

Two joint sessions. 10:30-11:45 a.m. *Personnel Planning for the '80s and Beyond.* Room W107. Moderator: Dwight Ellis, NAB. Panelists: Ernie Schultz, RTNDA; Eleanor Brown, Gannett Corp.; Tim Hughes, Cox Broadcasting; Larry Wendinger, Westinghouse Broadcasting Co.

Jim McKinney and You. Rooms W102, 104 and 110. Introduction by: Bev E. Brown, KGAS(AM) Carthage, Tex. Featuring: FCC Mass Media Bureau chief James C. McKinney.

RADIO SESSIONS

Luncheon. 11:45 a.m.-1:45 p.m. Radio syndicator's lunch. West hall and arena. Introduction: David Parnigoni, NAB. Luncheon toastmaster: Jerry Lyman, vice chairman radio board, and RKO Radio. Radio Hall of Fame Induction: MC Bev Brown, KGAS(AM) Carthage, Tex. Inductees: Gordon McLendon, Robert Todd Storz and Robert Trout. Kenote address: Marshall Loeb, commentator and managing editor, *Fortune* magazine. Radio creative spots by Ann Winn and Garrett Brown.

Five concurrent sessions. 2:45-3:45 p.m. *Program Syndication v. Network Affiliation: Does It Really Make a Difference?* Room W117. Moderator: Anita R. Estell, NAB. Panelists: Fred D. Cooke Jr., Dow, Lohnes & Albertson; Gregg P. Skall, Baker & Hostetler; Steve Sandman, Drake Chenualt; Eric R. Weiss, Westwood One/Mutual Broadcasting Network.

Mastering Music Licensing Agreements—It's Not as Hard as Your Tax Form. Room W105. Moderator: Catherine Howe Grant, NAB. Panelists: Voncile R. Pearce, Radio South Inc.; James M. Strawn, DKM Broadcasting Corp.; Bud Walters, The Cromwell Group.

Before You Sign on the Dotted Line... Room W116. Moderator: Robert E. Branson, NAB. Panelists: George R. Borsari, Borsari & Paxson; Alan C. Campbell, Dow, Lohnes & Albertson; Matthew L. Leibowitz, Leibowitz & Spencer; James M. Weitzman, Kaye, Scholer, Fierman, Hays & Handler.

Sex, Lies and Slanted News. 2:45-3:45 p.m. Room W106. Moderator: Steve Bookshester, NAB. Panelists: Diane S. Killory, FCC; Steven A. Lerman, Leventhal, Senter & Lerman; Robert D. Nelson, Andrews Davis Legg Bixler Milsten & Murrah; David M. Olive, Donrey Media Group.

Winning at the Contest and Promotion Game. Room W107. Moderator: Barry D. Umansky, NAB. Panelists: Charles W. Kelley, FCC; Elizabeth H. Hayes, Akin, Gump, Strauss, Hauer & Feld; Harold K. McCombs Jr., Marmet & McCombs; Lee W. Shubert, Haley, Bader & Potts.

Joint EBS briefing. 3-4 p.m. *Emergency Broadcast System Briefing.* Room W102. Richard Archut, WKDN-FM Camden, N.J.; Morris Blum, WANN(AM) Annapolis, Md.; Bob Foss, Florida Association of Broadcasters; Larry Gordon, KWIL(AM) Albany, Ore.

TELEVISION SESSIONS

Four concurrent sessions. 9-10:15 a.m. *TV Music Licensing Reform.* Room S411. Moderator: William Duhamel, KOTA-TV Rapid City, S.D. Panelists: Senators Dennis DeConcini (D-Ariz.), Howell Heflin (D-Ala.), Strom Thurmond (R-S.C.) and Representatives Rick Boucher (D-Va.), Mike DeWine (R-Ohio), Romano Mazzoli (D-Ky).

The New World of Broadcasting—TVB. Room S414. Moderator: William Moll, Harte-Hanks Communications. Panelists: James Babb, Jefferson-Pilot Communications; Blake Byrne, LIN Broadcasting Corp.; James Coppersmith, WCVB-TV Boston; Robert Lefko, TVB; Jerry Marcus, KRIV-TV Houston; Charles Webb, WVA-TV Bluefield, W. Va.

Getting Along with Your Local Cable Operator. Room S412. Moderator: Patricia Smullin, California/Oregon Broadcasting. Panelists: Joe Camicia, Camicia & Camicia; Garrett Girvan, Viacom Cable; Albert Holtz, Meridian Communications Corp.; Julian Shepard, NAB.

People Meters: A New Look at the Television Audience. Room S413. Moderator: Charles Sherman, WOI-TV Peoria, Ill. Panelists: Marvin Mord, Capital Cities/ABC; David Poltrack, CBS Inc.; William Rubens, NBC.

