operations for WFAN. Previously Chanin served as vice president of Mutual and in executive posts with the ABC Radio Networks and Enterprise Radio Network.

Emmis also owns six FM stations, including WQHT(FM) New York which has an urban/dance format. Smulyan believes FM stations lend themselves to music formats and AM stations to news and information and said he had been "disappointed" with WHN's performance in the past year.

According to the Arbitron New York Market Report, WHN has declined in the 12-plus metro audience share since last spring. The station has gone from 3.0 (spring 1986) to 2.8 (summer 1986) to 2.1 (fall 1986) and is holding steady at 2.1 in the just-released book.

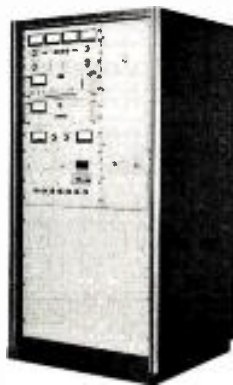
Even with an exclusively all-sports format, WFAN will face stiff competition in New York with WNEW(AM), WABC(AM) and WNBC(AM) carrying varying amounts of sports programming.

## Horsing around

For the second consecutive year, ABC Radio has the exclusive network radio broadcast rights to the Triple Crown of horse racing: the Kentucky Derby, scheduled for last Saturday, May 2; the Preakness on May 16, and the Belmont Stakes on June 6. All broadcasts will air live at 5:06 p.m. (NYT) and run through 5:59 p.m. ABC is feeding a series of 10 one-minute race-day preview programs for each of the Triple Crown races, originating from the respective tracks. They are anchored by race track caller Dave Johnson

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and ABC Radio sportscaster Fred Manfra—the latter also hosting Triple Crown coverage along with ABC sportscasters Don Chevrier and Dan Lovett. ABC has a lineup of 425 stations for the three events.

Advertisers for the broadcasts include General Motors, Polaroid, General Electric, Budweiser, Buick, Campbell soup and Ross Labs.

### Increasing ad awareness

The Radio Advertising Bureau's board of directors, during its biannual meeting last week at the Ritz Carlton hotel in Naples, Fla., appointed Carl Wagner, executive vice president, radio and cable, Taft Broadcasting, and Jeff Smulyan, president of Emmis



Wagner



Smulyan

Broadcasting, to be co-chairmen of a new advertising awareness committee, which will design programs furthering the "advertising and communications efforts" for pro-

moting radio. According to an RAB spokesman, the committee will look at a variety of ad vehicles, including print, television, billboards and direct mail, for establishing campaigns. The committee should be ready to implement its programs by next January, he said.

The board also adopted a resolution "accepting the spirit of cooperation" with the National Association of Broadcasters in serving the industry. (The NAB and RAB are co-sponsoring a radio advertising positioning study, being conducted by The Research Group, Seattle.) And the RAB board voted to assist the national spot radio task force in its research and sales projects by allocating \$25,000—through the Station Representatives Association—to the group.

## The Media

### Affiliate asks FCC to strike prime access prohibition

#### Station says rule is "unfair" and hurts its competitive position

WUHQ-TV Battle Creek, Mich., has asked the FCC to do away with the rule prohibiting network TV affiliates in the top-50 markets from broadcasting off-network syndicated programming during prime time access.

In a petition for rulemaking filed at the commission last week, WUHQ-TV, an ABC-TV affiliate, said the regulation at issue, a part of the agency's prime time access rule, was a "patently unfair intrusion" into the program decision making of affiliates and an "affront" to their First Amendment rights

that directly inhibited their competitive positions.

"Even if the 'off-network' restriction could have been justified nearly two decades ago, the ban lingers long after any possible justifications have disappeared," WUHQ-TV said. "The explosive growth in the number of independent stations in the top 50 markets, the introduction and expansion of other competitive outlets such as cable television, and the growth and enhanced vitality of first-run syndication as an attractive alternative to 'off-network' syndication have transformed the 'off-network' ban into the anticompetitive regulation it is today. Instead of foster-

ing any conceivable public-interest purpose, the ban directly impedes WUHQ-TV from purchasing and airing any type of programming that was previously broadcast by any national network. At the same time, however, the 'off-network' ban affords full programming discretion to some of the stations with which WUHQ-TV must directly compete."

The station said the FCC had specified

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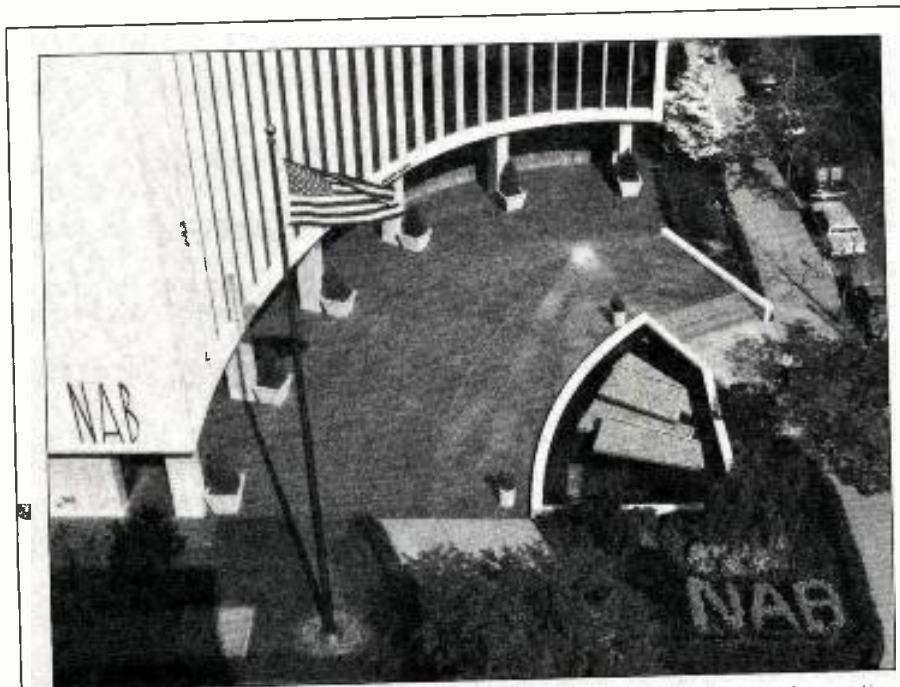
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**Coming up tulips.** Birds saw what pedestrians missed in front of the National Association of Broadcasters headquarters in Washington these last few weeks: The organization's initials in flowers. President Eddie Fritts says he hopes the display will encourage a sense of beautification and pride within the industry.

only one interest at issue in the off-network ban—promoting a vigorous first-run syndication industry to expand the diversity of mass-media speakers. “That goal now has been achieved (with or without the ban), and the government has offered no new rationale that withstands even minimal scrutiny,” WUHQ-TV said. “Regardless of whether the ‘off-network’ ban helped trigger the growth in diversity and first-run syndication, or technological progress alone propelled the changes, the conclusion is the same. The commission no longer may constitutionally excuse its flagrant intrusion into the First Amendment rights of some local stations.”

“If the commission truly desires to permit

licensees in these markets to present programs based on their own judgments as to what would be ‘most responsive’ to the ‘interests and tastes of their communities,’ it will free local affiliates in top-50 markets from the heavy hand of the ‘off-network’ program restriction,” WUHQ-TV added. “In short, based on the commission’s own most recent rationale, there can be no regulatory justification for the restriction. It permits a local independent station or a cable outlet, each competing with WUHQ-TV, to program *Gimme a Break* or *Cosby* at 7:30 p.m. but restricts WUHQ-TV’s ability to make the same local programming choice. Other top-50 affiliates face the same quandary.”

## Changing Hands

PROPOSED

**KIOI-FM San Francisco; WMTG(AM)-WNIC-FM Dearborn, Mich., WLAC-AM-FM Nashville, and KKOBB-AM-FM Albuquerque, N.M.** □ Seventy-five percent interest sold by Price Communications Corp. to Fairfield Communications Corp. for \$120 million, comprising \$70 million cash and remainder note. Seller is New York-based group of eight AM’s, eight FM’s and four TV’s headed by Robert Price, president. Buyer is owned by new group headed by former John Blair & Co. radio group president, Jim Hilliard, and former SFN Companies chairman, John Purcell (see story, page 75). KIOI-FM is on 101.3

mhz with 125 kw and antenna 1,160 feet above average terrain. WMTG is 1310 khz full time with 5 kw. WNIC-FM is on 100.3 mhz with 50 kw and antenna 600 feet above average terrain. WLAC is on 1510 khz full time with 50 kw. WLAC-FM is on 105.9 mhz with 100 kw and antenna 1,226 feet above average terrain. KKOBB is on 770 khz full time with 50 kw. KKOBB-FM is on 93.3 mhz with 21.5 kw and antenna 4,150 feet above average terrain.

**WAPT(TV) Jackson, Miss.; WWAY(TV) Wilmington, N.C., and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas.** □ Sold by Clay Communications Inc. to Price Communications Corp. for \$60 million. Seller is

Charleston, W.Va.-based newspaper publisher and group of four TV’s. It recently sold its group of four newspapers to Thomson Newspapers Inc. (see “In Brief,” April 20). It is headed by Lyell Clay and family. Buyer is selling seven radio stations (see above). WAPT is ABC affiliate on channel 16 with 1047 kw visual, 276 kw aural and antenna 1,170 feet above average terrain. WWAY is ABC affiliate on channel 3 with 64.57 kw visual, 6.46 kw aural and antenna 1,953 feet above average terrain. KJAC-TV is NBC affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 1,184 feet above average terrain. KFDX-TV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,000 feet above average terrain.

**KQMJ(FM) Henryetta, KKNQ(FM) Oklahoma City and KRMG(AM) Tulsa, all Oklahoma, and KKYX(AM)-KLSS-FM San Antonio, Tex.** □ In negotiation for sale by Swanson Broadcasting Inc. to New City Communications Inc. for approximately \$20 million. Seller is Tulsa-based group principally owned by Gerock H. Swanson. It will have no other broadcast interests after sale. Buyer, formerly Katz Broadcasting, is Bridgeport, Conn.-based group of four AM’s and seven FM’s owned by Richard A. Ferguson, Robert Longwell, Jim Morely, Rich Reis and Michael Weinstein. KMQJ is on 99.5 mhz with 100 kw and antenna 300 feet above average terrain. KKNQ is on 92.5 mhz with 98 kw and antenna 900 feet above average terrain. KRMG is on 740 khz with 50 kw day and 25 kw night. KKYX is on 680 khz with 50 kw and 10 kw night. KLSS-FM is on 100.3 mhz with 100 kw and antenna 581 feet above average terrain.

**KENI(AM)-KKGR(FM) Anchorage, KBCM(AM)-KNIQ(FM) Fairbanks and KVOK(AM)-KJJZ(FM) Kodiak, all Alaska** □ Sold by Pacific Rim Broadcasters Inc. to D.L. Ranch Corp. for \$5.1 million. Seller is owned by Howard Trickey and Greg Clapper, who have no other broadcast interests. Pacific Rim will merge with buyer. Buyer is publicly traded, Laguna Beach, Calif.-based communications management firm headed by Richard G. Lubic, chairman. Lubic intends to initiate satellite programming for Pacific Rim and other Northwest stations, using RCA AlasCom satellite. KENI is on 550 khz full time with 5 kw. KKGR is on 100.5 mhz with 25 kw and antenna 178 feet above average terrain. KBCM is on 1300 khz full time with 1 kw. KNIQ is on 95.9 mhz with 3 kw and antenna 1.6 feet above average terrain. KVOK is on 560 khz full time with 1 kw. KJJZ is on 101.1 mhz with 3 kw and antenna 36 feet above average terrain.

**KITE-FM Portland (Corpus Christi), Tex.** □ Sold by Media Properties Inc. to Jonathan Cohen for \$950,000. Seller is owned by Paul Veale, Ron Whitlock, Jim Phillips and Glen Roney. Phillips owns KHEY-AM-FM El Paso, Tex. Other sellers have no other broadcast interests. Buyer also owns WJKC(FM) Christiansted, V.I. KITE-FM is on 105.5 mhz with 3 kw and antenna 353 feet above average terrain. Broker: Norman Fischer & Associates.

**KZEU(FM) Victoria, Tex.** □ Sold by First Vic-

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toria National Bank, trustee in bankruptcy for Longcrier Communications to George Santikos for \$625,000. Seller, Longcrier Communications, is owned by Steven Longcrier, who has no other broadcast interests. Buyer is restaurant owner in Victoria. KZEU

is on 107.9 mhz with 100 kw and antenna 362 feet above average terrain. Broker: Norman Fischer & Associates.

WANM(AM) Tallahassee, Fla. □ Sold by B.F.J. Timm Stations to James Sleeman for

\$350,000. Seller is Tallahassee-based group of four AM's and seven FM's principally owned by B.F.J. Timm. Buyer is former producer for Voice of America. WANM is day-timer on 1070 khz with 10 kw. Broker: The Bob Thorburn Co.

## Public broadcasters talk shop in St. Louis

**Among topics at annual PBS/NAPTS meeting are relations with cable, viewer perceptions and future of TV**

Cable-broadcast relations were not the focus of the Public Broadcasting Service/National Association of Public Television Stations annual meeting last week in St. Louis as had been predicted. Instead, the question cropping up most often in speeches and panel sessions was: How well has noncommercial television served the public in the past 20 years, and what is the industry going to do to make that service better in the years to come?

PBS President Bruce Christensen urged public broadcasters to start believing that the state of public television "is good and getting better." Federal funding has increased, audiences are growing, the quality of staple series is improving and the industry enjoys strong grass-roots support, he said. So "why do so many people believe public television is about to disappear?" asked Christensen. Part of the reason, he said, is that "as an industry we have an extraordinary capacity for accentuating the negative." Public television has serious problems, he said, but they "hardly warrant the continuing hand-wringing pessimism." The noncommercial industry's mission—to enlighten—"guarantees that there will always be a need for public television," he said.

James McKinney, chief of the FCC's Mass Media Bureau, agreed that "public television in the nation is indeed absolutely necessary," and said it has matured as an industry. Jack Valenti, president of the Motion Picture Association of America, called public television "a noble enterprise."

PBS Chairman Alfred Stern urged public broadcasters to evaluate "the premises and promises" of the industry. During the bicentennial of the United States Constitution, he said, it is fitting that broadcasters consider whether the framers of the Constitution would have protected the rights of television had the medium been around. "I would like to believe that our founding fathers... would have recognized television as a unique being," he said, but "it is the individual right of the viewer and listeners, not the right of broadcasters, which is paramount."

Keynote speaker Roger Rosenblatt, senior writer and essayist at *Time* magazine, questioned whether public television challenges viewers to the extent that it could. The duty of public television "is to define an appetite not ordinarily perceived," he said. "To do only what [viewers] expect is no different in kind from putting on the silliest sitcom, the most foolish quiz show, or any of the other things on which you look down... Don't make [viewers] happy—make them nervous, make them angry," he said. "They will be so much more grateful to you."

A study of viewer perceptions of public

television, commissioned by PBS and presented by PBS board member Stephen Greyser, a professor at Harvard Business School, found that public television's programming strengths are widely recognized, especially among viewers of public TV. But the study, which surveyed 800 television viewers in three highly cabled markets, also found that cable viewers are well aware of cable's programming strengths. Viewers were asked where they would turn first for four types of programming—"in-depth discussion

of today's news"; science or nature; symphony, opera or dance, and programs good for children—and were asked to choose among commercial television, public television, Arts & Entertainment Network, CNN, the Disney Channel, the Discovery Channel, and other cable services. According to the survey, public television ranked first in all categories except news. But in most cases, viewers of cable gave even higher marks to specific services they watched, Greyser said.

In a panel titled "The Future of Television," a television critic and representatives of the networks, cable and public television offered their views of what is to come. Ellen Shaw Agress, vice president, corporate planning, NBC, said that for the commercial networks "the future is not going to get any easier. It's going to get tougher," and predicted there will be a "fundamental change" in network relations with advertisers, suppliers and affiliates. The incoming president of WNET(TV) New York, William Baker, currently president of Group W Television, claimed public television is the service most likely to benefit from the commercial net-



Jean Marsh of 'Upstairs, Downstairs' and Christensen

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**Farewell address.** John Jay Iselin's 15-year career as president of WNET(TV) New York ended with proclamations, an ovation and a speech last Monday at the PBS/NAPTS conference in St. Louis. (Iselin will be succeeded by Group W's Bill Baker May 15 [BROADCASTING, April 6].) Iselin, who was introduced in glowing terms by NAPTS President Peter Fannon, received citations of appreciation from the nation's public television stations and from New York and New Jersey senators and congressmen.

In his exit speech, Iselin drew parallels between public broadcasting, which is celebrating 20 years of the Public Broadcasting Act, and the nation, which is celebrating the 200th anniversary of the United States Constitution. "Just as we Americans are reexamining the tenets on which our nation is founded, we public broadcasters would be well served to review and reaffirm our own 'first principles,'" Iselin said. "Twenty years ago, our goals were eloquently articulated in our own declaration of purpose—the first Carnegie Commission report." Iselin proposed that public broadcasters develop "a concerted plan of action...a calculated strategy for the late 1980's and the 1990's—a 10-year blueprint for success."

Iselin called for establishment of a task force of public broadcasters from all segments of the industry—PBS, CPB, NAPTS, regional organizations and the stations—to "create our own constitution." The task force would address the issues of mission, research, development, production, scheduling, promotion, distribution and funding and would seek the advice of "wise and shrewd social observers familiar with the people's interests and appetites," such as educators, artists, public servants, sociologists, journalists and members of corporate America. The task force's goal would be to "establish an effective federalism in the public interest," Iselin said.

The time has come "for public television to prevail—and to lead—by taking its message into the mainstream," said Iselin. In an era when the mass media in general have "defaulted on their obligation to the American people," public broadcasting "continues to be a signal of civility and sanity in a dismayingly vapid and desolate landscape," he said.

According to Iselin, public broadcasting has survived the "bleak" times "when Richard Nixon almost had his grip on our throat: when [the Station Program Cooperative] did not yet exist; when PBS and CPB were engaged in a battle royal," and has "increasingly begun to demonstrate an ability to put the interests of the whole above the concerns of the few."



McKinney

works' "economic crunch" because it can hire talented people who have lost network jobs. Baker predicted high-definition television could be a boon for public television by bringing in new audiences, but he pointed out that public television also stands to lose the most "depending on how that plays out." Public television must also "recognize and understand its competition," said Baker, and must be "true to itself" and not slide into the "sameness" of commercial TV.

John Sie, senior vice president of Denver-based MSO Tele-Communications Inc., claimed cable's biggest objective is to finish wiring the country, which he predicted will be accomplished in the next three years. Then attention will turn to increasing penetration from the current 47% to 100% of American homes (although cable would be happy with 70%, said Sie). After cable moves out of its status as a "second-class citizen," Sie said, it will have the funds available to concentrate on improving programming. Sie proposed that cable and public television, which he said have similar audiences, work together to "serve our constituencies." If public television "can share some of the leadership, limelight and responsibility with the cable industry," he said, "I think we can all do very well."

Eric Mink, TV critic for the *St. Louis*

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**Back to work.** Members of the Writers Guild of America who had been on strike against Capital Cities/ABC for almost eight weeks voted 135-23 last week to ratify a new 35-month contract retroactive to March 2 (see "In Brief," April 27). The end of the strike against ABC came nine days after the end of a WGA strike against CBS. Said WGA chief negotiator, Mona Magan: "This long strike has demonstrated that loyal employees, who care about their craft and profession of journalism, cannot be treated as mere ciphers on a balance sheet. We have protected our contract. We have won new gains. We have shown that a united and energetic membership can make its message heard. To all who have supported us, we express our deepest appreciation." The ABC employees were expected back at work by the end of last week.



*Post-Dispatch*, said he receives telephone calls regularly from people who are dissatisfied with their cable service. "I think there's going to be a point when they say: 'That's enough,'" he said. (She agreed that cable service is "abominable," but claimed cable's programming is good.) Mink also found fault with "an administration that feels the government really ought to be dismantled" and investors who are buying stations "as if they were khaki pants, getting rid of them when they wear out."

Members of Congress in charge of public television funding who offered their views on the industry via taped interviews, agreed that the noncommercial industry's role is an important one. "Public television and public radio fill a niche that's filled by nobody else," said House Commerce Committee Chairman John Dingell (D-Mich.). But most congressmen advised caution on the issue of funding, citing the serious problem of the budget deficit. Representative Al Swift (D-Wash.) said Congress "cannot assure funding will be back to normal." Representative Neal Smith (D-Iowa), chairman of the House appropriations subcommittee that has jurisdiction over the FCC and the National Telecommunications and Information Administration's Public Telecommunications Facilities Program funds, advised public broadcasters to depend on public financing for the near future.

Congress also hears regularly from the National Association of Public Television Stations, according to NAPTS President Peter Fannon. The NAPTS mission includes working with the federal budget committees "to insure they understand enough about us so that we don't get cut out of the process upfront" and obtaining reauthorization by next spring. NAPTS plans to remind Congress that "the funds they appropriated two years in advance are committed for the purposes for which they gave them—programs for the people of this country," Fannon said. Another NAPTS mission will be to help public broadcasters set priorities for the years ahead, said Fannon, who said he was "delighted" by the plan proposed by Jay Iselin, outgoing president of WNET(TV) New York (see box, page 80). "I was very pleased to have him put in such eloquent fashion the notions that all of us have been struggling with over the last couple of years on how to set a broader agenda for our broad industry."

The proposal received support from many of the broadcasters at the conference, although some questioned whether it could be successfully carried out. Ward Chamberlin, president of WETA-TV Washington, said the panel review suggested by Iselin "can't be done quickly" and would need six months of preparation. CPB board member Dan Brenner "saluted" the proposal, but said he got the impression Iselin wanted to "avoid duplication" of organizations and "create efficiencies," and Brenner said it would be difficult to "unscramble the egg—or in this case, the omelette," short of doing something dramatic. The proposal was "nothing anyone could disagree with," said WQED(TV) Pittsburgh's Lloyd Kaiser, a board member of PBS and CPB. But NAPTS Chairman Richard Ottinger said he felt the industry may not yet have matured enough for such a study. □



Fannon, Valenti and Ottinger

**Considering cable.** As is his style, Motion Picture Association of America President Jack Valenti came down hard on cable at last week's PBS/NAPTS conference, calling it "the only unsupervised, unregulated monopoly in the history of the land" and claiming that "choices are to cable what sunlight is to the vampire—and I may be doing the vampire a disservice." He called on public broadcasters to join MPAA in a "consumer crusade for competition" in the halls of Congress ("In Brief," April 27). PBS and CPB board member Lloyd Kaiser, president of WQED(TV) Pittsburgh, called Valenti's speech "a good cheerleader speech for us all," and PBS board member Sharon Rockefeller, formerly on the CPB board, called the remarks "a good lesson on forcefulness" and urged public broadcasters to "take heed of his advice."

James McKinney, chief of the FCC's Mass Media Bureau, offered a carefully worded opinion of the speech, saying Valenti is "fun to listen to. I think there are many things that he says that are absolutely correct and many things that serve his constituencies."

In his own remarks on the must-carry issue, McKinney praised public broadcasting but cautioned public broadcasters not to make unrealistic demands. They stand a chance of being perceived as "just a little picky," he said. McKinney caused a collective gasp in the audience with his response to a station manager whose station has been dropped by a cable system: "I'm sorry to have to tell you this. There are some stations that will lose carriage, and who will not be provided for. You sound like you're one of those. To the extent that that was all that was keeping you alive, perhaps you should not remain so," he said. "The marketplace affects even public television, because when all is said and done, there is a limited capacity to get into the homes every signal that has been placed on the air in the last 15 years."

Participants in a panel session titled "Cable: The Unregulated Monopoly?" needed one another while clarifying their organizations' views of the industry. The anticable sentiment of James Hedlund, vice president; government relations, Association of Independent Television Stations, showed early with his quip: "We thought [the National Cable Television Association's] Bureau of Cable Theft was there to teach cable operators new and different ways to steal broadcasters' programming." Fritz Attaway, vice president, MPAA, claimed he could empathize with NCTA panelist Brenda Fox because he had made an unwelcome presentation at an earlier convention and "was lucky to get out of there with my skin." But Fox "is, in one respect, in an even worse position than I was in San Francisco," Attaway said. "At least I had logic on my side." Fox, NCTA vice president and general counsel, referred to herself as "the Fox in the chicken coop." She insisted that cable is neither a monopoly nor unregulated, and likened cable to public broadcasting, which must ask for viewers' money regularly, saying that the cable operator must convince its subscribers on a monthly basis to continue to subscribe.

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## Network chiefs gather for Gannett

Leaders of the Fourth and Fifth Estates attended a Gannett Center for Media Studies seminar on the changing economics of news at Columbia University last week, hearing what some considered a preview of congressional hearings held on the subject in Washington later in the week (see "Top of the Week"). Those involved with the electronic media, including broadcasting, cable and advertising executives, presented their views on cost-cutting, the current television marketplace and growing network competition, among other issues, during the morning, with discussion by print executives in the afternoon.

### Tisch defends cutbacks at CBS News, says news division remains independent

Although he said some of his friends had likened his appearance at a Gannett Center for Media Studies seminar at Columbia University last week to "Daniel entering the lion's den," Laurence Tisch, CBS president and chief executive officer, said he didn't agree. "No one here appears underfed. And I

am certainly not an innocent victim," he told the crowded room of present and former network executives, journalists and others, before defending recent CBS News cutbacks and drawing what he called a "fundamental distinction between editorial integrity and economic immunity."

Tisch said the independence CBS News has had in its preparation of the news in the past is "undiminished in every respect today. This is an absolute, sacred principle. It will not be breached." He added, however, that "it is pure fiction to imply that the independence of the news depends on its economic autonomy. No one ever suggested that the editorial budgets of *The New York Times* or *The Washington Post* or *Time* or *Newsweek* are sacrosanct from the business review of the publishers."

The CBS executive said also the network's news division is not expected to be a profit center, nor is there a "freeze on the news division. Whatever it takes to make it right, it will be done." Tisch said CBS News President Howard Stringer "has no responsibility to make a profit, only to produce the highest quality broadcasts and to monitor expenses in a responsible manner." Additionally, CBS "will spend any amount of money whenever it is needed to maintain our standards of quality and to meet any new public service needs. . . . The issue is not what we spend in absolute terms, but what we spend it on and how well we spend it," Tisch said.

Following his 15-page prepared remarks, Tisch was asked by former CBS News correspondent Marlene Sanders why "a sledgehammer approach" was used for firing 215 news personnel last March, "rather than cancelling contracts as they came up for renewal." Tisch said, "I can't answer that question. It would seem to me that it would be logical to let the contracts run out, rather than cancelling—well, of course, if a person has a contract, they're being paid until the end of that contract, so it gives them additional time really to use that period, while they're getting their full salaries to seek other employment."

He said that the issue of whether CBS laid off people in "the right way" has been "a very troubling question for me. . . . Do you do it slowly over a period of time? Do you do it in one fell swoop, as it was done this time? I don't know the right answer to that," Tisch said, adding that "somehow I think the idea of laying off a number of people every week for 20 weeks or 10 weeks may be more disturbing to an organization than doing it the way we did it. But I can't say we did it the right way."

As for the high salaries of some remaining at CBS, Tisch defended them, saying that CBS has to have on the air, the "best, most

respected talent we can find" to remain competitive. "We have to pay salaries to make sure that CBS gets more than its share of the best talent in the business. . . . We have to face the realities of today, and we just want to make sure that the best is always at CBS," he said.

Tisch also defended the budget and staff cutbacks. When he first assumed his post at CBS, he said, he "had no intention of cutting the news budget," which he said had risen from \$89 million in 1978 to \$300 million in 1986. Despite his misgivings about "the overall increase in our costs, I was committed to treat news differently," he said, adding that last December he approved the original 1987 news budget of \$300 million "without change."

But following "a variety of direct reports, conversations with news division people and, most importantly, my personal observations during a survey trip overseas with Howard Stringer, it became abundantly clear to me that there were significant inefficiencies and redundancies in our news operations. It was apparent that our current level of spending was not necessary to maintain the quality of our broadcasts," Tisch said.

One example of "unchecked costs" cited by Tisch was the division's "significant" budget increase every two years to staff up for national elections. He said that while such increases "might have been justified" to support coverage of the lengthening campaign cycle, expenses should have dropped back to some lower level during the post-election years. They did not, he said.

In January, Tisch said he asked CBS News management to "reexamine its operations, and, in the process, to reduce expenditures." Stringer brought him a plan that "was carefully designed to benefit from new technologies and increased efficiencies, including expanded on-air appearances by our most respected correspondents and greater flexibility in staff assignments," he said. He added that the new budget was arrived at by "an assessment of what the division needed in terms of talent and resources to do the job and do it well."

Wall Street did not figure into the news division's bottom line, Tisch said. "I have absolutely no interest in what Wall Street wants, or what Wall Street thinks should be done. We will do what's best for CBS. And what's best for CBS—our standard is what's best for the American public. . . . Wall Street will not interfere with that one iota," he said.

Tisch said also that he "would love to see the news division put on great programming, do a great job and run, not with efficiency necessarily, but at least with a certain prudence about costs. . . . If I believe they're doing the best job that they possibly can, and that we're doing the right thing by the

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Tisch

American people and carrying out all of our obligations, the bottom line is not an issue in the news division," Tisch said. Asked if it would be acceptable for the news division to lose, for example, \$50 million a year indefinitely, Tisch said, "it's 100% acceptable as long as it's done where they're doing their best as far as doing away with redundancy, not allowing excess waste, that is satisfactory to me."

When questioned by Action for Children's Television President Peggy Charren as to what would replace CBS News's recently canceled Saturday morning news briefs program for children, *In the News*, Tisch said he was "disturbed" about the cancellation also. He said that in the next few months, the news division will be working on new programming which is "in a similar vein" to what has been on in the past, "but an updated version of that." □

#### Stringer, Grossman, Arledge talk about their networks' news

Following Tisch's opening remarks at the Gannett seminar was a discussion among the presidents of the three commercial broadcast network news divisions: CBS's Howard Stringer, NBC's Lawrence Grossman, and Capital Cities/ABC's Roone Arledge.

Arledge said ABC News is profitable "and has been profitable for a number of years now," even though the network is losing money. He acknowledged that ABC News's situation could change, depending on what crises have to be covered or even if the bookkeepers change. But he does not agree with those who think there is "something inherently wrong about making money out of news," Arledge said. "I don't know of any law that says you're a better journalist if you lose money."

Arledge also defended network news divisions, saying they are not "dinosaurs, or even anything remotely close to that." It is not true, he said, that local stations, cable systems and groups of stations and syndicated services can provide the same services as the network news divisions. While acknowledging that there are "a great many local stations that do a very good job" and that cable is an "important adjunct" to what the networks do, "the fact of the matter is, they do not do the same as we do. We're confusing a technological ability with reporting," he said.

Those services "do not begin to cover the news the way people who want serious news expect it to be delivered... The difference between us and local stations, and to a de-

gree, cable," Arledge said, is that the networks offer "analysis, perspective and the experience that comes from having correspondents on the scene, on location, who have lived there, who know what the problems in the area are, who can provide for the American people a reasoned, balanced and in-depth account of what's going on."

As for the new ownership at the three broadcast networks, Arledge said, "whatever management that was in place"—whether those currently at the helm or those before them—"they'd all essentially be doing the same thing. They'd be looking to staunch the flow of blood. They're paramedics, in a sense, at this point, trying to keep the patient alive, so we can determine what the future is." For the news divisions, that

means that "we have to be as cost-conscious as we can be," he said. "It means we have to develop programs that allow us to put our product on the air more often, so it can return not only information to viewers, but also contribute to the financial health of our corporation."

If the time comes when cost-cutting measures and the "efficiency-oriented actions" are interfering in any way "with our judgment of what the news ought to be, we have to stand up and draw a line in the dust and raise hell about it," Arledge said.

NBC's Grossman said his news division loses "a lot of money," although the NBC network is profitable. "And frankly," he said, "I'd rather have our network make money and NBC News lose money than the



Stringer, Arledge, Grossman and Ney

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other way around, with all due respect, Roone." Grossman said that among his goals at NBC News, one is to turn the division from "a loss leader to a profit center." And while he noted that "there isn't anybody at NBC, either in the previous regime or this one, who expects us to do it," it is something that is "eventually doable."

Grossman said also it has been "inside forces" that have caused "enormous" increases in news division costs over the past 10 years. Among the changes affecting news costs, Grossman said, is "an explosion in technology... that we've all equipped ourselves with," changing the way news is covered, more areas throughout the world being covered, and competition among the three commercial broadcast networks. "There has been an arms race, as we've each sought to achieve the number-one position, and the best quality and the best reputation, which has accounted for the salary increases, which has accounted for throwing money at the problem," he said.

The NBC News president said more revenues can be garnered through marketing the news product to advertisers "a lot more aggressively and imaginatively than we have done." Costs can also be cut, he said, adding that breaking news stories account for only about 15% of the network's total news programming. "The rest of it is totally under our control, the planned stories, the think pieces, the feature pieces." So with "more discipline, more efficiency, more intelligence in the way we operate, we can achieve very major savings in the way we go about our business," Grossman said. He added that "there is no reason that we can't get as good at controlling our cost increases as we have become at providing timely and quality service. And that, of course, is the challenge for us in the future."

CBS's Howard Stringer said that "what's wrong with the evening news today has nothing very much to do with competition." If there is a problem, it "is more the difficulty of concentrating so much information into so little time that sometimes the density is positively mind-numbing." He said the combined shares of the three broadcast networks evening news programs are still higher than NBC's *Cosby*. "There's a demand out there. That's a 60 share," Stringer said.

He said local stations should concentrate on "corruption in city hall" instead of stories

overseas. "After all, when a local news station did go to Beirut, they went to the Marine barracks the wrong way and got shot. Now, I'm not ridiculing them," Stringer said. "I'm just saying, I think there's a place for everything. And if they've now got Ku-band trucks, it doesn't mean you have to drive 200 miles to send a picture back to the local station when right in that local area is corruption at city hall, which is what local news ought to be examining," he said. He added that he expects that that is what local stations will be examining, "not necessarily because of editorial enthusiasm, but because Ku-band trucks in the end will be just as expensive as and just as counterproductive economically to them, as the enormous explosion of technology has been to us in economic terms."

As for the Cable News Network, Stringer said, "if CNN is the answer, what's the question?" He said that "when your reach is that long—when you're on 24 hours—it stands to reason that your grasp can't be as tight." He added that he has "a sneaking suspicion that all the politicians and corporate leaders" like CNN "because it isn't as aggressive as us precisely because it fills 24 hours."

Stringer also addressed the CBS News cutbacks, saying that "ultimately the judge of what we have done in the last three months, will be what we put on the air... Maybe 'more' is a more appropriate cry from *Oliver Twist* than journalists in the 1980's, and maybe that's something we've learned," Stringer said. "If we've made mistakes, we'll correct them. But maybe when the dust settles, we'll be all the better for it. And maybe this period of social Darwinism will come to an end along with it." □

#### Bottom line much on the minds of broadcast and cable journalists

Representing the advertising, cable and local television station perspective was the last broadcasting-focused panel at the Gannett seminar, moderated by Jeff Greenfield, ABC News correspondent who is currently a Gannett Center fellow.

Edward Ney, chairman of Paine Webber/Young & Rubicam Ventures, began the discussion saying that today network news is one of the few areas where network advertising dollars are actually increasing. He said for 35 years there has been a monopoly by

the broadcast networks in the advertising market. "There really weren't many alternatives" for advertisers wanting to place ads on television, he said, adding that after many years, beginning around 1976, "the network prices for their shows... grew much more than any gross national product, the cost of living or inflation or anything else."

When "the networks hit the wall some two or three years ago... there were no tears shed for the networks," Ney said, because advertisers felt that "they had been under the thumb, and now they had the opportunity to spread, and spread they did, deliberately. They didn't want to be in that position."

Asked by Greenfield whether three broadcast networks can today "simultaneously make a profit," James Rosenfield, former senior executive vice president of the CBS/Broadcast Group, and now chief executive officer of JHR Acquisition Corp., said yes. But, he added, the "world isn't quite as new as people are making it out to be." The industry has been undergoing change almost since its inception, he said, adding that the growth in CBS's news budgets from 1978 reflects "some waste, but much more importantly, [it] reflects a fundamental change in the process of gathering and delivering much more news and many different kinds of programs."

He said he doubted there was more waste today at CBS than in the 1960's and 70's. "The whole process has gotten larger and more complicated," he said. He added that the news divisions have not been able to "adjust to the business of change." Rosenfield said the "biggest profit opportunity" for the networks is news programming. "Instead of viewing each other as problems to be solved; instead of the news division having to plead for time and having to create its product that will be intrusively placed within the entertainment programming format; if they would only work together the way all program services work with the various network development people, then this resource not only would serve the American public, but it might even do it on a very, very profitable basis," he said.

According to Robert Wussler, executive vice president of Turner Broadcasting System, CNN has seen its budget increase from \$24 million during its first year, 1980, to \$110 million in 1987. He added, however, that TBS now produces 48 hours of news daily through its two services, CNN and CNN Headline News. Also, operating out of Atlanta, having no "overly paid" anchors, "not too many unions," and agreements with about 200 local TV stations to exchange news, have enabled CNN to operate more cheaply than the broadcast commercial networks.

"Can the networks get back to doing what we do? I don't think the networks want to do that," Wussler said. He added that CNN has no deadlines. "We're in the business of constantly updating what's happening. We thrive on live stories," he said. "It's a special nook. It has worked very well for us," he said.

Thomas Goodgame, president, TV Station Group, Westinghouse Broadcasting Inc., said he knows of no "responsible local television station" that is going to drop the



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network news. And although Goodgame said his stations have in the past sent people overseas to cover the local angle to a story, "we're not in the national or international news business. . . . How can a group [of local stations] possibly hope to cover what you see on any one of the network newscasts?"

As for expanding the network news to an hour, Goodgame said that while local stations don't care if that happens, the 4-8 p.m. time block is the only time local stations have in which "to program themselves successfully. . . . What's profitable is 4-8 p.m. It doesn't matter what's in there in the sense of economics," he said. "That's where the money comes from to do the things that local television stations do, and 30 minutes of that four-hour block already belongs to the networks for the nightly news." He added that if the networks want to expand their evening news to an hour, "all they have to do is put it from 8 to 9 p.m., and it will be cleared tomorrow."

## Mulholland upbeat on broadcasting

**TIO director corrects what he says are misconceptions about state of industry**

The common wisdom about the broadcasting industry is often wrong, said Robert Mulholland, director of the Television Information Office (TIO). Speaking at a seminar last Tuesday evening sponsored by the New York chapter of the National Academy of Television Arts and Sciences, Mulholland said that contrary to recent impressions, work-force reductions at the networks, for example, are nothing new. He said that in 1976 NBC had laid off 300 of its employees because of a softening of revenue: "The people in broadcasting have not suddenly discovered the word, 'profit'."

A more worrisome current misimpression, Mulholland said, is that the nightly network newscasts are in danger because of news on cable television and the increased newsgathering capability of local stations. The highest-rated program in television is still the "three-network nightly news," said the TIO director, adding that last year the roughly 30 rating/50 share of the combined newscasts increased over the previous year. He also said that over half of affiliated stations still run just a half-hour of local news each night, and are very dependent on the network news—each of which generates about \$125 million in revenue.

The biggest danger, in fact, said Mulholland, was that the networks themselves would begin to believe there is no public demand for their newscasts and would let them become video versions of *Harpers*, or the *Atlantic*. The TIO director also spoke out against last week's congressional hearings on the operation of television news, calling it a "black day," and added he was surprised that only Laurence Tisch registered a note of protest (BROADCASTING, April 6).

The NATAS seminar was moderated by journalist Les Brown, who asked the question: "Do the current changes (in the indus-



Goodgame, Leibowitz and Mulholland

try) constitute a crisis, and if so, for whom?" Perhaps "turmoil," but not a crisis, responded Thomas L. Goodgame, president of Group W Television stations. Goodgame, who described himself as a "dyed-in-the-wool 35-year telecaster," said that much of what was going on was comparable to changes elsewhere in the U.S. economy, and that the television industry was currently adjusting now that the "glory days" had gone away.

Also on the NATAS panel—Representative Dennis Eckart (D-Ohio), a member of the House Telecommunications Subcommittee, had been scheduled to appear but canceled due to last week's hearings—was Dennis Leibowitz, a security analyst for Donaldson, Lufkin & Jenrette. He reviewed the background of much of the industry changes, including lower interest rates and the greater availability of financing for station transactions. Also setting the scene, he said, were deregulatory changes and the growth of competing media. Leibowitz noted that the new station owners were not just "faceless financiers," a term Brown had used, but included the Hollywood studios and News Corp., owner of the Fox TV.

As for the news cutbacks, Leibowitz said it was interesting that most of the noise was coming from CBS, which he said was the least leveraged of the three network parent companies: "They are cutting \$10 million out of news yet they could probably afford to make a one-billion dollar acquisition." The security analyst noted that while network news might have problems with profitability, news at the station level was "usually" the most profitable daypart. □

## Rather and CBS team head for Soviet Union to produce special

CBS News said last week that a team headed by *CBS Evening News* anchor Dan Rather will produce a two-hour prime time special from the Soviet Union, to air in mid-June. Nine CBS News correspondents, including Rather, and production crews, will spend a week in the Soviet Union in Moscow, Leningrad, Georgia, Volgograd, Vilnius and Tallin. The first group of CBS News personnel will arrive in the Soviet Union today (May 4), with a second team going May 12, and the final group on May 19. They will live with "a wide range of Soviet citizens over a period of time, capturing their way of life, attitudes, likes, dislikes, hopes and fears," CBS said.

According to CBS News President Howard Stringer, "The Soviets have never before granted outsiders such sweeping access, not only in terms of geography and people, but in terms of time as well. At this pivotal point in U.S.-Soviet relations, CBS News will use this broadcast as a vehicle to try and get to know the Soviet people as they live and work and to bring into focus both the bonds and the obstacles between our two nations."

Correspondents for the special will be Rather, Wyatt Andrews, Tom Fenton, Bernard Goldberg, Bruce Morton, Diane Sawyer, Bob Simon, Lesley Stahl and Mike Wallace. Lane Venardos is executive producer. David Buksbaum is CBS News vice president for special events. □



**Off to school.** NBC News held a farewell reception at Washington's Hay-Adams hotel for Marvin Kalb, the network's chief diplomatic correspondent and moderator of *Meet the Press*. Kalb, who announced his resignation from NBC in March (BROADCASTING, March 30), will join the John F. Kennedy School of Government at Harvard University as a faculty member on June 1. Kalb joined NBC in 1980 following 23 years with CBS News. Pictured above are (l-r): Robert Wright, NBC president and CEO; Kalb; Robert McFarland, NBC's Washington bureau chief, and Lawrence Grossman, president, NBC News.