Four concurrent sessions. 10:30-11:45 a.m. *High Definition TV: Man-*

aging the Essential Innovation. Room S414. Moderator: Wally Jorgenson, Jefferson-Pilot Communications. Panelists: Dan Gold, Knight-Ridder Broadcasting; Jeff Baumann, NAB; Harold Protter, WTTV(TV) Milwaukee; Warren P. Happel, Scripps-Howard Broadcasting; Dr. Masao Sugimoto, Japan Broadcasting Corp. (NHK).

Satellite News Gathering: Status and Impact. Room S413. Moderator: Marcia L. De Sonne, NAB. Panelists: Robert N. Wold, Wold Communications; Robert N. Warfield, WDIV-TV Detroit; Patrick Shea, KUTV(TV) Salt Lake City; Mark Brender, ABC News; Ken Middleton, WRSP-TV St. Petersburg, Fla.; Arthur Hill, Washington International Teletop.

Programing: What's Hot, What's Not. Room S411. Moderator: John von Soosten, Katz Communications. Panelists: Melvin Smith, Tribune Broadcasting; Alan Frank, WDIV-TV Detroit; Michael King, King World; Tim McDonald, TVX Corp.

What's the Future for Broadcast Unions? Room S412. Moderator: Bill Bolster, KSDK-TV St. Louis. Panelists: Alfred DiTolla, Int'l. Alliance of Theatrical Stage Employees & Moving Picture Machine Operators; Paul Wagner, International Brotherhood of Electrical Workers Local Union 45; John Hall, American Federation of Television and Radio; Bob Ballow, King & Ballow; Richard Freund, Capital Cities/ABC.

TVB session. 2:15-3:30 p.m. Theater. *Case for Market-By-Market Television.* Presenters: Blake Byrne, LIN Broadcasting and chairman, TVB, and Roger Rice, TVB.

Two concurrent sessions. 3:45-5 p.m. *Broadcasters Can Negotiate Anything.* Room S414. Moderator: Stuart N. Brotman, advisor/communications. Panelists: Kevin O'Brien, KTVU(TV) Oakland, Calif.; George Lilly, KTVQ(TV) Billings, Mont.; Benjamin McKeel, Nationwide Communications.

Television Advertising... Understanding Today's Economic Environment. Room S411. Moderator: Linda O'Bryon, *Nightly Business Report*, WPT-TV Miami. Panelists: Robert Coen, McCann Erickson; Peter Goulazian, Katz Television Group; Alan Goettesman, L.F. Rothschild; Anthony Hoffman, Union Bank of Los Angeles; David Poltrack, CBS Inc.

RADIO ENGINEERING SESSIONS

AM-FM allocations. 9-10:30 a.m. East Ballroom D. Chair: Art Suberbielle, KANE(AM) New Iberia, La.

How the U.S. Develops Policy Positions on International Telecommunications Issues Affecting U.S. Broadcasters. 9:15 a.m. Speaker: Richard E. Shrum, U.S. Department of State.

Status of International AM/FM Broadcast Agreements. 9:40 a.m. Speaker: William Hassinger, FCC.

A Proposal for Increasing Power and Antenna Height of Class A FM Stations. 10:05 a.m. Speaker: John Furr, Clear Channel Communications.

Radio production. 10:45 a.m.-12:55 p.m. East Ballroom D. Chair: Paul W. Donahue, KIS-AM-FM Los Angeles.

Solving Phase Problems in Stereo Audio Broadcast Facilities. 11 a.m. Speaker: William Laletin, Howe Audio.

Multitrack Production Enhances On-Air Image and Quality. 11:25 a.m. Speaker: Robert M. Smith, WRKO(AM) Boston.

Production Techniques for the "Q-Zoo" Morning Show. 11:50 a.m. Speaker: Douglas C. Campbell, KKQB-AM-FM Houston.

Live via Satellite Remotes for the 15th Anniversary Party at Walt Disney World. 12:15 p.m. Speaker: Ralph Beaver, WRBQ-FM Tampa.

Joint broadcast auxiliary session. 2:30-6:15 p.m. East Ballroom D. Chair: James Wulliman, WTMJ-TV Milwaukee.

Further Developments in Aural Studio-Transmitter Links. 2:45 p.m. Michael D. Callaghan, KIS-AM-FM Los Angeles; Barry Victor, The Victor Group.

Installing and Operating a 23 ghz Radio STL System. 3:10 p.m. Speaker: Matthew J. Valteau, WJCK(AM)-WJMX-FM Boston.

Novel Use of Microwave Alternatives for Radio STL Systems. 3:35 p.m. Speaker: Ray Klotz, KZLA(AM)-KLAC(FM) Burbank, Calif.

Frequency Division Multiplex Techniques Increase Aural STL Capacity. 4 p.m. Speakers: Timothy C. Cullforth, Vir James Consult-