As compiled by BROADCASTING, April 23 through April 29, 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

### Applications

- KOA(AM)-KOAQ(FM) Denver (AM: 850 khz; 50 kw-U; FM: 103.5 mhz; 100 kw; HAAT: 1,045 ft.)—Seeks assignment of license from Belo Radio Inc. to Big Signal Acquisition Inc. for \$20 million. Seller is publicly traded, Dallas-based publisher and group of five TV's headed by Robert W. Decherd, chairman. These are last stations in Belo group. Buyer is subsidiary of Jacor Communications, publicly traded. Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. Filed April 22.
- WMMA(AM)-WHTQ(FM) Orlando, Fla. (AM: 990 khz; 50 kw-D; 5 kw-N; FM: 96.5 mhz; 100 kw; HAAT: 1,600 ft.)—Seeks assignment of license from WHOO Radio Inc. to TK Communications Inc. for \$12 million. Seller is owned by Bluegrass Broadcasting Inc., Lexington, Ky.-based group of three AM's, three FM's and two TV's owned by Kentucky Central Life Insurance Co., H. Hart Hagan, president. Buyer is Fort Lauderdale, Fla.-based group of two AM's and three FM's owned by John F. Tenaglia and Robert K. Weary. Filed April 20.
- WBEE(AM) Harvey, Ill. (1570 khz; 1 kw-D)—Seeks assignment of license from Clinton Cablevision to Mariner Broadcasters Inc. for \$425,000. Seller is subsidiary of Heritage Broadcasting Group Inc., Des Moines, Iowa-based group of seven AM's, three FM's and seven TV's. Buyer is principally owned by Charles R. Sherrell, station's general manager. Filed April 23.
- WPNH-AM-FM Plymouth, N.H. (AM: 1300 khz; 5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 380 ft.)—Seeks transfer of control of Pemigewasset Broadcasters Inc. from Richard F. Morse Jr. to Northern New England Communications Inc. for \$1,350,000. Seller has no other broadcast interests. Buyer is owned by Elmer H. Close, former president of seller, who also owns WKNE(AM)-WNBX(FM) Keene, N.H. Filed April 16.
- WWRU(AM) Hollywood, S.C. (1200 khz; 25 w-D)—Seeks assignment of license from J&K Broadcasters to Arno W. Mueller for \$14,500. Seller is owned by Robert A. Jones and Patricia A. Franz. Based in La Grange, Ill., Franz has interest in eight AM's and Jones has interest in five AM's. Buyer has no other broadcast interests. Filed March 31.
- KSSR(FM) Bastrop, Tex. (107.1 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Colorado River Broadcasters Inc. to Beasley Broadcasting of Illinois Inc. for \$3 million. Seller is principally owned by Robert Walker and Tolbert Foster. Foster has interest in KDET(AM)-KLCR(FM) Center, Tex. Buyer is Goldsboro, N.C.-based group of seven AM's and 12 FM's owned by George Beasley. Filed April 22.
- WBCA(AM)-WWSM-FM Bay Minette, Ala. (AM: 1110 khz; 10 kw-D. FM: 105.5 mhz; 3 kw; HAAT: 340 ft.)—Granted assignment of license from Faulkner University to Faulkner-Phillips Media Inc. for \$575,000. Seller is non-profit educational institution headed by board of trustees of which James H. Faulkner is chairman. Buyer is owned by Faulkner, who is former owner of four AM's and three FM's in Alabama and Georgia, and William H. Phillips, who is currently general partner in new FM for Gulf Breeze, Fla. Phillips will be president and general manager of stations. Action April 15.
- WMML(AM) Mobile, Ala. (1410 khz; 5 kw-U)—Granted transfer of control from Lonnie M. (Mel) Tillis to Douglas Eason for \$250,000. Seller is entertainer Mel Tillis, who has no other broadcast interests. Buyer has no other broadcast interests. Action April 16.
- WPFM-AM-FM Terre Haute, Ind. (AM: 1300 khz; 500 w-D. FM: 102.7 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from The Oak Ridge Boys Broadcasting Corp. of Indiana to Power Rock Broadcasting of Indiana Inc. for \$750,000 cash. Seller is owned by Joseph Bonsall, William Lee Golden, Dwayne Allen and Richard Sterben, members of Oak Ridge Boys, Hendersonville, Tenn.-based singing group. They have no other broadcast interests. Buyer is owned by Stewart Freeman (80%) and Robert Simpkins (20%). Freeman is president and Simpkins general manager of WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., in which they are partners. Action April 20.
- WOAP-AM-FM Owosso, Mich. (AM: 1080 khz with 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 255 ft.)—Granted assignment of license from Owosso Broadcasting Co. to Michigan Radio Group Ltd. Partnership for \$750,000. Seller is principally owned by George T. Campbell and family. It publishes Argus Press in Owosso and has no other broadcast interests. Buyer is owned by Russell Balch, formerly attorney with Washington communications law firm of Fly, Shuebruk, Gaugine, Boros & Braun, now practicing in Ann Arbor, Mich. Action April 14.
- WGR(AM)-WRIT(FM) Buffalo, N.Y. (AM: 550 khz; 5 kw-U; FM: 96.9 mhz; 12.5 kw; HAAT: 890 ft.)—Granted assignment of license from Taft Television and Radio Inc. to Rich Communications Inc. for \$5,250,000. Seller is Cincinnati-based group of six AM's, seven FM's and six TV's headed by Charles S. Mechem Jr. Buyer is subsidiary of Rich Products Corp., Buffalo-based frozen food processor owned by Robert E. Rich and family. It has no other broadcast interests. Action April 14.
- WFSC(AM)-WRFR(FM) Franklin, N.C. (AM: 1050 khz; 1 kw-D; FM: 96.7 mhz; 3 kw; HAAT: minus 200 ft.)—Granted assignment of license from High Country Communications Inc. to Cross Country Communications Inc. for \$650,000. Seller is owned by Charles Frischman, Gary Boswell, Nell Yochum, Lee Williams, Bruce Eady and Sherwin Welch. Frischman, Boswell, Yochum and Williams have interest in WBBB(AM)-WPCM(FM) Burlington, N.C. Eady and Welch have interest in WXLX(AM) Blowing Rock, N.C. Frischman also has interest in KZZB-FM Beaumont, Tex. Buyer is owned by Brenda S. Wooten and Josephine C. Cunningham. Action April 16.
- WMAN(AM) Mansfield, Ohio (1400 khz; 1 kw-U)—Granted assignment of license from Richland Inc. to Treasure Radio Associates Inc. for \$2 million. Seller is owned by Vaughan P. Rubin, who has no other broadcast interests. Buyer is owned by Harrison Furst, Cleveland attorney with no other broadcast interests. Action April 16.
- WKDW(AM)-WSGM(FM) Staunton, Va. (AM: 900 khz 1 kw-U; FM: 93.5 mhz; 2.35 kw; HAAT: 350 ft.)—Granted assignment of license from Shenandoah Valley Broadcasting Co. to Clark Broadcasting Co. for \$2,330,000. Seller is headed by Patsy E. Miller, president. It has no other broadcast interests. Buyer is owned by Jim Clark. It also owns WCEI-AM-FM Easton, Md., and WOVU-FM Ocean View, Del. Action April 16.

- Montgomery, Ala.—White Broadcasting Network Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 5701 Ainsworth Rd., 36117. Principal is owned by William E. White and his wife, Ronda, who have no other broadcast interests. Filed April 15.
- Montgomery, Ala.—C.J. McGuire and Phillip M. Henderson seek 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O.

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## New Stations



Box 1206, Buxton Rd., Blowing Rock, N.C. 28605. Principals have no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—June N. Phelps seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 517 Cliff Rd., 36109. Principal has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—Montgomery Broadcast Associates Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3305 Atlanta Highway, 36109. Principal is owned by Paul H. Reynolds and Virgle L. Strickland. Reynolds also owns WAJO(AM)-WJAM(FM) Marion, Ala.

■ Montgomery, Ala.—Double LS Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 609 South Hill St., 36104. Principal is owned by Milton Leon, Tracy Larkin and Tommy Simon and his wife, Loretta. Filed April 15.

■ Auberry, Calif.—Catherine Louise Osborn seeks 105.1 mhz; 560 w; HAAT: 1,863 ft. Address: 2420 Killamey Way, Modesto, Calif. 95355. Principal has no other broadcast interests. Filed April 8.

■ Barstow, Calif.—RRCC Network Inc. seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: 501 Ave. A, Barstow, Calif. 93211. Principal is nonstock corporation headed by Randall L. Wood, president. Filed April 10.

■ Julesberg, Colo.—Vivian C. Lopez seeks 96.5 mhz; 100 kw; HAAT: 692.1 ft. Address: 15460 County Road 41, 80737. Principal has no other broadcast interests. Filed April 24.

■ Rancho Mirage, Calif.—Drake Broadcasting seeks 99.5 mhz; 1.1 kw; HAAT: 462 ft. Address: 1363 Elizabeth St., Redlands, Calif. 92373. Principal is owned by Jess Drake who has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Theresa Terrell Zick seeks 99.5 mhz; 830 w; HAAT: 445.1 ft. Address: 2819 Glendevon Circle, Henderson, Nev. 89105. Principal has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Sundial Radio Broadcasters seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 73-153 Shadow Mountain Dr., Palm Desert, Calif. 92260. Principal is headed by Joyce Wade-Maltais, who has no other broadcast interests. Filed April 21.

■ Rancho Mirage, Calif.—Daniel P. Mitchell seeks 99.5 mhz; 690 kw; HAAT: 560.9 ft. Address: 25601 Paseo de la Paz, San Juan Capistrano, Calif. 92675. Principal has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—G. Dale Cowle seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 90 Magdalena Dr., 92270. Principal has no other broadcast interests. Filed April 22.

■ Macon, Ga.—Holy Spirit Harvest Church Inc. seeks 101.5 mhz; 12 kw; HAAT: 362.1 ft. Address: 2254 Rocky Creek Rd., Macon, Ga. 31206. Principal is nonprofit corporation headed by Samuel T. Drye. Filed April 13.

■ Ocean Pines, Md.—The Johns Hopkins Broadcasting Foundation seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 2216 N. Charles St. Baltimore, Md. 21218. Principal is nonprofit corporation headed by Barbara J. Norris. Filed April 6.

■ Ocean Pines, Md.—Ocean Pines Radio Co. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 8708 Graystone Lane, Laurel, Md. 20708. Principal is owned by Alexander W. Soroka, who has no other broadcast interests. Filed April 24.

■ Ocean Pines, Md.—John Geoffrey Wright seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 187 Windjammer, Berlin, Md. 21811. Principal has no other broadcast interests. Filed April 6.

■ Ocean Pines, Md.—Ocean Pines LPB Broadcast Corp. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 10100 Ocean Highway, Ocean City, Md. 21842. Principal is owned by Leonard P. Berger, who has no other broadcast interests. Filed April 6.

■ Center Moriches, N.Y.—Knight Communications Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 63 Bay State Rd., Boston 02215. Principal is Boston-based group of four AM's and four FM's, and operator of cable system in St. Thomas and St. John, V.I., owned by Norman Knight. Filed April 13.

■ Center Moriches, N.Y.—Bay Media Group Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 63 Holiday Blvd., 11934. Principal is owned by Barry B. Mines, Lauren Y. Rothberg and Geraldine Vicari. Filed April 24.

■ Montauk, N.Y.—Jeffrey A. Salkin seeks 105.7 mhz; 3 kw; 246 ft. Address: 555 South Main St., Providence, R.I. 02903. Principal has no other broadcast interests. Filed April 24.

■ Harrison, Ohio—Broadstar Communications Inc. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 106 Greenwood Ave., Cincinnati 45217. Principal is owned by Ernest L. James. It also owns WCIN(AM) Cincinnati. Filed April 8.

■ Harrison, Ohio—Danny M. Watson seeks 96.1 mhz;

1.45 kw; HAAT: 475.6 ft. Address: 2300 East Kemper Rd., Cincinnati. Principal has no other broadcast interests. Filed April 7.

■ Huron, Ohio—Firelands Broadcasting Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3605 Pleasant View Place, Sandusky, Ohio 44870. Principal is owned by Shelley M. Luipold, who has no other broadcast interests. Filed April 15.

■ Nowata, Okla.—Moran Broadcasting Co. seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8346, Wichita Falls, Tex. 76307. Principal is Wichita Falls, Tex.-based group of three AM's and three FM's owned by Richard J. Moran. Filed April 13.

■ Vestal, N.Y.—Carol A. Morgan seeks 103.3 mhz; 435 w; HAAT: 831.5 ft. Address: 1201 Chenango St., Binghamton, N.Y. 13901. Principal has no other broadcast interests. Filed April 22.

■ Vestal, N.Y.—John Anthony Bulmer seeks 103.3 mhz; 1.02 kw; HAAT: 557 ft. Address: 125 Bayshore Court, St. Mary's, Ohio 45885. Principal has no other broadcast interests. Filed April 22.

■ Scotland Neck, N.C.—Holy Spirit FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 317 ft. Address: 2508 N. Duke St., Durham, N.C. 27704. Principal is owned by Ervin L. Hester and seventeen others. Filed April 22.

## New TV

■ Hammond, La.—Florida Parishes Television Ltd. seeks ch. 62; ERP vis. 5,000 kw. aur. 500 kw; HAAT: 695.4 ft. Address: 914 North Foster, Baton Rouge 70806. Principal is owned by Louis E. Jenkins, who also owns W49BG(LPTV) Baton Rouge. Filed April 22.

## Actions

### New FM's

■ North Crossett, Ark.—Returned app. of H&M Broadcasting Inc. for 102.7 mhz; 3 kw; HAAT: 328 ft. Action April 22.

■ Eureka, Calif.—Dismissed app. of American Media Education Network for 88.1 mhz; 100 w; HAAT: 1,422 ft. Action April 13.

■ Fenwick Island, Del.—Returned app. of Maranatha Broadcasting Co. for 92.1 mhz; 3 kw; HAAT: 328 ft. Action April 8.

■ Palm City, Fla.—Granted app. to National Christian Network for 89.9 mhz; 100 kw; HAAT: 180 ft. Action April 17.

## Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ Lihue, Hawaii—Granted app. of Walter S. Tucker for 96.9 mhz; 100 kw; HAAT: 984 ft. Action April 17.

■ Salisbury, Md.—Returned app. of Salisbury Broadcasting Co. for 98.9 mhz; 3 kw; HAAT: 328 ft. Action April 16.

■ Salisbury, Md.—Returned app. of Thompson's Radio Ltd. Partnership for 98.9 mhz; 3 kw; HAAT: 328 ft. Action April 16.

■ Salisbury, Md.—Returned app. of David L. Steel for 98.9 mhz; 3 kw; HAAT: 325.4 ft. Action April 16.

■ Salisbury, Md.—Returned app. of Gallus Radio Broadcasting Inc. for 98.9 mhz; 3 kw; HAAT: 325.4 ft. Action April 16.

■ Geneva, Ohio—Granted app. of Ray-Mar Broadcasting Co. for 104.9 mhz; 3 kw; HAAT: 984 ft. Action April 16.

■ John Day, Ore.—Returned app. of Life Broadcasting Inc. for 91.9 mhz; 2.5 kw; HAAT: 14 ft. Action April 10.

■ Reedsport, Ore.—Returned app. of Michael Liss for 92.1 mhz; 1 kw; HAAT: 325 ft. Action April 16.

■ Redfield, S.D.—Returned app. of Mary Verkest for 103.7 mhz; 100 kw; HAAT: 996.8 ft. Action April 16.

■ \*Culpepper, Va.—Granted app. of Golden Rule Org. Workshop Inc. for 89.9 mhz; 12 kw; HAAT: 255 ft. Action April 16.

■ \*Spokane, Wash.—Granted app. of Gonzaga University for 88.7 mhz; 100 w; HAAT: minus 43.4 ft. Action April 21.

## New TV's

■ Gadsden, Ala.—Returned app. of Overview Communications Ltd. for ch. 60; ERP vis. 5,000 kw. aur. 500 kw; HAAT: 754 ft. Action April 21.

■ Porterville, Calif.—Returned app. of Joaquin Correia for ch. 61; ERP vis. 17.5 kw. aur. 3.5 kw; HAAT: 320 ft. Action April 21.

■ Jackson, Miss.—Dismissed app. of Turner Broadcasting and Communications Systems Inc. for ch. 51; ERP vis. 5,000 kw. aur. 500 kw; HAAT: 1,164 ft. Action April 17.

■ Guyton, Okla.—Returned app. of Carl M. Fisher for ch. 9; ERP vis. 1.5 kw. aur. 150 w; HAAT: 268 ft. Action April 21.

■ Fredericksburg, Tex.—Dismissed app. of Johnnie B. Woodbury for ch. 2; ERP vis. 100 kw. aur. 1 kw; HAAT: 494 ft. Action April 17.

## Facilities Changes

## Applications

### FM's

#### Tendered

■ KUWL (91.5 mhz) Fairbanks, Alaska—Seeks CP to change ERP to 7 kw. Filed April 24.

■ KIHx-FM (106.1 mhz) Prescott Valley, Ariz.—Seeks CP to change ERP to 2.55 kw; change HAAT to 500.9 ft. and change freq. to 106.1 mhz. Filed April 22.

■ KLOI (107.1 mhz) Grover City, Calif.—Seeks CP to change freq. to 107.3 mhz; change ERP to 4.2 kw and change HAAT to 807 ft. Filed April 22.

■ KMBy-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change TL; change ERP to 33 w; change HAAT to 2,434.4 ft. Filed April 23.

■ WKLG (102.1 mhz) Rock Harbor, Fla.—Seeks CP to change HAAT to 232.9 ft.; change ERP to 50 kw and change freq. to 102.1 mhz. Filed April 23.

■ WZOW (97.7 mhz) Goshen, Ind.—Seeks CP to change TL; change ERP to 2 kw and change HAAT to 387 ft. Filed April 23.

■ KFRB (101.1 mhz) Girard, Kan.—Seeks mod. of CP to change TL and change HAAT to 325 ft. Filed April 22.

■ WKDO-FM (105.5 mhz) Liberty, Kan.—Seeks CP to change HAAT to 237.8 ft. Filed April 22.

■ KSKU (106.1 mhz) Lyons, Kan.—Seeks CP to change TL and change HAAT to 629.2 ft. Filed April 22.

■ WGBF-FM (103.1 mhz) Henderson, Ky.—Seeks CP to change ERP to 1,265 kw; change HAAT to 505.1 ft. and change TL. Filed April 23.

■ \* WXYV (102.7 mhz) Baltimore—Seeks CP to change TL and change HAAT to 436.2 ft. Filed April 22.

■ KXRA-FM (92.7 mhz) Alexandria, Minn.—Seeks CP to change ERP to 100 kw; change HAAT to 708.5 ft. and change TL.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Seeks CP to

change freq. to 104.3 mhz; change ERP to 19.15 kw and change HAAT to 392.6 ft. Filed April 22.

■ WKNZ (101.7 mhz) Collins, Miss.—Seeks CP to change ERP to 1.025 kw and change HAAT to 541.2 ft. Filed April 23.

■ KTTN-FM (92.1 mhz) Trenton, Mo.—Seeks CP to change ERP to 2.5 kw. Filed April 24.

■ KELN (97.1 mhz) North Platte, Neb.—Seeks CP to make changes in ant. sys. Filed April 22.

■ KNMI (88.9 mhz) Farmington, N.M.—Seeks CP to change HAAT to 675.7 ft. and change TL. Filed April 27.

■ WEZG-FM (100.9 mhz) North Syracuse, N.Y.—Seeks CP to change TL and change HAAT to 124.6 ft. Filed April 24.

■ WGFB (99.9 mhz) Plattsburgh, N.Y.—Seeks mod. of CP change ERP to 66.1 kw and change HAAT to 781.3 ft. Filed April 24.

■ WJYW (107.1 mhz) Southport, N.C.—Seeks CP to change freq. to 107.5 mhz; change TL; change ERP to 50 kw and change HAAT to 492 ft. Filed April 24.

■ KSHR-FM (97.3 mhz) Coquille, Ore.—Seeks CP to change ERP to 61 kw. Filed April 24.

■ KYQT (102.3 mhz) Newport, Ore.—Seeks CP to change ERP to 65.48 kw and change HAAT to 275.3 ft. Filed April 24.

■ WJET (102.3 mhz) Erie, Pa.—Seeks CP to change TL; change ERP to 800 w and change HAAT to 613.3 ft. Filed April 22.

■ WWIZ (103.9 mhz) Mercer, Pa.—Seeks CP to change

community of license to Sharon, Pa. Filed April 27.

■ WMGH-FM (105.5 mhz) Tamaqua, Pa.—Seeks CP to change ERP to 1.3 kw and change HAAT to 485 ft. Filed April 22.

■ WNRT (96.9 mhz) Manati, P.R.—Seeks CP to change ERP to 50 kw. Filed April 24.

■ WWHT-FM (94.3 mhz) Goose Creek, S.C.—Seeks mod. of CP to change TL and change HAAT to 479.9 ft. Filed April 23.

■ WRGZ (92.7 mhz) Harriman, Tenn.—Seeks CP to change ERP to 710 w and change HAAT to 667 ft. Filed April 24.

■ WMSR-FM (99.7 mhz) Manchester, Tenn.—Seeks mod. of CP to change TL and change HAAT to 1,269.4 ft. Filed April 22.

■ KSRW (95.9 mhz) Childress, Tex.—Seeks CP to change ERP to 50 kw; change HAAT to 475 ft. and change freq. to 96.1 mhz. Filed April 23.

■ KTSR (92.1 mhz) College Station, Tex.—Seeks CP to change TL; change ERP to 1.81 kw and change HAAT to 423.8 ft. Filed April 22.

■ KNTU (88.1 mhz) Denton, Tex.—Seeks mod. of CP make changes in ant. sys. Filed April 28.

■ KVOQ (98.3 mhz) Lorenzo, Tex.—Seeks CP to change freq. to 98.1 mhz; change TL; change ERP to 50 kw and change HAAT to 434.6 ft. Filed April 24.

■ KEYI-FM (103.5 mhz) San Marcos, Tex.—Seeks CP to change ERP to 2.24 kw. Filed April 23.

■ KWCR (88.1 mhz) Ogden, Utah—Seeks CP to change

ERP to 3 kw and change TL. Filed April 27.

■ WNUB-FM (93.9 mhz) Northfield, Vt.—Seeks CP to change ERP to 285 kw; change HAAT to 387.7 ft. and change freq. 88.3 mhz. Filed April 24.

## Call Letters

### Applications

*Call* Sought by

#### New FM's

WAGH Minority Radio Associates, Fort Mitchell, Ala.  
WTOI Jesse N. Williams Jr., Hilton Head Island, S.C.

#### New TV

WDWL Bayamon Christian Network Inc., Bayamon, P.R.

#### Existing FM

KLCI KFML Idaho Broadcasting Co., Nampa, Idaho

### Grants

*Call* Sought by

#### New AM's

KRDE Robert Adelman, Pismo Beach, Calif.  
KOOI Soquel Broadcasting Co., Soquel, Calif.  
WWOU Louise M. & Harold R. Harding, Destin, Fla.  
WWLX Prospect Communications, Lawrenceburg, Tenn.

#### New FM's

KCZP Pickle Hill Public Broadcasting Inc., Kenai, Alaska  
KBSA Board of Supervisors of Louisiana State University & A&M College, El Dorado, Ark.  
WDOX Doxa Inc., Covington, Ind.  
KDGB Community Service Broadcasting Inc., Dodge City, Kan.  
KFLB Bridgeport Radio, Bridgeport, Neb.  
WAMK WAMC, Kingston, N.Y.  
WFCO Lancaster Educational Broadcasting Foundation, Lancaster, Ohio  
KSTD Sutherland Radio Ltd. Partnership, Sutherland, Oregon  
KCZO Paulino Bernal, Carrizo Springs, Tex.  
KCHX Responsive Chord Communications Ltd., Midland, Tex.  
KGRU Prosser Grandview Broadcasters Inc., Grandview, Wash.

#### New TV

WNGM-TV Georgia Mountain Corp., Athens, Ga.

#### Existing AM's

WYIC WFBM Broadcast Communications Inc., Carmel, Ind.  
KSTT KKZX Goodrich Theaters Inc., Davenport, Iowa  
WMLX WFKB Florence Broadcasting Co., Florence, Ky.  
KWRO KBey Coquille River Broadcasters Inc., Coquille, Ore.  
WZMM WUNI Wheeling Radio Co., Wheeling, W.Va.

#### Existing FM's

KENI-FM KKGR Pacific Rim Broadcasters Inc., Anchorage  
KDJO KRBO California Radio Inc., Redbluff, Calif.  
KHEZ KLCI TVW Communications, Caldwell, Idaho  
WMJC WMKG Liggett Broadcast Inc., Battle Creek, Mich.  
KRJY KADI Communications Fund Inc., St. Louis  
WNKX WVTN Vacation Media Inc., Gatlinburg, Tenn.  
KTOU KBNG Salty Broadcasting Corp., Provo, Utah  
WZMM-FM WZMM Wheeling Radio Co., Wheeling, W.Va.

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## RADIO

### HELP WANTED MANAGEMENT

**GM \$50,000 plus benefits and profit sharing** for selling GM for big biller in upstate New York small market. Three years management experience required for this powerhouse FM/AM combo. Carry list and motivate staff. Cover letter and resume and three year billing history to Radio Search, c/o H. Patch, 32 South Knoll Drive, Dryden, NY 13503 EOE.

**General manager:** Dynamic sales-oriented pro needed for AM/FM turnaround situation in southern Minnesota college market. An exciting opportunity with equity possible for the right person. Box S-92.

**Sales oriented general manager** for top rated and top billing Arizona combo. Market is exploding. Resume to: Box S-86.

**If you can motivate me,** you can run my sales department. There is at least \$40,000 a year in it for you. Send me a resume. I am in northern California in a supermarket with a top station. Box T-20.

**General sales manager, radio.** Excellent opportunity for highly motivated individual. We seek a manager who is organized and can lead a young sales staff. We are a group AM/FM/TV operator with terrific benefits and growth potential to the right person with proven radio sales track record for our AM facility. Located in the sunbelt and an EEO employer, please send resume to Box T-21.

**Sales:** Are you a highly motivated individual with a proven successful track record of radio sales and management experience? Do you yearn for greater responsibility, a new challenge and the opportunity to increase your income? The Mid-America Gospel Radio Group is seeking dedicated broadcast professionals interested in station management opportunities. If your background is Christian broadcasting and you have a proven successful track record in sales, promotions, administration and general station activities then we want to hear from you. We are a growth-oriented company looking for no-nonsense, self-disciplined team players ready to grow with us. Excellent salary and benefits. All responses treated confidentially. Resumes are now being accepted. Write to: George Spicer, Mid-America Gospel Radio, 1817 N. Third St., Ste. 202, Phoenix, AZ 85004.

**General manager** with track record in "turning around" radio stations and the desire for a significant ownership interest. The ideal candidate should be willing to relocate and to invest meaningful resources in a station to be selected. Our group has the investment resources necessary to complete the deal. Equal opportunity. Send resume and cover letter to Box T-26.

**Local sales manager** wanted for new, aggressive top-60 market station in 10th fastest-growing county in nation. People-oriented company with high growth plans needs like-minded person to guide new sales team to success. Ideal first-management slot for salesperson with solid track record or sales manager looking to break into major market. All inquiries kept in strictest confidence. Call Mr. Moore at 804-732-3478. We're interviewing during the next two weeks. Affirmative action. EOE.

**Rare opening: Legacy Broadcasting** in Denver, KHOW/KPKE, seeking top-flight general sales manager. Two of America's most exciting radio stations. One of America's glamour cities. One of America's most dynamic radio groups. Required: self starter; team player; strong motivator and trainer; excellent sales and management skills; thorough knowledge of full-service, high profile radio. Previous GSM moved to major GM post. Please contact: Steve Keeney, Vice President & General Manager, KHOW/KPKE Radio, 8975 E. Kenyon Avenue, Denver, CO 80237, 303-694-6300. All inquiries handled discreetly. Legacy Broadcasting, an equal opportunity employer.

**Colorado Rocky Mountain regional FM** seeks aggressive general manager with strong sales background. Excellent staff, beautiful market, great opportunity! Send resume and salary requirements to: Robert Joyce, 1st National Bank Building, Suite 1400, 401 West "A" Street, San Diego, CA 92101. EOE.

### HELP WANTED SALES

**Make \$50,000** with number 1 list. Top-rated, strategically positioned and heavily promoted AC, Magic 105 FM is located in San Antonio, the heart of Texas' beautiful hill country. We are a customer-focused sales force and we offer the latest in sales training, which we view as an on-going process. If you are a top achiever who believes the customer is number one, call Glenn Schiller, GSM, at 512-646-0105. American Media is an E.O.E.

**Sell by the shore** in a 6 million dollar market. If you're highly motivated and imaginative with 1 year radio sales experience, send resume to G.S.M., Classic Rock 102, P.O. Box 97, Mystic, CT 06355. E.O.E.

**I have the top rated country station** in the market. I need the best sales team in the market. If you are a street fighter, who loves money and California, we should talk. Send resume to Box T-19.

**Key sales person needed!!** #1 list available. \$1,500.00 monthly salary. Bonuses. Gas allowance. Excellent benefits. KCII AM/FM, Harry Dyer, Box 524, Washington, IA 52353. 319-653-2113 EOE.

**Sales manager:** WALY-104 FM, Central Pennsylvania's new adult-contemporary, FM is looking for a people motivator to head our sales team. We also have an opening for an experienced account executive. Full company paid benefits & more. Resume & salary history to WALY-104 FM, 2817 Industrial Ave., Suite 200, Altoona, PA 16601.

**Are you captivated** by, and thus wholly motivated to sell country music? Do you have an irrepressible desire to grow saleswise and otherwise? Do you feel positive you have what it takes? We are looking for that person who wants the future to provide and build something more than "just a job". We offer the fastest growing area in the sought after Southland, with a powerful oldies - country AM/FM combo which provides unquestioned potential for outstanding earnings. The person we want will know it! Please address a short memo to this equal opportunity group employer at Box T-28.

**Sales manager,** full time North Carolina Christian AM. Creative self starter, solid spot sales experience a must! Salary, commission, override, benefits. Grow with young company that has vision. Tom Pamprecht, 112 S. Baywood Lane, Greenville, NC 27834, 919-753-4121.

**Aggressive, experienced salesperson wanted.** 50,000 watt AOR FM in Fairfield County, CT. Good list plus unlimited growth for the right person. Benefits plus expenses. Send resume to Bob Mordente, I-95 FM, WRKI, P.O. Box 95, Danbury, CT 06813.

### HELP WANTED ANNOUNCERS

**Top rated California FM** modern country giant needs strong announcer. If you are creative in production, get me a resume fast! Box T-17.

**Radio announcers wanted:** We are a national advertising agency with several car dealer accounts who are seeking radio announcers with a hard-driving delivery to do their radio commercials. Send audio cassettes only to GAI, Communication Arts Bldg., Olney, MD 20832.

**Highly informed talk host** who's ready to move up to network? Send tape to: 6400 Georgia Avenue, N.W., Suite 111, Washington, DC 20012.

### HELP WANTED TECHNICAL

**Chief engineer:** Good-sized market in beautiful Northwest city. Good maintenance skills required with studios, directional AM stereo, class C FM. EOE. Send resume to Box S-56.

**Engineer:** California AM/FM combo looking for full-time engineer. Must have at least five years experience and be strong in both studio and transmitter work. Send resume to Box T-16.

**WCHS and WBES Radio** has an immediate opening for a full-time chief engineer. Individual hired will have prior broadcast engineering experience. Competitive salary, benefits, company vehicle. Send resume with earnings history and references to: General Manager, WCHS Radio, 1111 Virginia Street, East, Charleston, WV 25301.

### HELP WANTED NEWS

**News director/correspondent:** Full service AM known for news, and newly acquired FM seek highly motivated and dedicated professionals to serve as director or staff. Self-starter with communications skills necessary. Send resume and tape to Scott Masteller, WWPA, P.O. Box 2168, Williamsport, PA 17703. F/M EOE.

**WBHP** voted by AP as best major market news operation in Alabama is looking for a reporter-anchor. Must be a "team player" with strong writing and street reporting skills and a good self-starter with imagination. We have a heavy commitment to news and need an experienced person to join our award winning team in beautiful north Alabama. Send tape, resume and salary requirements to Gary Hahn, P.O. Box 1230, Huntsville, AL 35807. No phone calls.

**News director** for NJ A/F combo seriously committed to news. Experienced reporter considered. Tape/resume/salary to GM, WNNJ/WIXL, Box 40, Newton, NJ 07860, M/F, EOE.

**Halfway between Poughkeepsie and Danbury** and located in the fastest growing suburban area of New York City, WPUT and WMJV are seeking an experienced self-starting news director. Salary commensurate with ability. Rush resume and tape to Box 105.5, Patterson, NY 12563. EOE.

**Reporter needed** for small market CHR with good facilities and serious about local news commitment. Entry level requiring good voice and read. Internship or some experience helpful. Cassette, resume, and writing samples: Tim Walter, ND, WLKI, 610 North Wayne Plaza, Angola, IN 46703.

**WJBO/SSN:** opening for sports director. Minimum 5 years experience. T/R Dave Prince, P.O. Box 496; Baton Rouge, LA 70821-0496. EOE. No calls.

**WBBQ-FM Augusta, Georgia,** has immediate opening for experienced newscaster. Good writing and delivery skills necessary. Send tape and resume to Jim DeFontes, News Director, Box 2066, Augusta, GA 30913. EOE/MF.

**Broadcast journalist** wanted for AM/FM with heavy news commitment. Strong writing skills a must. Send tape and resume to Joe Garito, WMTR/WDHA, Box 1250, Morristown, NJ 07960.

**News producer** search re-opened. Must be serious broadcast journalist who possesses polished delivery, professional appearance, and high quality technical skills. Must be able to make a significant contribution in a respected news operation of a top 60 market station with heavy news commitment. Responsibilities: produce four hour morning news block, anchor/write newscasts, produce in-depth reports, report as assigned, assist in assignment of stories. Competitive salary and benefits, modern facility. Please respond by May 26 with cover letter, resume, cassette of best examples of your work to: WAER-RM, Office of Human Resources, Skytop Office Building, Syracuse, NY 13244, Attn: Rick Mattioni, News Director. EOE/AA.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Top rated California FM** modern country giant needs strong announcer/program director. If you are creative, strong on promotion, and production get me a resume fast! Box T-18.



**Graduate assistants** in radio-television-film, including coordinator of university-produced sports network. Experience in announcing, writing, and production desirable. Contact: Dr. William R. Ramin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. 318—342-2144. EOE/AA

#### SITUATIONS WANTED MANAGEMENT

**Turnaround manager** Vibrant, skilled, ready to build bottom line, major market experience. 20 years in business. Box S-47.

**Major market pro** with solid GSM and national experience seeks GM position in medium-large market or GSM position large market. Excellent background, top references, career broadcaster. Box S-63.

**Recent ownership change** has experienced GM seeking new opportunity. Proven track record with established and turnaround situations. Prefer Midwest but will consider all. Let's talk. Box S-32.

**Radio station doctor** seeks general manager post. Seventeen years experience in broadcasting sales and management. Diagnostic ability; solution skills; knowledge, communication skills; selling and marketing skills; management ability and experience; excellent personality characteristics; financial, strategic analysis and planning skills all pointing to bottom line management. Can recruit, teach, train, motivate, inspire and generate immediated results. Can start-up, turn-around, work-out. Am in California will consider West, Southwest and South. Others too. "Helping you reach your goals you'll help me reach my goals". Lets talk, Write Box S-78.

**CRMC**, 7 years experience. seeks first sales manager position. Desires people orientated concept environment. Reply Box R-128.

**Business/operations manager.** Young, energetic professional with 7 years medium market business office management experience. Very strong accounting and computer background. Bottom line orientation, cost control, budgeting, receivables management and supervisory experience. People oriented, hardworking, excellent communicator. Proven track record, solid references. Flexible about relocation. Call Ed. 609—729-6211.

**Florida GSM, seeks GM position.** Strong sales and program background. RAB concept/idea manager. Box T-11.

**Mister radio does it all** in small markets. Honest. Hardworking. Knowledgeable. Handles people well. Sorenson Broadcasting Company background. P.O. Box 968, Grand Island, NE 68802-0968.

**General manager.** Thoroughly experienced in small or medium markets. Have spent last five years rejuvenating down or dark stations in Southeast. Now want that final station. Talent in all phases of broadcasting. (GM-SM-PD-AIR) have done it all. "I don't talk a good performance, I give it!" Jim Brownell 615—455-1290 day or 615—759-7243 night.

**Need a GM?** I'm currently a major market program director with recent experience as a top AE also in a major market... ready for GM opportunity. Prefer AOR, AC, classic hits, CHR. 312—691-8411.

**Years of station management experience** with number one Arbitron station. Wanting same opportunity in small to medium western states market. Strong sales and programing skills. Resume available. Box T-27.

**General manager:** Looking for my next challenge. Turnarounds preferred, any size market. Box T-23.

#### SITUATIONS WANTED SALES

**Salesman/announcer:** I'll pay my own way and make you money too. 22 years broadcasting experience. 512—381-0145.

**Sales/announcing combo.** Experienced morning or afternoon drive plus list. Small to medium market. Box S-89.

#### SITUATIONS WANTED ANNOUNCERS

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705. 203—754-8134.

**Midwest.** Returning, with thirty years all-around air experience. Very strong news: writing and beat. Professional production. Solid references. Prefer nights. 319—233-3792.

**Resident crazy and communicator** for morning or afternoon drive. Original character voices, impressions, solid comedy and copywriting. Currently, I use my humor and other talents as the host of a daily prime time national cable TV show. I'm a responsive team player who was lured by television, but misses the freedom of radio's "theater of the mind". Box T-7.

#### SITUATIONS WANTED TECHNICAL

**Engineering level technician** seeking permanent position as station engineer. Midwest or New England states. Experienced in AM-FM broadcast, STL, microwave, and land mobile radio. Maintenance oriented, FCC licensed and NARTE certified. Excellent technical skills. Reply to P.O. Box 11076, Eugene, OR 97440.

#### SITUATIONS WANTED NEWS

**Veteran PBP man w/ Sports Broadcasting versatility** looking to relocate immediately. Wants collegiate or major market job. Call Mike 813—758-7813

**Diamond in the rough.** Top notch PBP/sports anchor talent too big for small markets. Looking for challenge. Bob 201—546-5546.

**Veteran sportscaster.** Exciting, accurate, play by play. Call: 1—309—692-1543. Write: Box 50C, Edwards IL 61528.

**Football PBP.** Freelance PBP or fulltime sports. 7 years college PBP, M.S. communications, former SD radio & TV, owner sports production company. Available now. Box T-4.

**Sports director,** named best in Texas 3rd straight year. Award winning PBP. Call Chip. 409—776-1240.

**Award winning news/sportscaster** seeks medium-/major market PBP opportunity. Can also do news. 303—241-6452.

**Talk host.** Presently employed in top western market. Not "beat em' to death" style, but I've got the ratings, and can prove it. Box T-22.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**27 years experience.** Seeks PD/OM slot at financially stable operation in West or Southwest. Country or A/C. Chuck Wolfe 915—699-1903.

**Experienced broadcaster** seeks small to medium market on air and production position. Would qualify to extra duties in middle management or as addition to sales staff! Box S-87.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Business manager:** Independent TV station seeking business manager. Prefer applicant with accounting degree and tax background. Duties include supervising staff of four, personnel, payroll, budgeting. Knowledge of computerized systems helpful. Please submit resume and salary requirements to: Michael Lape, VP/GM, WPMT43, 2005 S. Queen St., York, PA 17403. EOE.

**Program director.** Top 60 Midwest market independent with 6 share S.O./S.O. advantage over closest indy competitor, seeking PD with thorough background and proven track record in indy TV. Resume to: Box S-88. EOE.

**Local sales manager.** Major market independent. Group owned. Outstanding income potential. Seeking aggressive, highly-motivated individual with strong management and people skills. Client development, retail, large agency experience important. Excellent career opportunity. Box T-15.

**Production manager** for West Coast independent UHF. Applicant should be creative, aggressive and a self-starter with independent UHF experience. Competitive salary and fringe benefits. Excellent facilities. Send resume to: Box T-2. Equal opportunity employer.

**Local and regional sales manager:** Network affiliate in a beautiful sunbelt community near the national sea shore. This is a growth opportunity in an "up and coming" station and broadcast group. We are seeking an experienced (5-7 years preferably) aggressive leader in local and regional sales to motivate and direct an 8 person sales staff plus a regional office. Only candidates with demonstrated results in the sales area will be considered. Send resume and letter in confidence to Box T-9 EOE, M/F.

**Programing/creative services director:** Responsible for managing eight person department overseeing four areas including programing, promotion, creative services and community involvement. Ideal candidate has managed either a programing or promotional department. Top 50 market; affiliated station in sunbelt. EOE. Send resume to Box T-8.

**Business manager/financial manager:** Station needs aggressive, knowledgeable manager to oversee and maintain accounting records plus work with other department heads to monitor and maximize station operations. Send resume and salary requirements in confidence to: Box T-32. EOE, M/F

**Local or national sales manager:** WIXT-TV, ABC affiliate is looking for an experienced person with TV sales or rep background. Prior management a plus. David M. Krause, GSM, 315—446-4780. EOE.

**General sales manager:** If you are a leader, able to manage and direct both local and national sales people, an East Central/Midwest dynamic station has an opening for you. Excellent salary and benefits. Send resume and salary requirements in confidence to: Box T-31. EOE, M/F.

**Business manager:** Dynamic independent in very attractive area of Sunbelt seeks hands-on individual experienced all phases of broadcast accounting. Should possess accounting degree or certification in addition to good supervisory and communication skills. Salary commensurate with experience. Send resume and vitae to Robert Ware, P.O. Box 3985, Ocala, FL 32678.

**Promotion manager:** We are a medium market ABC affiliate looking for an aggressive, creative promotion producer. Applicants must have strong writing skills, knowledge of on-air graphics production and news promotion. Minimum of two (2) years TV promotion experience is required. Send resume and tape to: Frank Marafioti, Pgm. Dir., WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

**Enjoy the warm sea breezes** in the sparkling city by the sea, Corpus Christi, Texas. Immediate opening for manager of local sales department. Must have experience in TV sales and management. Send resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512—854-4733. EOE.

**Senior manager for administration and finance:** New Hampshire Public Television. Three-station public TV network, licensed to the University of New Hampshire, seeks strong administrator to work as assistant general manager. Responsible for all financial and capital planning; supervise business office staff; administer personnel activities, and oversee facilities planning and management. Coordinate activities with board, legislature, university officials, and trustees. Minimum qualifications: Master's degree and five years or bachelor's degree and seven years of experience in financial planning and administration, including at least two years at a senior level; supervisory experience; demonstrated planning and communication skills. Previous non-profit experience and computer literacy preferred. Salary range: \$29,940 - \$46,770 commensurate with experience. Non-status citizens must include current visa status. NHPTV, is located on the NH seacoast 60 miles north of Boston. Will be moving to a new broadcast center by June 1987. Send resume by June 15 to: NHPTV, P.O. Box 1100, Durham, NH 03824. Attention: Ruth Mott. UNH is an EEO/AA employer.

**Promotion director.** Top 20 ABC affiliate searching for department manager with creative ability and minimum 2 years management experience. Must be able to motivate personnel and make a major difference in on- and off-air product. Heavy emphasis on news promotion. Send resume and tape to: Cason Capps, Vice President/General Manager, KTVI, 5915 Berthold Ave., St. Louis, MO 63110.

**Vice president/development** with public TV/radio station. Maintain current state-of-the-art fundraising techniques, attain revenue goals, and supervise staff. Four-six years experience in middle- to senior-management non-profit fundraising position. Budgeting skills and proven leadership success. Letter of application, resume, references, and salary requirements to Stephen M. Steck, President, WMFE-TV/FM, 11510 East Colonial Dr., Orlando, FL 32817-4699. Equal opportunity employer.

#### HELP WANTED SALES

**Local sales manager.** Group-owned station looking for aggressive sales manager to motivate sales team at a top 20 market west coast independent. New business development and experience in vendor and cop programs a must. Must demonstrate strong knowledge of ratings use, and have a successful track record in direct and agency sales. Send resume to Box S-58. All inquiries will be strictly confidential. M/F EOE.

**TV account executive.** KSCH-TV channel 58 is looking for an experienced independent salesperson. Excellent opportunity to move up to a large market with a growing television group. TV account executive must have experience in developing new business and a positive attitude about being successful. Send resume to: Ron Leppig, General Sales Manager, KSCH-TV Channel 58, P.O. Box 269058, Sacramento, CA 95826. EOE.

**Top rated ABC affiliate** in the nation's 52nd market seeks aggressive individual with rep or national sales background. Exceptional opportunity with a growing group. Send resume and salary history in confidence to: General Sales Manager, KTUL Television, P.O. Box 8, Tulsa, OK 74101.

**Co-op specialist:** Top-ranked affiliate in medium sized Western market looking for a co-op specialist. Candidate should have background of finding available co-op dollars and ability to assist sales people in closing retailers. We offer a wonderful work environment, a fine place to live and an opportunity with one of the broadcasting industry's leaders. EOE. women and minorities encouraged. Box S-77.

**Project director for sales & marketing.** WGBH currently has opening for an individual to be responsible for soliciting, developing and implementing national/international videoconferencing clients for GBH Productions. Requirements for this position include: 3-5 years of producer level experience in program and videoconference production, extensive knowledge of current and future marketplace in ad hoc and private satellite networks, and the proven ability to manage large projects with full financial responsibility. Also essential is extensive knowledge of satellite technology and the ability to supervise technical and support personnel before and during production. WGBH offers excellent benefits and a unique and challenging work environment. Interested candidate should send resume with letter of interest to: WGBH Personnel Office, (A-315) 125 Western Ave., Boston, MA 02134. Application deadline: May 15, 1987. An equal opportunity employer.

#### HELP WANTED TECHNICAL

**KTVN-TV** has an immediate opening for the position of master control room operator. FCC license or permit required. Prefer person with experience, but will train. Send resume and references to Al Richards, Director of Engineering and Operations, P.O. Box 7220, Reno, NV 89510.

**Television engineer** with experience in operations and maintenance in ACR-25 video cart machines needed for Midwest affiliate. Send resume and salary requirements to Box S-72 EOE.

**ENG photographer:** Videotape editor, one year experience gathering, editing TV news. Drivers license required. 3/4" demo. EOE. Reply to Steve MacDonald, KTVN, 1007 W. 32nd Ave., Anchorage, AK 99503

**Chief engineer.** KPTM-TV, the Midwest's leading independent, requires a proven manager to lead our maintenance and operations staff. The facilities consist of a modern, well constructed studio, together with possibly the finest high-powered UHF transmitter plant ever constructed. We are located in the very liveable, progressive city of Omaha. Recent hands-on experience with UHF transmitters and modern production equipment is desirable. EOE. Resumes to: General Manager, KPTM-TV, 4625 Farnam St., Omaha, NE 68132.

**Technical crew** for new facility. Need full production and technical staff for 7 day a week production. Some experience or formal training required. Send resume to: MDK Inc., 531 Esplanade, #302, Redondo Beach, CA 90277.

**Director of technical operations.** Fast-growing independent television news and production company seeks top-notch engineering professional with a minimum of 5-8 years experience. Must have hands-on experience with ENG equipment, control room, microwave, satellite, plus strong maintenance background and some management experience. Engineering design experience preferred as well. This is outstanding opportunity for a well rounded engineering pro who can see the "big picture"; who possesses sound judgement; who can put together a complete budget and live within it; who in a real self-starter. Salary negotiable. Send resume, cover letter and salary requirements to: President, Potomac Telecommunications Group, Suite 319, 400 North Capitol St., NW, Washington, DC 20001. No calls, please.

**Assistant chief engineer:** KRIV-TV, Fox Television, is seeking a qualified assistant chief engineer. Must have minimum of 5 years television broadcast experience. Must have supervisory experience and be familiar with studio equipment, maintenance and UHF transmitter. Must also have good communication and budgeting skills. FCC license or SBE certificate required. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Wendell Wyborny, VP/CE.

**TV maintenance technician - Hawaii.** Fast-paced network affiliate with production/remote arm seeks hands-on self-starter to adjust, troubleshoot and repair to component level, including TK-45s, HL-79s, CMX, ADO, ADDA, GVG-300, Dubner CBG, Ampex 1", Microwave and transmitter experience preferred. Career opportunity with possibility of advancement for motivated person who can demonstrate several years of solid accomplishment. Send resume with references and salary history to Dave Moore, KITV, 1290 Ala Moana, Honolulu, HI 96814. No phone calls. EOE.

**Maintenance engineer:** FCC first class or general license. Experience with Ampex 2" VTRs, ACR 25, Sony 1" and 3/4" systems, studio and ENG camera systems, and character generators preferred. Resume to Rick Craddock, KKTV, Box 2110, Colorado Springs, CO 80901. EOE.

**Chief engineer:** Immediate opening in sunny south Texas. Previous experience as assistant chief or chief engineer is mandatory. Engineering degree preferred. Send resume to Billy Brotherton, Station Manager, KHII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

**Television maintenance engineer:** WDIV/Post-Newsweek in Detroit, has an opening for a television maintenance engineer. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape, and a working knowledge of digital equipment, still store, frame sync and video effects. A minimum of two years technical schooling is preferred. Send resume to WDIV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. EOE.

#### HELP WANTED NEWS

**News director/anchor.** To manage and anchor small department. Writing and hands-on experience necessary. Opportunity in growing Northeastern market. Resume to Box S-83.

**Producer:** #1 rated NBC affiliate on 30th market seeking outstanding producer with excellent credentials. Must have thorough understanding of graphic production and strong journalism background. We make extensive use of live shots (including KU truck) and emphasize hard news. If you are creative and enjoy putting together a great newscast we would like to hear from you. Send resume and letter outlining your news philosophy to Tom Luljak, News Director, WTMJ-TV, P.O. Box 693, Milwaukee, WI 53201. EOE.

**Anchor/reporter.** Co-anchor our early and late newscasts and arrange public affairs interviews. Tapes and resumes to Mike Piggott, WLFJ-TV, Box 7018, Lafayette, IN 47903. No calls.

**Aggressive medium market** net affiliate needs an accomplished news anchor with reporting and producing skills. Two years on-air work minimum. Grow with a winner in a great family city. Box S-90.

**News director.** KTVN-TV, Reno, has an opening for an aggressive news director with a burning desire to be a news leader. Must be a good producer, writer. Must possess equipment knowledge and ability to train and motivate. Bachelor's degree in journalism and two years previous management experience in journalism with at least one year as producer and reporter desired. Reno offers a great lifestyle. Send resume and references to Dennis E. Siewert, President and General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. KTVN is an equal opportunity employer.

**News photographer.** KTVN-TV News 2 has immediate opening for a motivated individual with news photography experience to join our aggressive staff. Creativity and journalistic skills a must. Job requires a clean driving record and personal responsibility for thousands of dollars of equipment. Hours are varied and successful applicant will agree to work overtime hours when needed. Job pays \$6.00-\$6.50/hour, based on experience. Send resume and references to Jim Ogle, News Director, P.O. Box 7220, Reno, NV 89510. KTVN is an equal opportunity employer.

**Two positions:** Sports anchor and news photog. Sports anchor must be interested in winter sports. Need someone who can do it all on any given day: report, write, shoot, edit and PBP. Also need news photog. with at least a year's experience. Looking for steady performer with a good eye. Tapes and resumes to: KIMO-TV, 2700 E. Tudor Rd., Anchorage, AK 99507. No calls, please.

**News producer:** Want a people-person to help guide a 26 person news staff. Multiple live. Graphics. Chyron. ABC affiliate. Minimum 18 months experience. Reply Box T-14. EOE.

**Media Marketing is expanding!** We need television/radio consultant with solid background in station and/or news management (salary - \$85,000); also seeking public relations associate with promotion/production experience. (salary - \$52,000). Send applicable material in confidence to Dave Sanders, President, P.O. Box 1476--PD, Palm Harbor, FL 34273-1476. 813-786-3603.

**One of the top local news operations** in the country, WJXT-TV is looking for a first rate news producer. Our ideal candidate is now producing weekends in a larger market or is an executive producer in a smaller one. 3 years producing minimum, college degree required. Send tape and references to Nancy Shafran, Assistant News Director, WJXT, 1851 S. Hampton Rd., Jacksonville, FL 32207. EOE. We are a Post-Newsweek station.

**General assignment news reporter**—for top 50 East Coast market. Minimum 18 months television news experience and college degree required. Send tape, resume, references and salary requirements to: News Director, 801 Wavy St., Portsmouth, VA 23704. No phone calls accepted. We are an affirmative action/ equal opportunity employer.

**Assistant news director,** to oversee daily operations of 50 person staff. 5 years commercial news experience. Send resume to News Director, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914.

**Meteorologist or weather expert.** Top 25 northeast market station seeking the best in presentation and forecasting for Monday through Friday "weather-intensive" newscasts. Two years television experience required. No beginners or agents, please. Send resume to Box T-25.

**Anchor-producer** position open for #1 rated 1/2 hour AM and midday newscasts. Anchor and producer experience required. Southwest 50's market. Send resume to Box T-30. EOE.

**Executive producer:** #1 CBS affiliate looking for take charge person to handle day-to-day operations and special projects. Must have superb people skills. Work with producers and reporters. Outstanding production and writing skills required. Tape & resume to: Stephen Hammel, News Director, WHEC-TV, 191 East Ave., Rochester, NY 14604.

**Executive producer:** We need a creative, people-oriented manager for 3 hours of daily programming. An exciting challenge for the top-flight major market producer, a step up for the small market news director who wants the technology to communicate effectively. 30s market. Send resume to Box T-29. EOE.



**Anchor** to complement established woman at NBC affiliate. 5-years experience required. Spanish competency preferred. Send tape, letter, salary requirements and resume to Ralph Green, KTSM-TV, 801 N. Oregon, El Paso, TX 79901. EOE.

**Photographer and tape editor.** 1-year experience. Send tape and resume to Ralph Green, KTSM-TV, 801 N. Oregon, El Paso, TX 79901. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Advertising & promotion manager.** Key department position at major market station. Must have track record in a competitive environment. Must have strong marketing, management skills. Successful candidate will have minimum four years experience in television promotion with production background. College degree preferred. EOE. Box S-42.

**TV traffic assistant,** independent station, experienced preferred. Knowledge of computers helpful. Must type 55-60 wpm. Send resume and salary requirements to: Traffic Manager, P.O. Box 3985, Ocala, FL 32678. No phone calls accepted.

**KTVN-TV** has an immediate opening for the position of electronic graphic director. Person will be in charge of building graphics and graphic styles for news and commercial production. Person should have experience with Colorgraphic/Artstar system and Chyron IV system. Send resume and references to Dave Briscoe, Production Manager, P.O. Box 7220, Reno, NV 89510.

**KTVN-TV** has an immediate opening for the position of graphic assistant/production assistant. Person will help graphic design director in developing and building graphics for news and commercial production as well as helping with news presentations on a daily basis. Applicant should be familiar with news and commercial production. Send resume and references to Dave Briscoe, Production Manager, P.O. Box 7220, Reno, NV 89510.

**KTVN-TV** has an immediate opening for the position of commercial production director. Good commercial writing and production skills required. Must be able to handle entire production from writing to finished product. Experience required. Send resume and references to Dave Briscoe, Production Manager, P.O. Box 7220, Reno, NV 89510.

**Promotion director.** ABC affiliate in fast growing central Florida market needs writer/producer for on-air, print, and radio promotion. Send resume and salary requirements to Cliff Conley, WFTV, P.O. Box 999, Orlando, FL 32802.

**Senior producer:** leading TV documentary production organization: adventure, nature, science, seeks people manager with strong production, story development and edit room skills for weekly national magazine. Minimum eight years documentary film and TV experience. Washington based. Resumes only. Box S-75.

**Creative production photographer** wanted to join commercial production and promotion teams in #1 station in top 40 market. Must demonstrate first-class camera work, lighting techniques and editing skills. Computerized editing skills in 1" or 1/2" formats preferred. Two years experience and demo reel required. Send resume and reel to Corporate Department of Human Resources, Capitol Broadcasting Company, 711 Hillsborough St., Raleigh, NC 27605.

**Commercial producer/director:** One of the best small market indies in Mid-South has immediate opening. Copywriting, 3/4" editing and post production experience required. Tapes and resumes to Mark McKay, WNTZ-TV48, Television Plaza, Natchez, MS 39120, 601-442-4800.

**CBS affiliate** in the 91st market, looking for an experienced television director. Responsibilities include directing of commercial production, live programming and editing. Send resume to Lyle Kaufman, Operations Manager, KOLN-TV, P.O. Box 30350, Lincoln, NE 68503. EOE.

**Young, aggressive,** rising conservative Christian television network seeks the following: producers, associate producers, directors, writers, production assistants, master control personnel, finance manager, and marketing specialist for immediate consideration. Two to three years of experience requested. Box S-93.

**Artistic director/producer.** Will supervise artistic direction or all Armenian Television programs, including theatrical and musical shows. M.A. in audio visual arts. Two years experience. \$2350 per month. Reading, writing, spoken Armenian. Job site: Van Nuys, California. Send this ad and a resume to Job #FHC1950, P.O. Box 9560, Sacramento, CA 95823-0570. Not later than May 19, 1987.

**Editor for 1"** post production facility. CMX-340X and Sony 5000E systems. Need someone with CMX340 experience. Must be creative, fast, accurate, and work well with clients. Send resume and reel to: P.O. Box 669, Houston, TX 77401.

**Editor.** Facility seeks fulltime senior editor. Experience (2-4 yrs) with Convergence Systems and ADO. Adept in equipment maintenance. Good client relations a must. Washington, D.C. area. Send resume and salary requirements. Box T-1.

**On-air producer:** KRIV-TV, Fox Television, is seeking a qualified on-air producer. Requirements include a minimum of two years television production experience, excellent copywriting, video tape editing and production skills. Creativity, exceptional attention to detail and ability to work under tight time constraints a must. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Promotion Dept. No phone calls. EOE.

**Senior television producer/director.** Oklahoma State University is seeking a person to produce educational video tapes for agricultural and consumer audiences. Applicant should possess well-developed broadcast skills. Must have interpersonal skills for dealing effectively with a wide range of technically and scientifically oriented people. Responsibilities will include writing and producing programs in cooperation with faculty. Minimum requirement BS degree and 3 years experience. To receive full consideration, resume and samples of work should be received no later than May 15. Submit to: Charles Voyles, Agricultural Information Department, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an affirmative action/equal opportunity employer.

**Promotion/production/program director:** ABC affiliate in small Alabama, Georgia, North Florida Sunbelt, seeks aggressive, creative individual with demonstrable supervisory and people skills. Minimum 3 years commercial television experience. Growing group of southeast affiliates, ideal living, near Gulf or Atlanta. New equipment. Come help us grow! Decision planned by June 5, 1987. Box T-24.

**Promotion manager:** Creative, hands-on person to manage aggressive, sophisticated, advertising and promotion campaigns with heavy emphasis on news. Experienced only, rush resume and tape to Buzz Floyd, KVBC, 1500 Foremaster Ln., Las Vegas, NV 89101.

**Promotion writer/producer.** We are an NBC affiliate located in the 14th largest market and seeking an individual with 3 years producing experience to write and produce on-air promos for news and entertainment programming. The position requires strong creative writing and conceptual skills along with knowledge of 3/4" editing, studio camera, lighting and control room equipment. Degree preferred. We offer a competitive salary and excellent benefits. Send resume to: Director of Personnel, WXFL-TV, P.O. Box 1410, Tampa, FL 33601. EOE M/F.

#### SITUATIONS WANTED MANAGEMENT

**Creative TV pro** with 3 years experience in syndication and rep biz seeks challenging marketing position. Ivy league & Newhouse grad. full of innovative ideas. Box T-13.

**Proven performance...** experienced... dedicated... employed... manager looking for a GM/GSM position with an aggressive/progressive broadcaster. Experienced in local/regional/national TV sales and station operations. You have nothing to lose (except a 2¢ stamp) and everything to gain! No blind P.O. box's please. Box T-6.

#### SITUATIONS WANTED ANNOUNCERS

**Los Angeles TV personality** (5 yrs.), radio background, very funny and charismatic, experienced in writing comedy, producing, directing and hosting interview and magazine TV shows. Plenty of TV commercial production experience, open to all possibilities. 818-503-1135.

#### SITUATIONS WANTED TECHNICAL

**Seeking master control/video** tape operations position in top 60 market. Extensive experience in all phases of production and on-air operations. Reply Box T-3.

#### SITUATIONS WANTED NEWS

**Cameraman/editor** with producer thinking, overseas and domestic experience, a victim of the CBS budget cuts looking for attractive job offer. 202-234-5217.

**Photographer/editor/helicopter pilot.** 5 years shooting/editing experience, last 13 months at Chicago O&O. Commercial helicopter license. For resume, reel or information contact Pete 815-398-5382.

**Sports reporter/anchor.** Sharp writer... specialize in sports journalism, not just "personality". Will relocate. Call Joel 312-677-8709.

**Mature, single, will relocate...** seeking entry level reporter position in small market. Either news or sports. Call 301-582-0479.

**Anchor/producer** seeking new challenge in medium market near West Coast. 17 years experience includes reporter/producer in major markets. Wes Sims 214-581-5282.

**Forget the cliches.** May 16 graduate aspires to be a quality television sports journalist. Vast undergraduate experience. Jay Radzawicz, 61 North Main Street, Alfred, NY 14802. 607-587-8774.

**Young, female reporter/anchor.** Dartmouth, Columbia Masters, May '87. Experienced, eager and dedicated. Foreign wireservice experience. Languages. Top credentials; any market. Chris - 212-749-8484.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Eight years experience** all aspects video production - Damned good! Christopher David Barnes 213-395-9474.

**Catch 22:** You need a reel to produce, and you need to produce to get a reel. Promotion assistant in major market NBC affiliate desires hands-on opportunity in small-medium market for "grooming". Open to public affairs, news, variety shows. John 612-374-1214.

#### MISCELLANEOUS

**Covering New Hampshire Primary** or New England news. Two fully equipped broadcast quality ENG crews available with all bells and whistles and edit suite. Call 603-679-5648.

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center. 20 years in broadcast. Includes 100 page training manual, one hour videotape. Prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

**Entry-level opportunities nationwide.** News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476-PP, Palm Harbor, FL 34273-1476. 813-786-3603.

**Primo People** is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Catch 22:** You need a reel to produce, and you need to produce to get a reel. Promotion Assistant in major market NBC affiliate desires hands-on opportunity in small-medium market for "grooming". Open to public affairs, news, variety shows. John 612-374-1214.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Instructor/assistant professor of Communications.** M.A. required in Journalism or Communications. Teach courses in communications, journalism, composition. Effective September, 1987. Application deadline: May 15, 1987. Send resume to Dr. Gloria Henderson, Gordon Junior College, Barnesville, GA 30204 or call 404-358-1700. AA/EOE.

**Telecommunications:** Assistant professor, full-time, tenure track position. Master's degree required, Ph.D. preferred. Three years college teaching experience required. Must be able to teach undergraduate courses in an established, production oriented program; graduate level teaching experience desirable. Applicant should be able to teach TV production and any of the following: Introduction to Telecommunications, Writing, Communication Law, Management. Internship supervision will also be assigned. Competitive salary/benefits. Available Fall 1987. Deadline for all applications is May 15, 1987. In order to be considered for the position, applications must include letter of application, resume, transcripts and three letters of recommendation. Materials should be sent to Mr. Daryl Fairchild, Search Committee, Dept. of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

**Northwestern University Medill School of Journalism and School of Speech** seeks applicants for a joint faculty position. Ideal candidate will have outstanding record of research publication and/or exceptional professional experience in one or more areas of news and public opinion, policy, audiences, processes, history, content, or economics. Information: Gary Cummings or Lawrence Lichty 312-491-5091 or 491-7315. Apply: Speech/Medill Search, 1905 Sheridan Road, Evanston, IL 60201 EEOC.

**Mass communication.** Lecturer/assistant professor (tenure-track) begins August 25, 1987, pending authorization. Applicant expected to teach announcing, writing for radio-television, audio production, media management, sales and promotion, and introduction to speech communication/public speaking. Ph.D. in mass communication area. Master's degree and professional experience in radio performance/management considered. Applications accepted until position is filled. Send letter and credentials to: Ali Zohoori, Search Committee, State University College, Oneonta, NY 13820-1371. The College is affirmative action, equal opportunity employer.

**Instructor, video production** Tenure track. Teach single- and multi-camera production courses and advise student production unit. Position requires MA or MFA, video production experience, broad production interest, and a thorough understanding of the complete production process. Teaching experience helpful, along with experience or an interest in one or more of the following areas: computer-generated video imaging, audio production and media writing. Salary \$18-\$22,000 for 9 months, with summer teaching possible. Submit letter and resume by May 25, 1987, to: George Korn, Chair, Production Committee, School of Telecommunications, Ohio University, Athens, OH 45701. Ohio University is an affirmative action/equal opportunity employer.

#### HELP WANTED MANAGEMENT

**Executive officer:** Production company specializing in radio-television productions seeks president for executive duties. Must also decide TV/radio formats to maximize audience appeal. Will market shows with film studios and agents. Oversees and manages investment projects and decides timing of shows and talent to be interviewed for print and electronic media. Must have knowledge of media markets in English speaking world for radio-television packaging shows re: legal liability to avoid claims of slander or libel. Negotiate contracts with broadcasting companies. 3 years experience. \$6,525 month. Job site Los Angeles. Send resume to job #FHC 1951, P.O. Box 9560, Sacramento, CA, 95823-0560 not later than 15 days after date of advertisement.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**CMX editor:** Expanding Southwest post production facility seeking top quality editor. Extensive multi-channel ADO experience required. If you have national commercial client experience, send resume and tape to: General Manager, Dallas Post-Production Center, Four Dallas Communications Complex, Suite 118, Irving, TX 75039.

**Videotape editor:** Growing Pittsburgh-area production and post-production facility seeking editor with heavy experience on Grass Valley and CMX editing systems. Send resumes to: Madeline Kramer, TPC Communications, Inc., Production Plaza, Sewickley, PA 15143. Phone: 1-800-331-3735.

#### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

#### MISCELLANEOUS

**For sale: MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**"Breaking Into Broadcasting"**. New, exclusive report tells how. \$9. Coastline Publications, PO Box 533, Somers Point, NJ 08244.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

**Equipment wanted** Immediate cash for Sony 1100s, editors, switchers, etc. 303-698-1145.

**FM antenna(s):** Will buy used FM broadcast antenna(s)-any make-any model. Call 806-372-4518.

**FM antenna(s):** Will buy used FM Broadcast antenna(s)-any make-any model-call 806-372-4518.

#### FOR SALE EQUIPMENT

**AM and FM transmitter** —used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 2500DS(1972) CSI 25000E(1978)\*\*20KW FM-Harris 20H3(1970)-CCA 20KW(1973). Transcom Corp 215-884-0888, Telex 910-240-3856

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977), ITA 1000C(1965). Transcom Corp 215-884-0888, Telex 910-240-3856**

**Harris 1KW AM\*\*SX-1A (1985)-MW1A (1983)** both in mint condition. Transcom Corp 215-884-0888, Telex 910-240-3856

**50KW AM Continental 317B (1964),** RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5T(1965), Collins 21E(1964)\*\*1KW Am GatesBCT(1963)\*\*Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters new, best price, latest technology,** 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line: much more! Call Ray LaRue 813-685-2938.

**For sale 28 Sony 3/4" VCRs,** consisting of 10 BVU200A, 1 BVU200B, 8 BVR510A, 4VP2260, 4VO2860, 1 VP2011, 3 JVC CR8500 VCRs. Also 2 Sony editors, 1 RM-410, 1 RM-430 and 2 JVC RM-85U editors. For further information, contact Paul Leger, ESPN, Inc. 203-584-8477.

**VITC and longitudinal time code generator-reader.** EECO VIG-850. Like new. \$1,700. 212-265-3676.

**Microwave systems.** Brand names. Bought, sold, traded. Call for current listing. Maze Broadcast. 205-956-2227.

**Hitachi HR-200 1" VTR system.** Ikegami HL-79DAL ENG. Harris 520 TBC. Best offer. Maze Broadcast. 205-956-2227.

**Grass Valley 1600-1X production switcher.** Grass Valley 1600-4S master control switcher w04 automation. Used only 6 mo. Maze Broadcast. 205-956-2227.

**Ampex 1200 \$9,000; A/R-2 \$7,500; RCA TR-60, \$5,000; RCA TP-66 \$8,500 to \$12,000; RCA FR-35B \$19,000; RCA FP-35A \$15,000; RCA TP-55 \$4,500; RCA TP-7B \$4,500; RCA FR-16 \$15,000; Accepting film equipment in trade. International Cinema Equip., 6750 NE 4th Ct., Miami, FL 33138, 305-756-0699.**

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minute \$8.99. 60 minutes \$11.99. Eicon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-845-8888 or toll free 800-238-4300.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

**66 FM transmitters** in our inventory Harris 40H-3 & RCA 40-E 40kw's. Harris 20-k, current model. Harris 20-H-3 with MS-15. Continental 831-G with 310Z-2. Three RCA20-E's. CCA 20,000 E. Harris 10-H-3, MS-15. Collins 830-F, 310-Z2. Many other 20-10-5 & 1 kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

**41 AM transmitters:** Continental-GE & Harris 50 kw. Harris 10-H, Continental 316-C. Four RCA 10-U's. Continental 5kw power rock-828-E. Many other 50-10-5-2.5 & 1 kw's. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

**Post production house moving.** Selling complete 1" inventory consisting of Ampex ADO-3000, VPR-2B's, Quantel digital effects, more. Call for details & inventory. Maze Broadcast. 205-956-2227.

**RCA TK-46 studio color camera systems.** 2 units just removed. \$15k for pair. Maze Broadcast. 205-956-2227.

**Gates FM-5H five kilowatt FM transmitter** with TE-3 exciter. FOB Colorado. \$4500.00. Maze Broadcast. 205-956-2227.

**RCA TTU-60 sixty kilowatt UHF transmitter** in mid band. Complete with dual solid state exciters, remote, microwave, good klystrons, spare parts. \$125,000.00. Maze Broadcast. 205-956-2227.

**Sony DXC-M3 ENG camera systems.** 2 available. Excellent condition. 10k for pair. Maze Broadcast. 205-956-2227.

**VPR-2B's, BVH-1100 editing suite, RCA TK-29s, Vital 114s, Ampex ADO-1000, Grass 400 routing switcher, Sony 5000s and 5600s, A/R-2, TCR-100s, TP-66s, TP-55s, TP-7s, VPR-1s, Crosspoint Latch 6112s, Datatron Vanguard Editor, NEC TBC-10, CMX Edge. Call Media Concepts 919-977-3600.**

## RADIO

### Help Wanted Management

Positions Available

#### FUTURE MANAGERS WANTED

The Ten Eighty Corporation has exceptional Account Executive positions available at two of the industry's premiere radio stations:

**WTIC-AM-1080 — Hartford, Connecticut**  
**96-TIC-FM — Hartford, Connecticut**

If you have prior broadcast sales, marketing and management experience and would like to work for a broadcast company that promotes from within, please send your resume to:

Mr. Jim Simonetti, Sales Manager, WTIC-AM-1080, One Financial Plaza, Hartford, CT 06103.

Ms Paula Wilmer, Sales Manager, 96-TIC-FM, One Financial Plaza, Hartford, CT 06103.

No phone calls, please. EOE. M/F.



## Help Wanted Management Continued

### GENERAL MANAGER

Broadcast group seeks "Take Charge" General Manager for Southeastern medium market AM-FM combo. Prior experience as General Manager or Sales Manager preferred. Send resume, references, and salary requirements to Box S-95. EOE.

## Help Wanted Sales

### REGIONAL SALES MANAGER RADIO FORMAT DIVISION

You're a great salesperson - you've managed - you know programming - you project trust & confidence - you want to use your knowledge & experience to help radio stations become successful - you want excellent compensation & benefits - you want to grow - you want to live in San Diego.

Send resume to Peters Productions, Inc., 9590 Chesapeake Dr., San Diego, CA 92123.

## Help Wanted Technical

### RADIO ENGINEERS

Greater Media, Inc. is currently accepting applications for future radio engineering positions at our suburban New York radio stations located in New Brunswick, New Jersey and Huntington, Long Island. Applicants should be well versed in all facets of station engineering. Opportunities for future advancement possible within a dynamic growing company. Send resume and salary requirements to: General Manager/Corporate Operations, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816. An equal opportunity employer. M/F.



### GREATER MEDIA, INC.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

## Situations Wanted Management

### GENERAL MANAGER

Managed for major broadcaster. 19 yrs. experience in radio. Mature - very strong sales, promotion, programming, administrative skills. Excellent references. Was GSM major market, GM large mid size market. Looking for GM - mid to large market. Could manage group. Call Len.

612-926-7734

## Situations Wanted Legal

### UNIQUE COMBINATION

Broadcast and common carrier litigation lawyer, with actual on-air experience and broadcasting background, seeks appropriate legal and/or broadcasting position with station, group owner, corporation or firm. Box T-34.

## Help Wanted Sales Continued

## REGIONAL SALES REPRESENTATIVES

*Earn an additional \$5,000 to \$10,000 monthly*

If you are successfully calling on radio stations as an independent contractor presenting and selling station services and if you would like to represent a 'high need,' 'low cost' product that every station needs, we want to hear from you immediately.

We are presently dividing the U.S. and Canada into protected sales areas for June 15th 1987 start.

Submit résumé and recent photo to the below address or call Mr. Harvey Borlaug at 1 800 541-0505. (In California 1 800 548-5511, in Canada collect at 415 864-2244.) Our first display ad appears elsewhere in this issue of Broadcasting.



AdVentures International

1540 Market Street, Suite 440, San Francisco, CA 94102

## Help Wanted News

The Fairbanks Communications Company is searching for the right person for a challenging and

### EXCITING TALK HOST POSITION

for its news/talk station in South Florida.

We're looking for a creative, self-starting conservative to moderate host dedicated to doing whatever it takes to keep WJNO the southeast USA's highest-rated talk station. We offer an attractive salary/incentive program with a comprehensive benefit package and the loveliest area of South Florida.

To obtain more information about this great opportunity send resume and recent air-check to:

**John Picano, Program Director**

P.O. Box 189, West Palm Beach, Florida 33402

# WJNO NEWSRADIO

## AM 1230

## Situations Wanted Announcers

### AN EXTRAORDINARY TALK HOST IS AVAILABLE

IMMEDIATE IMPACT  
IMMEDIATE RATINGS

BOX S-6

## TELEVISION

### Help Wanted Management

A SEASONED PRO WITH A PROVEN TRACK RECORD IS NEEDED TO ASSUME THE RESPONSIBILITIES OF PRESIDENT/GENERAL MANAGER FOR A TELEVISION BROADCASTING NETWORK OF STATIONS IN C & D SIZED MARKETS. EXPERTISE IS REQUIRED IN ALL FACETS OF BROADCAST MANAGEMENT, WITH AN EMPHASIS ON SALES. QUALIFIED CANDIDATES ARE ASKED TO PLEASE SEND RESUMES TO:

**SOUTHWEST OPPORTUNITY**  
9900 N. 52nd St.  
Paradise Valley, AZ 85253

**Help Wanted Management  
Continued**

**TELEVISION PROGRAM MANAGER**

We seek an aggressive individual who can negotiate and purchase programming for our Middle East Television department. Must know scheduling, contracts, develop budgets, and coordinate satellite feeds. Needs five years TV production experience, B.A. degree and ability to work in a cross culture environment. If you desire a position in a Christian television ministry, send a letter and resume to:

**Christian Broadcasting Network, Inc.**  
Employment Department, Box-PS  
CBN Center  
Virginia Beach, VA 23463

**PROMOTION MANAGER**

Group Spanish language television station in Puerto Rico is looking for experienced Promotion Manager. Must have strong background in on-air, print and radio promotion of television station. Prior experience in budget control and staff management. Strong Spanish language background. Two years experience as Promotion Director or Manager required. Send resume and tape to: Wanda Costanzo, Program Director, WSTE-TV, Box A, Old San Juan Station, San Juan, PR 00902. Competitive salary and benefits. EOE.

**Help Wanted News**

**ANCHOR**

CBN News, the News division of the Christian Broadcasting Network, is interviewing anchors for a position working in television and radio news. Must be professionally versatile and interpersonally flexible. If you are a team player with a record of excellence, and called to serve in radio and television news, send a resume and tape to:

**The Christian Broadcasting Network, Inc.**  
Employment Department, Box PS  
CBN Center  
Virginia Beach, VA 23463

**ATTENTION**

**BLIND BOX RESPONDENTS**

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

**ALLIED FIELDS  
Help Wanted Sales**

**SALES**

Due to growth, a major acquisition, and strong response to our expanded product lines at the recent NAB Show, long-range sales positions are available with a leading manufacturer of television broadcasting systems and studio systems.

**Field Sales**

Several growth opportunities exist in open territories for this solid broadcasting specialist firm. Prior field sales calling on television broadcasters preferred, but experience from technical side of station broadcasting could qualify the right individual. Our product base, TV broadcasting systems, has recently been augmented by acquisition of a leading producer of studio systems.

**Inside Sales/Asst. to  
VP of Marketing**

A technical knowledge of TV broadcasting will be required to handle inquiries for our complete line of transmitter and studio broadcasting equipment. Working closely with the VP of Marketing, this individual will handle inquiries, phone sales, and contact with our field sales and service staff. Requires both a capability to figure proposals and familiarity with methods/strategies of market planning.

Qualified applicants should contact VP of Marketing, Bob Anderman, at

**413-568-9581.**

**Townsend Broadcast  
Systems Inc.**

79 Mainline Drive  
Westfield, MA 01085

**Employment Services**

**JOB HUNTING?**

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



**WE PLACE ENGINEERS,  
EDITORS, COLORISTS, GRAPHICS**

*(all levels for TV & Video - except operators)*

Fulltime, Freelance & Project

*America's Leading Source for a Decade*

(TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV)

For information phone or write Alan Kornish



**KEY SYSTEMS**

479 Northampton Street  
Kingston, PA 18704

Employer  
Paid Fees

**(717) 283-1041**

For Fast Action Use  
**BROADCASTING'S  
Classified  
Advertising**

**Radio & TV Programming**



**ARMY SPORTS BROADCASTING NETWORK**

ARMY SPORTS BROADCASTING NETWORK (ASBN) IS LOOKING FOR A FEW MORE KEY MARKET RADIO STATIONS TO BROADCAST "THE BLACK KNIGHTS OF ARMY" FOOTBALL GAMES. ALL 11 GAMES WILL BE DELIVERED TO STATIONS VIA SATELLITE.

THIS EXCITING FOOTBALL SCHEDULE WILL BRING MAXIMUM AUDIENCE AS WELL AS NEW AND PREMIUM INCOME TO YOUR STATION.

BE THE EXCLUSIVE RADIO VOICE IN YOUR MARKET WHEN ARMY FACES NAVY, WHEN ARMY CHALLENGES HOLY CROSS OR WHEN THE ARMY CAPTURES MILLIONS OF SPORTS FANS EVERY SATURDAY DURING FOOTBALL SEASON.

CALL GUS NATHAN, NETWORK COORDINATOR AT (212) 538-9898 OR (914) 693-2400 FOR MORE INFORMATION. BECOME THE ASBN NETWORK AFFILIATE IN YOUR MARKET. BECOME A PART OF TRADITION. BE A PART OF THE WEST POINT TRADITION.

**ARMY SPORTS BROADCASTING NETWORK**  
P. O. Box 551, White Plains, NY 10602  
914-693-2400 212-538-9898



**Consultants**

**HOW CAN ANNOUNCERS GET BETTER IF NO ONE TAKES THE TIME TO TEACH THEM?**

**HOWARD FISHER  
1-800/637-7007**

In Texas, 214/637-3535

Managers, consultants and program directors usually don't have the time or desire to teach. Result? Announcers and newscasters who keep doing the same wrong things over and over: inflections that don't make sense, vocal quirks they're not aware of that turn listeners off, and a growing list of former clients who've "tried radio, but it didn't work." In one day, I GUARANTEE that your commercials and newscasts will be more professional, more salable — and your on-air people will feel better about themselves and their growth potential. Intensive one-or-two day STAFF SESSIONS at your station, \$1,000 per day plus expenses. INDIVIDUAL audio cassette instruction by mail, \$200 for 4 thorough critiques. Excellent references. Proven teaching method. Satisfaction guaranteed or money back.

**For Sale Stations Continued**

**SOUTHWEST**

5 kw AM with Class C FM in growth market. Some real estate. Asking \$1,800,000.

**BILL WHITLEY  
(214) 788-2554**



**RADIO STATIONS IN ALL MARKET SIZES...**

Tex, La, Ark, Miss, Okla, Mo, Ill, Ala, Fla  
Most on terms.

Over 60 years combined broadcasting and brokering experience.

**John Mitchell or Joe Miot  
MITCHELL & ASSOCIATES**

Box 1065 Shreveport, La. 71163  
318-868-5409 318-869-1301

**For Sale Stations**

*R.E. Meador & Assoc*  
MEDIA BROKERS

PREVIOUS COMMITMENT - MUST SELL  
CASH FLOW WILL SERVICE DEBT  
FULLTIME AM in UNIVERSITY CITY  
LOCATED in KY - \$625,000

FULLTIME AM W/REAL ESTATE in OK  
PRICED TO SELL - \$275,000

AM/FM W/CLASS "C" CP 2 X GROSS  
W/REAL ESTATE in MN \$1,050,000

AM/FM CLASS "B" GOOD MARKET  
W/REAL ESTATE in IN \$1,000,000

Excellent Terms to Qualified  
Buyers

Also properties in KS,IA,IL,  
AR,MN,IN,MO,OK,NE.

**Ralph Meador**  
P.O. Box 36  
Lexington MO 64067  
816-259-2544

**Randy Meador**  
Kansas City, MO  
816-455-0001

**ARIZONA**

5 kw Daytmr. with Class C FM  
in medium market. Asking \$2  
million cash. Contact:

**DAVID LaFRANCE  
(415) 495-3516**



*Hogan - Feldmann, Inc*  
MEDIA BROKERS - CONSULTANTS  
P.O. Box 146  
Encino, California 91426  
Area Code (818) 980-3201

**N.C. IOWA CLASS A-FM**

Small market. In the black. Excellent business reputation in area. top credit. Some real estate. Very inexperienced management. Needs Ma and Pa owner operator looking for first ownership. Needs long hard work. 200m range. terms to qualified. Must give radio and financial background before all pertinent information released. PACKERLAND CONSULTANTS 414-235-2625.

**Michigan AM - FM**

1 KW AM. 3 KW FM with possible upgrade. Excellent first station or addition for group. Fairly priced to move quickly with generous terms to qualified prospects.

**Lansing Business Brokers**  
1-313-363-0841 313-673-2392

**FOR SALE**

Southeast television station; Network affiliate; \$3,000,000 cash; Unusual circumstances; Box S-74.



316 California Avenue Reno, Nevada 89509 702-789-2700

FM/AM	California	\$4,500,000
FM/AM	California	\$4,000,000
FM/AM	Northwest	\$2,000,000
FM/AM	California	\$1,100,000
FM/C	Oregon	\$ 650,000
FM/AM	Washington	\$ 500,000

- AM/FM near Terre Haute. \$360,000.
- 100,000 watt ERP N.W. Calif. \$1.9 million.
- 50,000 watt ERP plus fulltimer. Maryland. \$1.75 million.

**Business Broker Associates**  
615-756-7635, 24 hours

**AM DAYTIMER TOP 75 MARKET**

Established audience with excellent coverage of the city and surrounding communities. All equipment is less than three years old. Asking three hundred fifty thousand dollars with some terms, reply to: Box S-97.

**For Sale Stations Continued**



**PENNSYLVANIA**  
 Attractive FM serving growing university market. Purchase price of \$630,000, mostly cash.  
 •  
 Successful small market AM/FM combination. Ideal for the owner/operator. \$390,000 with \$125,000 down and seller financing on balance.  
 Contact: Dick Kozacko  
**KOZACKO • HORTON COMPANY**  
*Brokers & consultants to the communications industry*  
 P.O. Box 948 • 350 W. Church St.  
 • Elmira, New York 14902 • (607) 733-7138

NC	Class C2	1,700,000
TX	½ CBS TV	2,000,000
IL	Combo Class A	750,000
SC	Combo Class A	800,000
AL	Class IV	360,000
FL	Day Timer	580,000
GA	Day Timer	250,000
AL	Class IV	160,000
FL	Day Timer	130,000

**The Thorburn Company**  
 410 Sandalwood Drive, Atlanta GA 30338  
 Phone 404-998-1080  
**Bob Thorburn, President**  
**Martha Thorburn, Associate**

**ARIZONA**  
 Medium market AM/FM - profitable. Asking \$1,800,000 w/ 50% down. Contact:  
**PETER STROMQUIST**  
 (818) 366-2554

**CHAPMAN ASSOCIATES**  
 nationwide media brokers

**Upper Midwest**

Nice facility. Fulltime clear channel AM in fast growing, progressive market. 75,000 plus population. Great first station or addition. \$325,000/\$100,000 down. Will move fast. Must have financial statement.  
**Box S-20.**

**MIDWEST TOP 25 FM**  
**\$4,000,000**

Class B FM provides good signal coverage of major market. No cash flow - excellent turnaround potential for group operator. Studio building and transmitter site included. Box T-35.

**SOUTHWEST**

Full time 1000 watt AM-Class A FM University-agriculture-light industry. Needs resident owner. 350 K. Write Box T-33.

**TOP AM-FM COMBO**

Single station market with acreage. Good cash flow and gross billing. Monthly expenses under \$9,000.00. Located in South Central U.S.A.. Owner seeks larger market. Box T-5.

**24HR TEXAS SPANISH AM**  
**TOP 10 HISPANIC MARKET**

Terms to qualified buyer  
 Reply to Box S-96.

**MIDWEST - FM**

Small college market, just outside major metro. Positive cash flow, and present owner operator making good living. Good multiples, priced right for a cash deal. Call 312-246-8039.

**RADIO STATION**  
**IN A SMALL COLORADO TOWN...**

People that know and love radio could do well in this rural area. Priced under \$225,000. Includes real estate and very good equipment. Ramona Harris, Box 11070, Denver, CO 80211.

**CLASS A FM**

Small market, Southwest Missouri. Built 1984, all new equipment. Good programming and base billing established. Motivated seller wants cash offer, or will consider terms from qualified buyer. Call NOW! Paul or John. 612-222-5555.

**CLASSIFIED**  
**ADVERTISING**  
**IS YOUR**  
**BEST BUY . . .**

★ ★

**EARLY DEADLINE NOTICE**

Due to the Memorial Day holiday, May 25, 1987, classified advertising for the June 1, 1987, issue is due Friday, May 22, 1987 at noon EST.

★ ★

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category 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, 1705 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads) \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media

**Dale G. Rands**, partner, Schlusssel, Lifton, Simon, Rands, Galvin & Jackier, Detroit law firm, joins Federal Enterprises Inc., owner of WWJ(AM)-WJOL(FM) Detroit and WMCA(AM) New York, as CEO. He will continue to be shareholder of Schlusssel, Lifton.



Rands



Regalbuto

**Robert R. Regalbuto**, VP and general manager, KSTP-TV St. Paul, Minn., named president and general manager.

**Ron Pulera**, president and general manager, WTEN(TV) Albany, N.Y., joins WNHT(TV) Concord, N.H., as general manager.

**Robert G. McRann**, VP and general manager, Cox Cable Communications Inc.'s San Diego system, named senior VP, operations, Cox Cable, Atlanta. **Alan Collins**, VP and general manager, Cox Cable's Ocala, Fla., system, named to same capacity at Spokane, Wash., system. **Booker Izell**, bulk distribution director, Cox Enterprises' *Atlanta Journal and Constitution*, named manager, human resources development, Cox Enterprises, Atlanta.

**Gary Massaglia**, VP, operations, Storer Cable Communications, Miami, joins Jones Inter-cable as general manager, Walnut and Azusa, Calif., systems.

**Richard J. Daly**, former general manager, non-commercial WSCD-FM Duluth, Minn., joins noncommercial WEBR(AM)-WNED-FM Buffalo, N.Y., as general manager.

**William C. Cooper**, assistant director, entertainment division accounting, Capital Cities/ABC Inc., New York, named director, financial reporting, ABC TV Network Group.

**Dave Button**, general manager, KVSP(AM)-KTZA(FM) Artesia, N.M., retires after 44 years in broadcasting and 34 years at KVSP.

**Charlene Richardson**, continuity director, KIIS-AM-FM Los Angeles, joins KPWR-FM there as traffic manager. **Alma Romo**, assistant, research and traffic departments, KPWR-FM, named continuity director.

**Barbara Fournier**, assistant editor/writer, *West Michigan Magazine* and *West Michigan Profile*, Grand Rapids, joins noncommercial WGVC(TV) Grand Rapids and WGVC(TV) Kalamazoo, Mich., as director, educational services.

## Marketing

**Norman Berry**, president, Ogilvy & Mather, New York, named executive VP and creative head, succeeding **Jay Schulberg**, resigned. He has also been promoted to new titles of chairman and CEO, New York office. Other appointments at Ogilvy & Mather, New York: **Brendan Ryan**, executive VP, to managing director; **Kenneth Caffrey**, executive VP, to executive director, agency operations; **Jack Reed**, senior VP, to director, account-management resources.

**Tim Pollak**, executive VP and worldwide account director, Young & Rubicam, New York, named CEO, DYR, joint venture between Young & Rubicam and Dentsu, Japanese advertising agency, succeeding **Alexander Brody**, retired. **John Hatheway**, executive VP and group director, Young & Rubicam, New York, named executive VP and Western regional director, San Francisco. **Philip Asche**, senior VP and management supervisor, New York, named senior VP and account director.



Wagner

**Gregory L. Wagner**, VP and creative director, D'Arcy Masius Benton & Bowles, Chicago, named senior VP and executive creative director. **Mark McLaughlin**, associate media director, DMB&B, New York, named VP.

**Leslie Caldwell**, assistant creative director, Foote, Cone & Belding, San Francisco, named senior VP.

**Susan Mary Sunyak**, account supervisor, Weightman Advertising, Philadelphia, named VP and account supervisor.

**Marilyn Cooling**, account supervisor, Carter Callahan Advertising, San Jose, Calif., named VP and member of board of directors.

**Robert Hendricks**, art director, named senior art director. **Traci Miskell**, administrative assistant, named media director.

**Ron McQuien**, president and creative director, McQuien & Lawson, Dallas advertising agency, joins Gilpin, Peyton & Pierce Inc., Orlando, Fla., as copy director.

**Arthur S. Fyvolent**, account executive, Ensslin & Hall Advertising, Tampa, Fla., named account supervisor.

**Bill Green**, account supervisor, Blouin & Co., Boston, joins Giardini/Russell Group, Watertown, Mass., advertising agency, in same capacity. **Annette Kaplan**, account supervisor, Lehan Millet, Boston, joins Giardini/Russell as senior account executive. **Nancy Barnes Berkeley**, personnel administrator, Nova Biomedical, Waltham, Mass., joins Giardini/Russell as office manager.

**John Adams**, art director, J. Walter Thompson, Detroit, joins W.B. Doner there in same capacity. **Steve Platto** and **Allan Woodrow**, from J. Walter Thompson, and **Joel Mitchell**, from Kolesar & Hartwell, Minneapolis, join Doner as copywriters.

**Ken Cerick**, account executive, TeleRep, New York, joins Harrington, Righter & Parsons Inc. there in same capacity.

**Mary Ann Tiernan**, account manager, MTV Networks Inc., New York, joins TeleRep, Chicago, as account executive. **Peggy Baldwin**, senior buyer, W.B. Doner, Detroit, joins TeleRep there as account executive.

**Mary Paulus**, from Group 243, Ann Arbor, Mich., advertising agency, joins W.B. Doner & Co., Detroit, as account executive.

**Laurie Grant**, former account executive, Doyle, Dane Bernbach, New York, joins McAdams & Ong Inc., Philadelphia, as account executive.

**Tom Caulkins**, account executive, WIVK-AM-FM Knoxville, Tenn., joins WHIO-FM Dayton, Ohio, as local sales manager.

**Terry Swaim**, local sales manager, WQDR(FM)

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Raleigh, N.C., joins WRDU(FM) Wilson, N.C., in same capacity.

**Thomas E. Jermain**, from TeleRep, New York, joins KTVU(TV) Oakland, Calif., as national sales manager.

**April S. Reitman**, advertising sales manager, Cox Cable Communications' Hartford, Conn., cable system, named national sales manager there. **F. William Farina**, account executive, Hartford, succeeds Reitman as advertising sales manager. **Laureen M. Topham**, from WSAM(AM)-WKQC(FM) Saginaw, Mich., joins Cox Cable's Saginaw system as advertising sales manager.

Appointments at KPWR-FM Los Angeles: **Jill Lofton**, account executive, to co-op coordinator; **Nancy Brazil**, from Eastman Radio, Los Angeles, to account executive; **Sheri Chinen-Biesen**, office manager, Filmland Corporate Center, Culver City, Calif., to sales assistant.

**Andrew Rose**, from WDTV(AM) Philadelphia, joins KYW(AM) there as account executive.

**Julie Brockman**, account executive, Tandy Corp. Business Center, Kansas City, Mo., joins KZKC(TV) there as account executive.

**Geoff Levin**, advertising representative, *Sarasota Herald-Tribune*, Venice, Fla., office, joins WWSB(TV) Sarasota, Fla., as account executive.

**Ellen McCoy**, national sales manager, WFTY(TV) Washington, joins WBMW(FM) Fairfax, Va., as account executive.

Account executives appointed at KGNR(AM) Sacramento, Calif.: **Greg Parsons**, video store owner, Sacramento; **Shane Van Crane**, from programming department, KGNR; **Glenda Volkman**, executive assistant, Long's Drug Stores, Sacramento.

**Rick Reece**, general sales manager, KWVT(TV) Salem, Ore., joins KMTR-TV Eugene, Ore., as account executive.

**Gary Howard**, from WZID(FM) Manchester, N.H., joins WHOM(FM) Mount Washington, N.H., as account executive.

**Karen Lawson** and **Joanne Kaliontzis**, freelance artists, join design department of WNEV-TV Boston.

**Allison M. Burns**, account executive, *Business First*, Louisville, Ky., publication, join WLEX-TV Lexington, Ky., as account executive.

## Programming



Friedrichs

**Larry Friedrichs**, senior VP, sales, Fries Distribution Co., Los Angeles, named executive VP, international distribution.

**Ronald N. Jacobi**, senior VP, studio legal affairs, Coca-Cola's Columbia Pictures and Columbia Pictures Television, Burbank, Calif., named senior

VP and general counsel, Columbia Pictures Industries and CPT Holdings Inc. and deputy

counsel to co-owned Entertainment Business Sector. **Susan Simons**, VP, daytime, Columbia Pictures Television, named VP, daytime, and program executive.

**Sydney Levine**, director, acquisitions, Karl-Lorimar Home Video, Los Angeles, joins Republic Pictures Corp. there as VP, acquisitions and development.

**Kathleen J. Boyle**, director, business affairs, West Coast, NBC Entertainment, Burbank, Calif., joins Ohlmeyer Communications Co., Beverly Hills, Calif., as VP, business affairs.



Boyle



Gatti

**Thomas Gatti**, VP, DIR Broadcasting Corp., New York, named senior VP. **Jim Harder**, Midwest manager, Eastman Radio, Chicago, joins DIR as managing director of newly opened Chicago office.

**Stan Hunter**, executive producer, The Weather Channel, Atlanta, named VP, programming.

Appointments at ABC Entertainment: **William Abrams**, assistant to president, Capital Cities/ABC Inc., New York, to director, administration, daytime programs; **Maxine Levinson**, daytime program executive, New York, to director, nonserial programming and serial support; **Geanne Finney**, supervisor, daytime programs, East Coast, to manager, daytime programs, East Coast; **Albeth Paris**



**Golden tribute.** Movie star Jimmy Stewart (r) received the Pennsylvania Association of Broadcasters' Gold Medal of Honor at the association's 22d Annual Gold Medal Banquet. According to PAB President Richard Wycoff, the award was presented to Stewart for "significant contributions to our state and nation in entertainment arts." At a press conference before the banquet Stewart reminisced about listening to KDKA(AM) Pittsburgh as a boy in Indiana on a mail-ordered crystal radio. Above, Stewart accepts the Gold Medal from PAB Chairman Harry Haas, of WFLN-FM Philadelphia.

**Grass**, coordinator, daytime programs, West Coast, to supervisor, daytime programs, West Coast.

Directors elected to three-year terms, Public Broadcasting Service, Alexandria, Va.: **Henry P. Becton**, president and general manager, WGBH Educational Foundation, Boston; **Dennis L. Falk**, president and general manager, Prairie Public Broadcasting, Fargo, N.D.; **Paul M. Norton**, executive director, Wisconsin Educational Communications Board, and general manager, Wisconsin Public Television and Radio Networks, Madison; **Sharon Percy Rockefeller**, former chairman, Corporation for Public Broadcasting, Washington.

**Douglas Beatty**, director, budgets and production, New World Television, Los Angeles, named director, production budgets and business affairs administration.

**Colln Callender**, head of The Callender Co., London production company, named consultant to HBO Inc., New York, and executive producer, *HBO Showcase*, series of original dramas for HBO.

**Deborah Aal**, president, Leonard Goldberg Co., Los Angeles, joins GTG Entertainment, Culver City, Calif., as creator/producer.

**Susan Woolen**, director, development, feature films, Michael Sloan Productions, Los Angeles, joins Harmony Gold there as program developer and producer.

**Frank Liebert**, director, client and station relations, noncommercial WTTW(TV) Chicago, joins Devillier-Donagan Enterprises, Washington production company, as director, domestic sales and production.

**Larry Ferber**, segment producer, Group W Productions' *Hour Magazine*, named senior segment producer. **Grace Cadle**, segment producer, adds duties as field director.

**Al DuBols**, actor and radio talk show host, Toronto, joins USA Network there as host, *Bumper Stumpers*, USA Network's new game show, to premiere June 29.

**Don Corsini**, director, marketing and retail sales manager, KABC-TV Los Angeles, named program director.

**Michael D. Grant**, director, creative services, Belo Broadcasting's KXTV(TV) Sacramento, Calif., joins co-owned WFAA-TV Dallas, as executive director, programming and promotion.

**Ronald E. (Buzz) Brindle**, former programmer, MTV, New York, joins WGY(AM) Schenectady, N.Y., as program director.

**Tom Richards**, production manager, WOTV(TV) Grand Rapids, Mich., named program manager.

**Jack White**, executive producer and production manager, KGTU(TV) San Diego, joins WNEV-TV Boston as producer/director.

**Richard N. Yelen**, production manager, WNDU-TV South Bend, Ind., joins noncommercial KQED(TV) San Francisco as unit manager.

**Dick Edwards**, from KKDA-FM Dallas, joins WUSL(FM) Philadelphia as morning announcer.

**Steve Ketelaar**, assistant program director and announcer, KXIC(AM)-KKRQ(FM) Iowa City,



Iowa, joins KIIK(FM) Davenport, Iowa, as morning announcer.

## News and Public Affairs

**Mark Monsky**, news director, WNBC-TV New York, resigned. Before being named news director last December, Monsky was VP, news, NBC Television Stations. **Terry Baker**, assistant news director, will serve as acting news director until successor is named.

Appointments at NBC News: **Bruce Hagan**, correspondent, London, to director, news-gathering operations, radio, New York; **Velma Cato**, New York bureau chief, to Atlanta bureau chief; **Bob Duncan**, foreign editor, New York, succeeds Cato as New York bureau chief; **Tom Corpora**, Atlanta bureau chief, to political producer, Washington; **Paul Hazzard**, foreign producer, weekend news, to Chicago bureau chief; **Rod Prince**, Chicago bureau chief, to senior producer, NBC News specials, New York.

**Rich Zarro**, VP and general manager, Mediatech, Chicago, joins Lorimar-Telepictures' Lorimar News and Information Group, Culver City, Calif., as VP and general manager, NIWS and California Video Center.

**Andy Ludlum**, news and program director, KMBZ(AM)-KMBR(FM) Kansas City, Mo., joins KIRO(AM) Seattle in same capacity.

**John Hillis**, executive producer and special events coordinator, CNN, Atlanta, joins News 12 Long Island, Woodbury, N.Y., TV news service, as general manager. **Norm Fein**, former news director, WNBC-TV New York, joins News 12 as senior executive producer/prime time. **Glenn Fishkin**, former executive producer, CNN, joins News 12 as senior executive producer/daytime.

**Lynne Cribari**, editor, *Spacewatch*, newsletter published by United States Space Foundation, joins KOAA-TV Pueblo, Colo., as editorial director.

**Mark Casey**, executive producer, WPXI(TV) Pittsburgh, joins WSOC-TV Charlotte, N.C., as executive producer, 11 p.m. newscast.

**Sam Ford**, correspondent, CBS News, Washington, joins WJLA-TV there as general assignment reporter.

**Karen Gatlin**, anchor and reporter, WJRT-TV Flint, Mich., named assignment editor. **Sue Zalenko**, noon anchor and producer, adds duties as 6 p.m. anchor.

**Gene Lepley**, executive producer and anchor, WJAC-TV Johnstown, Pa., joins WHP-TV Harrisburg, Pa., as anchor.

**Neila Smith**, former anchor, WCSH-TV Portland, Me., joins WMTW-TV Poland Springs, Me., as anchor.

**Susan Howard**, former financial analyst, Frazier, Gross & Kadlec, Washington, joins KITV(TV) Honolulu as associate news producer.

**George Manahan**, bureau chief, West Virginia Metro News, radio news service, Charleston, W. Va., joins WSAZ-TV Huntington, W. Va., as Charleston news bureau reporter. **Robin Brennan**, from WKPT-TV Kingsport, Tenn., joins WSAZ-TV as morning anchor, succeeding

**Kathy Young**, named Charleston bureau reporter.

**Judy Jernudd**, entertainment and feature reporter, KCOP(TV) Los Angeles, named weather reporter.

**Anne Ryder**, weekend producer and reporter, WTHR(TV) Indianapolis, named weekend anchor.

**Marty Aarons**, anchor, noon and 5 p.m. newscasts, KCNC-TV Denver, joins KMGH-TV there as weekend anchor.

Appointments at WOKR(TV) Rochester, N.Y.: **Ron Beacom**, from WNWO-TV Toledo, Ohio, to news producer; **Kathleen Sullivan**, recent graduate, Monroe Community College, Rochester, to associate producer; **Donna Lacy**, from KJAC-TV Port Arthur, Tex., and **Cheryl Gandy**, from WETM-TV Elmira, N.Y., to reporters.

**Randy Meier**, producer and anchor, WKBT(TV) LaCrosse, Wis., joins WSAZ-TV Huntington, W. Va., as weekend anchor/producer, replacing **Rick Dawson**, named general assignment reporter, WISH-TV Indianapolis.

**Lou St. James**, afternoon announcer, WUFO (AM) Amherst, N.Y., joins WKBW-TV Buffalo, N.Y., as weekend weathercaster.

**Brenda Waters**, freelance reporter, joins KDKA-TV Pittsburgh, as general assignment reporter.

**Rick Dawson**, weekend anchor/producer, WSAZ-TV Huntington, W. Va., joins WISH-TV Indianapolis, as general assignment reporter.

**Jeanne Glennon**, production assistant,

WCAU-TV Philadelphia, joins WLYH-TV Lancaster, Pa., as reporter.

## Technology

**Kevin Sharer**, president, General Electric's GE Consulting Co., New York, named president, co-owned RCA American Communications Inc., Princeton, N.J.

**John A. Galvin**, VP, ARCO, Los Angeles, joins Univisa Satellite Communications there as president. Univisa Satellite subsidiary of Univisa Inc. which also owns Univision, New York, is responsible for maintaining relations with international common-carrier companies. Galvin served as U.S. ambassador to Mexico in 1981-86.

**David J. Langford**, from Neve Electronic Holdings, Cambridge, England, joins Mitsubishi Pro Audio Group, San Fernando, Calif., as general manager, manufacturing/engineering division and member of executive committee.

**John D. Craft**, senior manager, Deloitte Haskins & Sells, Detroit, joins Telstar Corp., Los Angeles, as chief financial officer.

**Joe Busch**, staff engineer, ABC Radio, New York, named manager, data transmissions.

**Cary Fischer**, director, U.S. sales and technical services, Mitsubishi Pro Audio Group, San Fernando, Calif., joins Sony Professional Audio as director, market development, digital audio products.

**R. Scott Watson**, sales manager, North Amer-

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ica, closed circuit video equipment, RCA Inc., New York, joins Ikegami Electronics, Maywood, N.J., as general sales manager, professional products division. **Mike Mackin**, Southwest regional manager, Philips Broadcasting, Dallas, joins Ikegami, Irving, Tex., as sales manager, Southeast and Southwest regions.

**James Borgioli**, director, engineering, Kartes Video Communications, Indianapolis, joins Wabash Valley Broadcasting Corp., Indianapolis-based owner of one AM, one FM and three TV stations, as VP, engineering.

**Robert G. Breed**, senior staff engineer, CBS Engineering and Development, New York, joins NYT Cable TV, Cherry Hill, N.J., as director, engineering.

**Steven Fineman**, film editor, Uppercut Editorial, New York, joins Image Express Inc., Detroit, in same capacity.

**LeRoy Wolniakowski**, former chief engineer, WBCS-AM-FM Milwaukee, joins WEMP(AM)-WMYX(FM) there as director, engineering.

**Barry Walters**, chief engineer, WMJJ(FM) Birmingham, Ala., joins WCSC(AM)-WXTG(FM) Charleston, S.C., in same capacity.

## Promotion and PR



Schaffer

**Quentin Schaffer**, VP, consumer and affiliate press information, HBO Inc., New York, named VP, media relations, succeeding **Judy Torello**, who joins Goldleaf Communications Ltd., New York, as VP, public relations.

**Rosalyn Weinman**, director, community relations, NBC Inc., New York, named director, community affairs. **Diane Osen**, manager, corporate communications, Coca-Cola Co.'s Entertainment Business Sector, New York, joins NBC as manager, community services. **Kevin Monaghan**, manager, sports information, NBC Media Relations, New York, named director, sports information.

**Kathleen Smith**, assistant public relations director William Esty Co., New York, named public relations director.

**Lydia Jones**, manager, creative services, non-commercial WHMM(TV) Washington, joins Black Entertainment Television there as director, creative services.

**Kim Ryan**, director, promotional services, Lionheart Television, Los Angeles, named director, creative services. **Andrew G. Miller**, promotion assistant, named manager, promotional services.

**Jane Fenderson Cabot**, former aide to former First Lady Rosalyn Carter, joins M Booth & Associates, New York public relations firm, as senior account supervisor.

**Michael L. Kichaven**, associate producer, *Today's Movers and Shakers*, syndicated TV program, joins J-NEX Television News Services, Encino, Calif., video news release

**Myron Frederick (Mike) Shapiro**, 68, retired senior VP, A.H. Belo Corp., Dallas, and former president and CEO, Belo Broadcasting, died April 27 of cancer in Jacksonville, Tex.

Shapiro served in North Africa as a glider pilot during World War II. Following his discharge from the Army, he got his first broadcast job as an announcer in his home town, Duluth, Minn., at WBCB(AM). He soon moved to Texas where he sold time for KBWD Brownsville. For several years, Shapiro led a nomadic life, serving as a salesman and manager for stations in Texas, Oklahoma and Arkansas, and short periods at advertising agencies in Dallas and Chicago.

In 1958, Shapiro settled down in Dallas as general manager, Belo's WFAA-TV. During his years there, Shapiro was known by Dallas TV audiences as the host of *Let Me Speak to the Manager*, a talk show in which he responded to complaints and comments from a studio audience. Shapiro also interviewed several TV celebrities, such as Milton Berle, on the show. It ran on WFAA-TV from August 1961 through 1979.

He was named president of Belo Broadcasting, then a group of one AM, one FM and two TV stations, in 1974. Under his leadership, the TV group rose to five. In 1980, he added the title of chief executive officer of Belo Broadcasting and was named senior VP of parent, A.H. Belo Corp. a year later. He retired in 1982. Shapiro is survived by wife, Connie, and daughter.



service, as director, production services.

**Michael J. Bradley**, staff writer, *The Reporter*, Lansdale, Pa., joins McAdams & Ong Public relations, Philadelphia, as writer/coordinator.

**Mary Braxton**, former press secretary with Washington Mayor Marion Barry's 1986 reelection campaign, joins Earle Palmer Brown Public Relations, Washington, as account executive.

**Sheila Gumtow**, promotion manager, KXTV(TV) Sacramento, Calif., named marketing and promotion manager.

**Terri Evans**, senior account executive, The David Rawle Agency, Charleston, S.C., joins WCSC(AM)-WXTG(FM) there as director, creative affairs.

## Allied Fields

**Lee Larsen**, general manager, KOA(AM)-KOAQ(FM) Denver, and VP of parent company, Belo Broadcasting Corp., Dallas, elected vice chairman, Arbitron Radio Advisory Council.

Appointed VP's, Henry Ansbacher Inc., New York investment banking firm: **Lawrence C. Goodhue II**, VP, acquisitions and development, Standard & Poor's Corp., New York; **Alan Landry**, from Kidder Peabody, New York; **Michael T. MacInnis**, VP, L.M.B. Capital Groups, New York, and **Roy Weissman**, regional director, Showtime/The Movie Channel, New York. Appointed assistant VP's: **Derek Goodman**, mergers and acquisitions analyst, Mitchell & Associates, New York; **William McCluskey**, assistant VP, Marine Midland Bank, New York, and **Eric P. Straus**, general sales manager, WMCA(AM) New York.

**Stevenson S. Kaminer**, legal assistant to FCC Commissioner Mimi Weyforth Dawson, named chief, legal branch, policy and rules division, Mass Media Bureau. **Barbara Kreisman**, chief, legal branch, policy and rules division, Mass Media Bureau, named deputy chief, policy and rules division. **Diane Hofbauer**, attorney, administrative law division,

general counsel's office, named legal assistant, mass media issues, to Commissioner Patricia Diaz Dennis.

**Marilyn Ellis**, administrative assistant, International Radio and Television Society Inc., New York, named manager, special projects.

**Maria DeLeon**, program assistant, named educational programs coordinator.

**Sharon Fratello**, from programing department, KABC(AM) Los Angeles, joins Jeff Pollack Communications Inc., Pacific Palisades, Calif., radio programing consultant, as music coordinator.

**Bruce N. Burnham**, VP, Cox Cable, Atlanta, forms BNB Associates, Atlanta media brokerage and consultancy.

**Mitch Wolf**, director, marketing, Taco Bell, Irvine, Calif., joins Yankelovich Clancy Shulman Inc., Westport, Conn., as senior VP in charge of strategic research and marketing consulting group.

**Michael K. Stack**, client service executive, Nielsen Station Index, Chicago, named account executive. **Barbara N. O'Neil**, national sales manager, *Houstonian* magazine, Houston, joins Nielsen Station Index there as client service executive. **Christopher Lubniewski**, client service associate, Nielsen's Monitor Plus, New York, named client service associate, Nielsen Station Index.

## Deaths

**Sharon Kay Dapron**, 46, VP, Cornucopia Communications Inc., St. Louis, died April 17 of cancer at Jewish hospital, St. Louis. Dapron founded Cornucopia, advertising and marketing consultancy and radio program syndicator, with her husband, Elmer, in 1980. She also served as executive producer of Cornucopia's *Elmer Dapron's Grocery List*, daily radio feature. She is survived by her husband.

**Richard A. Keating**, 65, regional co-manager, Torbet Radio, Boston, died April 16 of cancer, at Falmouth hospital, Falmouth, Mass. He is survived by his wife, Claire, two sons and two daughters.



## Public figure

Douglas J. Bennet may have lost the race for Congress in Connecticut's 2d district in 1974, but he found a unique constituency nationwide in 1983. As the man chosen to lead an almost-bankrupt National Public Radio back to financial stability, NPR President Doug Bennet faced a formidable task: to maintain a balanced budget, regain the confidence of the member stations and convince the NPR staff that a man without a day of broadcast experience could lead NPR to solvency. The transition came more easily than some expected. Bennet says he had no experience and so turned for help to people who had. "Discomfort, frankly, was probably greater for the people inside NPR than it was for me," says the president. "They had to explain why they were working for an organization that was headed by somebody who was totally outside the broadcasting business and who might at any moment make some screwball decision that would have deleterious consequences for something they believed in very much."

The 48-year-old native of Lyme, Conn., began college with the intention of becoming a teacher, and he earned two history degrees—a BA from Wesleyan University (Middletown, Conn.) in 1959 and an MA from the University of California-Berkeley in 1960. He interrupted his pursuit of a doctoral degree in 1963 to work with the Agency for International Development (AID) as assistant to Dr. C.E. Lindblom, economic adviser, New Delhi, and in 1964-65 as special assistant to U.S. Ambassador Chester Bowles at the American embassy in New Delhi. Bennet returned to the U.S. to earn a PhD in medieval Russian history from Harvard in 1967 and then began searching for someone who shared his concern for what he saw as America's lack of understanding of economic development. A letter to Vice President Hubert Humphrey, who "was interested in international development issues," got Bennet a job as assistant to the Vice President that evolved into a position as Humphrey's speech writer. In 1968, Lyndon Johnson pulled out of the presidential race, "leaving Humphrey as the heir apparent, so I moved very quickly from being a medievalist to somebody engaged in a presidential campaign," Bennet says.

Over the next 14 years Bennet held six more positions in government and public policy that included serving as the first staff director of the Senate Budget Committee, shepherding the Panama Canal Treaty through Congress and administering the \$5-billion budget of AID. Working for NPR was "something that would never have shown up on my yellow pad" of future career moves, says Bennet, who was contacted by a headhunting firm and chosen over almost 100 applicants to head the foundering NPR. The job appealed to Bennet for its public



DOUGLAS JOSEPH BENNET—president, National Public Radio, Washington; b. June 23, 1938, Lyme, Conn.; BA, history, Wesleyan University, Middletown, Conn., 1959; MA, history, University of California-Berkeley, 1960; PhD, medieval Russian history, Harvard University, 1968; assistant to the economic advisor, United States Agency for International Development, India, 1963-64; special assistant to U.S. Ambassador Chester Bowles, New Delhi, 1964-66; assistant to Vice President Hubert Humphrey, 1967-69; administrative assistant to Senator Thomas F. Eagleton (D-Mo.), 1969-73; administrative assistant to Senator Abraham Ribicoff (D-Conn.), 1973-74; staff director, Senate Budget Committee, 1974-77; assistant secretary, U.S. Department of State, Office of Congressional Relations, 1977-79; administrator, AID, Washington, 1979-81; president and chief executive officer, The Roosevelt Center for American Policy Studies, Washington, 1981-83; present position since Oct. 27, 1983; m. Susanne Klejman, June 27, 1959; children—Michael, 22; James, 21; Holly, 15.

service aspects and because aiding in the recovery of a "complicated, intricate" business was a "substantial challenge of the kind I like." He took over on Oct. 27, 1983, two months after the Corporation for Public Broadcasting loaned NPR money to pay off its recently discovered \$9-million debt.

Bennet approached the reorganization armed with experience in budgeting and in the financial management of "problems of large scale." He set to work to rebuild relations with stations, underwriters, CPB and Congress.

The adversarial relationship between stations and NPR "was at a fever pitch" when Bennet first went on board, and gaining the trust of the station representatives "took a lot of time in airport motels," he says. Bennet has since instituted quarterly financial reports to keep stations up to date on the organization's affairs, and has overseen NPR's transition to a radically different business

plan (BROADCASTING, Feb. 1, 1985). The new plan, which went into effect with NPR's new fiscal year Oct. 1, 1986, eliminated NPR's federal funding from CPB, funneling it directly to the 335 stations which in turn pay dues to NPR. "Instead of a triangular relationship, with CPB holding the purse strings and the stations having responsibility to the government...we now have a direct relationship with the stations," Bennet says. "They get the money; they pay the bills; they have the purse strings, and we provide a product that hopefully is responsive to their needs." The decision to adopt a new business plan was perhaps the turning point in NPR's fortunes, Bennet says: "Deciding to do things a new way is quite liberating." Those changes, as well as the creation of new programs like *Weekend Edition* and *Performance Today* have helped improve staff and station morale, Bennet says.

A major project currently under Bennet's guidance (and started "on the back of a napkin") is a proposal to "unbundle" programming to offer program services individually instead of requiring members to buy everything. Although unbundling would cost the majority of stations more money, Bennet says they are interested in it because it would address the current system's inconsistencies. American Public Radio wants NPR to unbundle because it feels NPR's current policies provide too much competition, Bennet says, but "I think that we're going to compete very satisfactorily either way."

Among NPR's most popular programs are its weekday news magazine, *All Things Considered*, which claims a weekly audience of 3.7 million, and *Morning Edition*, a news program that now airs in various forms seven days a week and boasts 3.5 million listeners. With about 350 employees, NPR is "very lean," Bennet says. "I'm rather impressed with our efficiency."

NPR funds its productions and operation with a combination of station money and grants from private funders. NPR grant income has increased 93% since 1982, but Bennet stresses that private funding is no substitute for funds from federal and state governments, which he believes ought to "take a hard look at whether they are not underfunding a very valuable asset."

Bennet sees NPR's mission as providing "an information and cultural service that is not available otherwise in society," and says: "I really believe that we're doing something the country needs, wants and loves."

Bennet, in turn, loves "the constituency that I have around the country. It's a rare thing for somebody who is not an elected representative of the people to have a constituency," he says. "People whose houses you're welcomed into in places like Haines, Alaska, where you wouldn't expect to go. Somebody, someplace, everyplace seems to love public radio, and I'm just the beneficiary of that." ■

**TV network programmers** are studying performance of midseason replacements as **renewal decisions near**. Consensus is that ABC's *Max Headroom*, CBS's *The Cavanaughs* and *Houston Knights* (network's highest rated midseason replacement hour drama) and NBC's *Nothing in Common* (which cracked top 10 list last week), *Rags to Riches* and *Roomies* stand best chances for renewal. Uncertainty surrounds chances of NBC's *The Bronx Zoo*, whose star, Ed Asner, intends to produce his own projects next year if show fails, and ABC's *Mariah*. Shows facing ax include CBS's *Spies* and *The Popcorn Kid* and ABC's *The Charmings*. NBC's *Sweet Surrender* and *Me and Mrs. C.* have not been on long enough for determination to be made, and *The Days and Nights of Molly Dodd* will not debut until May 21.

**FCC** has released text of its final order implementing **new must-carry rules**. Rules go into effect June 10.

Three-member panel of **Court of Appeals** in Washington has **declined review of 1984 reconsideration order in which FCC held that lotteries could be used to determine winners in comparative license proceedings that ended in ties**, and that minority-owned parties need not be accorded preferential weight in those contests. National Latino Media Coalition and others sought review. But court said challenge was not ripe for review, both because it was "unfit" for judicial decision and because denial of review would impose no real hardship on petitioners. "If a tie-breaker lottery is used to resolve some future proceeding, the aggrieved applicant at that time will be fully able to seek review of the commission's actions in this court," appellate panel said.

**Senate Rules Committee** last week passed **campaign finance reform legislation** that would, among other things, permit only those candidates participating in bill's public financing system to qualify for lowest unit rates charged for broadcast advertisements. Furthermore, measure attempts to curb negative advertising. It contains provision that would require candidates in public funding program, to agree that if they refer to opponent in TV spots, who is also in funding program, "such candidates will do so personally and will be identifiable throughout at least 50% of the ad."

Day after FCC issued text of warnings to three stations it has named in drive on "indecent" programming, **Pacifica Foundation** on Thursday petitioned U.S. Court of Appeals in Washington for review of order calling on Department of Justice to prosecute Pacifica airing **allegedly obscene broadcast on its KPFF-FM Los Angeles** (BROADCASTING, April 20). Pacifica executive director David Sal-

**Countdown to contra coverage.** ABC, CBS, CNN, NBC and PBS's MacNeil/Lehrer NewsHour were gearing up last week for coverage of the Iran-contra congressional hearings, which begin tomorrow (May 5) and are expected to continue into mid-summer. CNN, which said it plans to be "the network of record" on the story, is planning daily, gavel-to-gavel, live coverage.

The commercial broadcast network evening anchors, Peter Jennings (ABC), Tom Brokaw (NBC) and Dan Rather (CBS), will each anchor their live coverage of the opening proceedings at 10 a.m. NYT Tuesday, returning live at 2 p.m. for the testimony of retired Air Force Major General Richard Secord. The three will also anchor their evening news shows from Washington on Tuesday. In addition, they will monitor testimony throughout the hearings and provide live coverage if events warrant.

MacNeil/Lehrer NewsHour will provide live coverage of Tuesday's hearings also, with NewsHour correspondent Judy Woodruff anchoring from Washington. NewsHour will summarize coverage of hearings each night, airing "extended excerpts." Spokesman said "when circumstances warrant," NewsHour will devote entire hour of broadcast to hearings and will provide live coverage during day, dependent upon carriage by PBS stations.

niker, at news conference announcing that action, accused commission of "political harassment stemming from pressure groups on the religious right." And petition for review, filed by William P. Byrnes, indicated suit would contend commission action violates First Amendment and Communications Act's provision barring censorship of broadcast stations. Pacifica was joined in its petition to court by **National Federation of Community Broadcasters** and **American Civil Liberties Union** of Southern California. "The concern of Pacifica, NFCB and ACLU is that this particular decision will chill broadcasters to the extent that dramatic performance art can no longer be broadcast at any reasonable time adults can hear it," Salmiker said. Pacifica was only one of three licensees receiving commission warnings on its programming to have its case referred to Justice Department for possible prosecution. At issue in Pacifica case was program containing parts of "Jerker," play that deals with effect of AIDS epidemic on gays in San Francisco. Play was running in Los Angeles at time of broadcast, last fall, and has had over 125 performances in New York off-Broadcast production. It was broadcast after 10 p.m., with warning in advance, in context of segment that has been dedicated to gays for years. Salmiker expressed resentment at being linked in commission order with programming of Howard Stern, whose program is heard on WYSP(FM) Philadelphia and KCSB(FM) Santa Barbara, Calif. "We are not shock radio," Salmiker said.

**Metroplex Communications** alleged in press release last week that **Southeast Florida Broadcasting, competing applicant for its WHYI-FM Fort Lauderdale, Fla.**, had offered to withdraw its application for "multi-million dollar" (reportedly \$5 million) payment. "We're outraged at this obvious shakedown attempt and we are convinced that Southeast's attempt to enlarge the issues by telling the FCC we have problems with EEO, job classifications and payola is a reaction to our refusal to come up with that kind of money," Metroplex said. "All of these unfounded allegations are false and preposterous. Southeast must have thought we'd pay any amount to avoid the litigation process." Lewis Cohen, Southeast Florida's attorney, said Metroplex's attorney had initiated settlement discussions. Southeast, according to Cohen, had filed its competing application in good faith, not to effectuate a settlement, and intended to continue prosecuting its application. Cohen also said that Southeast's competing application was filed after the FCC gave Metroplex short-term renewal on EEO grounds. The applications have been designated for hearing. "Metroplex's tactics reflect the desperate condition of its case," Cohen said.

**Stock of Home Shopping Network** rebounded from long-term decline last week, rebounding two points to 16½ late Friday afternoon (May 1). Company gave indication last week it considered shares undervalued and might consider stock buyback. Also making slight rebound, to \$22, on Friday was stock of **Westwood One**, which had dropped roughly 25% over past month. Norman Pattiz, chairman of Culver City, Calif.-based radio programmer and network company, said he knew of no definite reason for price decline, but said that stock is still trading above where it was at beginning of year and is trading at higher price-to-earnings multiple than market at large. Dennis McAlpine, of Oppenheimer & Co., suggested that investors may be discouraged by possibility that FCC may allow Capital Cities/ABC and NBC to keep radio stations and with them radio networks. Westwood had indicated interest in buying NBC networks.

**Sears Roebuck** was **top national radio advertiser** (spot and network combined) in 1986, according to Radio Advertising Bureau, which relies on financial data from both Radio Expenditure Reports (spot) and Broadcast Advertisers Reports (network.) Sears spent \$69,586,000 on aural medium. Next was Anheuser-Busch at \$66,769,000, followed by General Motors, \$57,345,000, Ford Motor Co., \$32,481,000, and AT&T, \$31,262,000.

**Taft Broadcasting** said last Thursday that **\$155-per-share offer for company** by TFBA Limited Partnership **had been increased to \$157** per share. Company said board of directors would negotiate



formal agreement with TFBA, composed of company's three major shareholders: American Financial Corp., Robert M. Bass group and members of Taft and Ingalls families.

□

Fifth Estate last week emphasized its displeasure with **Florida's recently enacted 5% sales tax on advertising** by backing out of commitments to hold meetings in state. Among those which said last week they had  **canceled meeting plans in state are NBC television network**, which last week decided to hold 1988 television affiliates meeting instead at yet-to-be determined alternative site; **Radio Advertising Bureau**, which canceled spring 1988 board meeting, and four meetings of **Association of National Advertisers. American Advertising Federation did not cancel upcoming meeting** in Orlando, next month, June 6-9, but has decided instead to turn conference into "protest rally." One report said Washington-based association would have lost \$500,000 deposit and faced possible legal consequences if it had canceled meeting. AAF spokesperson said she was not aware of meetings "contractual arrangements."

□

**National Association of Broadcasters** last week **challenged cable industry estimates for future growth in advertising revenue**, calling one projection of 29% average annual increase "too optimistic." At April 29 forum of TV group executives in Washington, NAB Executive Vice President for Operations John Abel said association believes cable advertising revenue will be about \$1.5 billion-\$2 billion by 1990, approximately 5% of all television advertising. Cable Advertising Bureau President Bob Alter earlier in April had predicted annual cable advertising revenues would top \$1 billion this year, reaching \$2 billion in 1990, \$4 billion in 1995 ("Cablecastings," April 27).

□

**National Cable Television Association** will form technical group to **examine cable transmission of high-definition television**. NCTA's Wendell Bailey, vice president of science and technology, said group would be appointed at June 2 meeting of association's engineering committee, and would pursue plans to test HDTV systems, beginning with Japan's Muse, on Washington area cable systems to learn effect of new technology on current cable plants.

□

Word was late last week that **cable/newspaper empire of Horvitz family was being put up for sale** through Goldman Sachs. Difference among three brothers, Harry, Leonard and William, were said to have contributed to divestiture of Loraine, Ohio-based company which has cable systems serving roughly 100,000 subscribers, and five newspapers. Also said to be on sales block is 57,000 subscriber Mountain Cable Co., Williston, Vt.-based MSO which did \$54 million leveraged buyout, through Bear Stearns & Co., just 18 months ago.

□

House Telecommunications Subcommittee member, Representative **Al Swift (D-Ore.) expressed concern over proposed \$270-million purchase of WTVJ-TV Miami** in letter to FCC Chairman Dennis Patrick. Congressman said commission should conduct "thorough inquiry" into proposed purchase, including allegations made that both NBC and CBS had acted in ways that drove down price of station, which is sold, subject to FCC approval, to NBC and sister subsidiary, General Electric Property Management (BROADCASTING, Jan. 19).

□

**Viacom will open its seventh top-10 market next week in Philadelphia with sales of Cosby Show**. Viacom reported that by end of last week nine more affiliates had been added to *Cosby* line-up: KQOB-TV Albuquerque (NBC), WABI-TV Bangor, Me. (CBS), WCBD-TV Charleston, S.C. (ABC), WHIO-TV Dayton, Ohio (CBS), KVIA-TV El Paso (ABC), KTVL-TV Medford, Ore. (CBS), WKAB-TV Montgomery, Ala. (ABC), WCSH-TV Portland, Me. (NBC) and KIMA-TV Yakima, Wash. (CBS). Along with Philadelphia, Viacom will also open Salt Lake City; Harlingen, Tex.; Huntsville, Ala.; Springfield, Mo.; Tucson, Ariz. and Wichita, Kan.

□

U.S. Information Agency took beating at hands of Senate Appropriations Committee on Friday. Committee approved supplemental money **bill that increases USIA's 1987 funds by \$8.7 million, \$7.1 million less than House had approved and \$9 million less than**

**administration had requested**. Among casualties of Senate committee action was \$1 million that had been requested to reimburse radio broadcasters who have had to modify transmitters because of jamming by Cuban stations. House had allowed \$800,000 for reimbursement. Guttled entirely, also, was \$7 1/2 million sought to make up for exchange-rate losses. Committee bill would allow Board for International Broadcasting \$33 million to make up for devaluation of dollar in relation to foreign currencies, particularly West German Deutsche mark. BIB's Radio Free Europe and Radio Liberty are based in Munich. House had also approved \$33 million, which was \$6.6 million less than BIB said was needed. Tougher times may be ahead for USIA. Senate Foreign Relations Committee, which will mark up 1988 authorization bill containing funds for USIA, is working on draft that would cut administration's request for \$942 million to \$720 million, which would be \$100 million less than House Foreign Affairs Committee has approved.

□

**Senate Communications Subcommittee has begun review of U.S. international communications policy** that could lead to amendments of Comsat Act of 1962 and Inmarsat Act of 1978. Subcommittee last week invited comments on range of questions regarding continued effectiveness of Communications Satellite Act as U.S. signatory to Intelsat and Inmarsat and "long-term future" of those international organizations. Subcommittee, in inviting comments, said that international communications market "is in tremendous flux" and that while 1962 and 1978 Acts "may have been visionary in their recognition of satellites' potential, these acts may no longer suit the current structure of the international satellite market." Consequently, it said, it wants to take "fresh look" at new international scene. Among changes in that scene noted by subcommittee are competitive challenges faced by Comsat, from undersea cable and separate satellite systems; its diversification into new fields that introduce incentive for it to engage in anticompetitive activity, and changes in regulation of Comsat. Subcommittee also said scope of Comsat's obligations to U.S. is left unclear by 1962 Act "and has become more uncertain with Comsat's diversification and with adoption of pro-competitive policies by the U.S." Comments are due by June 26.

□

**FCC has launched notice of inquiry to consider authorizing short-spaced FM stations using directional antenna systems**. "The commission tentatively concluded that the limited use of directional antennas for short-spaced transmitter sites may provide more efficient use of FM broadcast spectrum," FCC said in press release.

□

NBC chief White House correspondent **Chris Wallace will replace Marvin Kalb** as moderator of network's *Meet the Press*, effective Sunday, May 10. Kalb is leaving NBC to join faculty of John F. Kennedy School at Harvard University (see page 85). Under new assignment, Wallace will no longer anchor Sunday edition of *Evening News*, but will continue as chief White House correspondent.

□

**J. Walter Thompson Co. said last week announced new leadership** to run U.S. agency and largest subsidiary, J. Walter Thompson USA. Named chairman and creative director was James B. Patterson, and as president, Stephen G. Bowen Jr., both of whom will also have responsibility of running agency's New York office. Company also said that Bill Thompson, executive VP at McCann-Erickson was rejoining JWT as director of marketing and operations. Additional member of agency's operating committee is Terry Martin, company's chief financial officer.

□

**Sharon Percy Rockefeller**, former chairman of Corporation for Public Broadcasting and now Public Broadcasting Service board member, **won National Public Radio's Edward Elson award** last week for her service to public radio as member of CPB board. She played major role in saving NPR from bankruptcy in 1983 and described period: "The problem had to be understood. It had to be acknowledged. It had to be accepted. And it had to be solved." "Public radio fills in not only the small gaps but the immense chasm left by commercial radio," she said in accepting the award.

# Editorials

## Coming on strong

The statement delivered by Chairman Edward J. Markey (D-Mass.) at the close of his House Telecommunications Subcommittee hearings on network takeovers and network news last Thursday lingers as indictment, trial and conviction for crimes never committed. Only the sentencing remains. Broadcasters with distinguished records had testified, some, at least, against their better judgments, in patient response to often hostile questioning. Here were their thanks:

"This chairman, for one," said Markey, "believes that the Reagan administration's revolution against regulation has created a marketplace in the broadcasting industry that is out of control and a value structure of greed that is completely incompatible with the public interest, convenience and necessity hallowed in the Communications Act of 1934."

Do broadcasters want comparative renewal reform? "They had better be prepared to accept a strengthened public interest standard which can withstand the searing insights provided by many of our witnesses over the last three days," said Markey.

Is there hope for elimination of the fairness doctrine? The subcommittee this week will mark up and undoubtedly approve a bill embedding the doctrine in the law. "Clearly," said Markey, "these hearings have demonstrated the need to insure robust debate of important societal issues on the public airwaves."

Nor is that all. The subcommittee, Markey promised earlier on the closing day, will exercise FCC oversight or consider legislation on such issues as "the syndicated exclusivity rules, the compulsory license, the prime time access rule, the financial interest and syndication rules, the must-carry regulations, the duopoly rules and satellite scrambling legislation."

Markey didn't say where he stands on the issues in the preceding list, but his remarks, directed at the three chief executives of network companies who had just completed testifying, revealed a chairman who is contemptuous of broadcasters' service and of their claims to First Amendment rights and is out to restore regulation that the FCC has discarded, and in a harsher form.

Although this page never thought it could happen, broadcasters may come to remember the term of Markey's predecessor as the good old days of Tim Wirth.

## Judgment calls

This week's "Open Mike" department carries critical expressions from readers on two subjects: the editors' decision to carry sharply excerpted texts from radio broadcasts that brought about the FCC's new ruling on indecency (BROADCASTING, April 20) and the magazine's acceptance of an ad uncomplimentary to Ted Turner (BROADCASTING, March 30). Both criticisms deserve more than cursory reply.

The decision to give readers a graphic sample of the language at issue in the indecency case was taken because the matter is so serious and so much is at stake. Reluctant as we were to print such words in a magazine that had never before contained them, there was no avoiding our obligation to inform readers precisely on the dispute. How could stations know how far their freedom extends (and/or where the FCC's new limits are) if no one would print the words—aloud, as it were? How could one judge this magazine's editorial disagreement with the FCC if we stuck to the First Amendment high ground while refusing to inform readers fully of

the lowlands on the other side?

We could go on, but in the end, there need be no greater justification for our decision to publish than this week's "Open Mike" letters themselves. BROADCASTING and other publications have run stories and editorials on the indecency controversy for months on end without perceptible reaction. It was not until we ran a five-inch box that dealt baldly and honestly with the facts at issue that the industry's attention was galvanized. Indeed, there could hardly be a better argument for free speech itself.

That brings us, less comfortably, to the matter of the ad attacking Ted Turner. Two First Amendment rights were involved in that instance: this publication's right to decide whether or not to print a paid expression of opinion, and another's right to express that opinion to the world at large. Our judgment at that time was that the sentiments therein—while distasteful to us and to many—fell within the range of fair comment. A not insignificant factor in that judgment was that Ted Turner, by his own actions, has become as much a public figure as a private person, and as such is subject to a greater degree of heat than others might be. We elected not to deny a First Amendment speaker his right to the medium of his choice.

In our best of all possible worlds, we would have the medium of broadcasting afforded the same First Amendment rights to decide—and even, in the eyes of some, perchance to err.

*Call of the riled. The FCC has gotten some sound advice from both broadcasters and ancillary members of the Fifth Estate on what to do with its proposal to tinker with the call letter rules, a move that has seemed to most observers an invitation to confusion. Arbitron for one, which, understandably, sees the changes as a nightmare in trying to keep up with who is listening to whom. That the FCC would go public with the proposal without first gauging the real-world effects, and the real-world reaction, remains a mystery. Suffice it to say that reaction is now officially gauged, and the commission has all the justification it needs to bury this one. May it (the proposal, we mean) rest in peace.*



Drawn for BROADCASTING by Jack Schmidt  
 "We don't know what to do. He says he's explaining the FCC's new indecency rulings."



# We're biased.

## We don't think crime should pay.

In Houston, a man, one of tens of thousands, was arrested for entering this country illegally. He was placed in a privately run jail. And killed when he was suspected of trying to escape.

Who is responsible? The private corrections company or the state?

In Pennsylvania, a judge ordered a privately operated prison to return 55 out-of-state inmates the prison managers had brought in to increase their profits.

Private prisons are the most dangerous aspect of the policy of privatization—the transferring of certain public service to private enterprises. Maybe that's why many states have considered "contracting out" prisons, but very few have even experimented with it.

Out of 4,000 state and local corrections facilities, only thirty privately run prisons or jails are now operating in the U.S., according to the National Institute of Corrections.

Law enforcement and legal experts agree that privatizing

prisons would leave governments liable for the actions of a private company.

Imprisoning a citizen is one of the most drastic acts governments can take. Government, and government alone, should have the legal responsibility and liability of incarceration.

There could easily be fundamental conflicts between a private firm's profit motive and a government's duty to ensure the fair administration of justice.

Private jails run the risk of bringing cost considerations into the forefront of public safety. Salary and benefits make up around two-thirds of corrections costs. Several major corporations involved in privatization say that hiring fewer people and cutting salary and benefits is one way they plan to make a profit. This in a nation where staff-to-inmate ratios are already dangerously high.

There are deep legal and ethical questions concerning "contracting out" prisons.

Do you think a private parole board should decide who they can let out of prison?

Should private guards judge the conduct of an inmate which


affects the length of time a person should stay in jail?

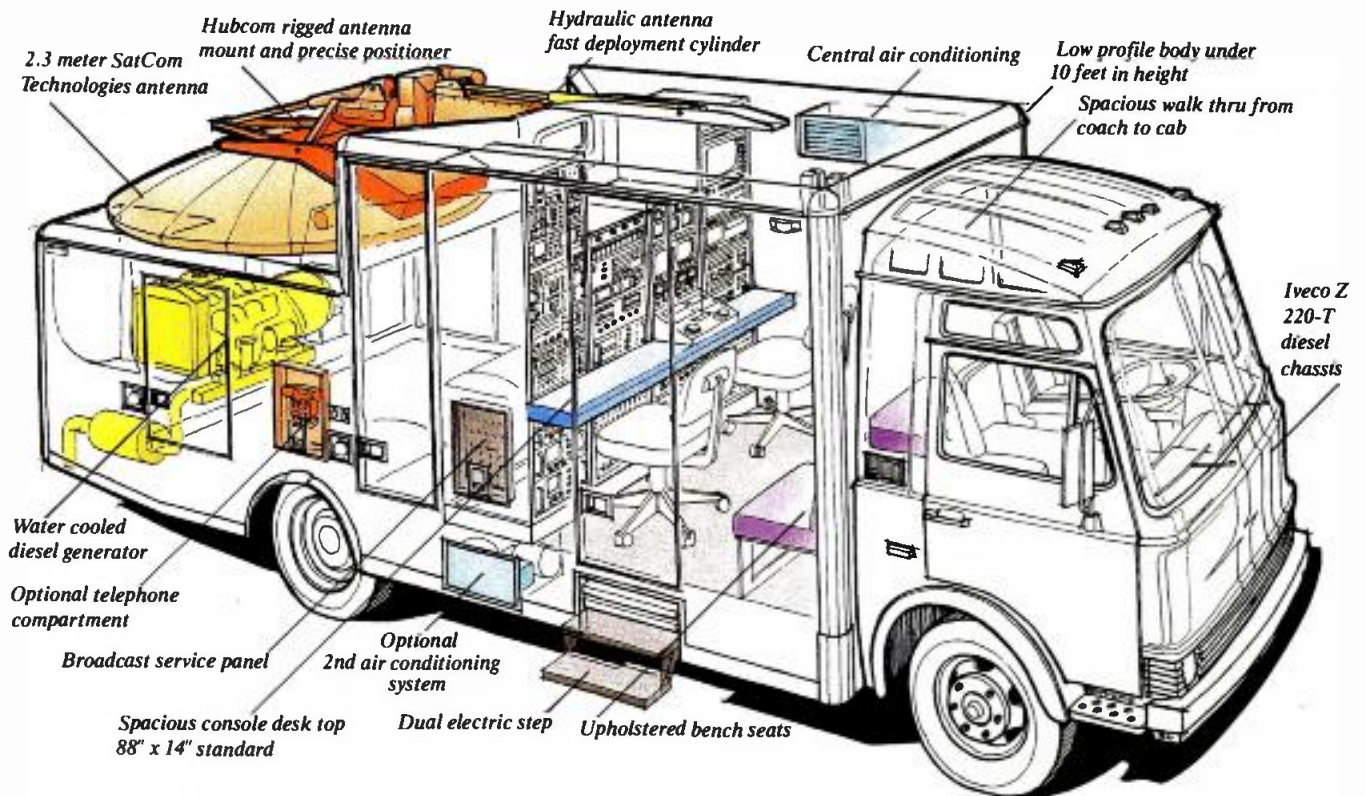
Should we let some of our citizens profit from the punishment of others? (With private contractors, the more prisoners they have, the more money they make. There is no incentive to rehabilitate.)

Can a city or state legally relinquish its responsibility or liability for the incarceration of inmates?

From every angle, "contracting out" of prisons is bad policy and bad government.

We'd like you to know about the pitfalls of prison privatization. AFSCME has published a new book entitled *Does Crime Pay?* We'd like to send you a free copy. Mail this coupon today.

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