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Top of the Week

THE COMPANY HE KEEPS

While the Arkansas governor has said little about his communications agenda, there are clues in the people that are helping him attain the White House

By Harry A. Jessell

Bill Clinton has done a lot of talking since he launched his run for the presidency.

But when it comes to communications policy, the man who the pollsters say is the odds-on favorite to inhabit the White House has been close to mute. And as a governor of a state far removed from the media constituencies of New York and Los Angeles, the Democratic nominee has virtually no record on communications.

At this point, the best way to get a handle on the Clinton administration communications policy may be to rely on Euripides' maxim: A man is known by the company he keeps.

Among Clinton's closest companions these days is, of necessity, his choice for Vice President, Tennessee Senator Al Gore. Long active in communications, he is one of the driving forces behind cable reregulation legislation. He has also tried to foster cable competition, promoting the home satellite and teclo entry into video. If Gore becomes too distracted to engage the communications issues in the campaign or a Clinton administration, his longtime right-hand man Roy Neel may step in.

Gore's influence could be offset somewhat by Colorado Senator Tim Wirth, who is not running for re-election and has signed on as campaign co-chairman for the western states. Through his House and Senate career, Wirth has been a strong proponent of cable.

Also capable of mitigating Gore's anti-cable bent are former Carter-era officials involved in the campaign. For the most part, they are wary of telephone's reach into video and sympathetic to cable, having promulgated policies that helped trigger the medium's rise in the 1980's.

Democratic presidential hopeful Bill Clinton's communications policy: to be found in people, not words

Chief among them is Phil Verveer, a close friend of Clinton's since their college days at Georgetown and former chief of the FCC's Common Carrier Bureau under the Carter-appointed Chairman Charles Ferris. As a private attorney at Willkie, Farr & Gallagher, Verveer has represented cable interests in their efforts to keep telcos out of their business.

Another ex-Carterite said to have increasing influence in the campaign is Richard Neustadt, who was a telecommunications adviser in the Carter White House.

The little that is known about Clinton's communications ideas comes mostly from his ambitious economic plan to rebuild America's transportation and communications infrastructure. In a speech last April, Clinton called for a "door-to-door fiber optic system by the year 2015." The remark was seen by some as an endorsement of the telephone industry's promise to fiber America.

Significantly, however, all reference to "fiber" was dropped from the campaign's economic position paper released last month. It speaks only of a "national information network." That was "no accident," says a Clinton adviser. Clinton "is not taking sides" in the race to be the future's broadband medium, he says.

But that's about it in terms of concrete ideas about communications. "We haven't really focused on the broadcasting and cable issues," says Clinton campaign policy coordinator Paul Weinstein.

Weinstein does not expect such issues to arise during the campaign, although he acknowledges the candidates may come out in support of the cable reregulation legislation if the President carries out his veto threat.

A coterie of Clinton supporters has emerged in Washington bearing ad-

Continues on page 12

WHO'S WHO ON CAMPAIGN MEDIA TEAMS

By Sharon D. Moshavi

Arkansas Governor Bill Clinton's staff is getting much of the credit for having succeeded in bringing their candidate from the bottom to the top of the polls. The Clinton campaign is largely under the control of chief strategist James Carville, who oversees day-to-day operations of the campaign from his Little Rock office.

A political consultant and professional campaign organizer, Carville has a string of successful Democratic election victories behind him. Last year, he ran Senator Harris Wofford of Pennsylvania's campaign, in which he defeated former Governor and Attorney General Richard Thornburgh.

A handful of experienced media operatives have also emerged as key players in the Clinton campaign. Among them:

George Stephanapoulos, director of communications, is the highest-ranking campaign staffer handling all media aspects. He oversees all polling, scheduling, press relations and media operations for the campaign. He was also deputy communications director for Michael Dukakis's 1988 failed presidential bid, after which he served as executive floor manager for House majority leader Richard Gephardt.

The two primary out-of-house media consultants are Frank Greer and Mandy Grunwald of Greer, Margolis, Mitchell, Grunwald. Greer's background is largely press and advertising consulting for political as well as private clients. He worked on Walter Mondale's 1984 presidential run and Clinton's gubernatorial campaigns. In the Carter administration, he headed up public affairs in the Department of Labor, and was also director of the Office of Information and Consumer Affairs. Greer is working closely with Deutsch, NY—known for its slightly off-the-wall ads for Ikea—which is handling the creative side of advertising. Handling media buying is McCaffrey & McCall.

Greer's partner, Mandy Grunwald, has focused more on political media consulting and is in on daily meetings with the Clinton campaign. She

Two for Clinton: Greer, Linda Bloodworth-Thomason

The Bush campaign, run until now with little hierarchy and much overlapping authority, is expected to look quite a bit different after Secretary of State James Baker arrives Aug. 23.

Observers speculate that a Baker-initiated overhaul of the campaign's media strategy could include the return of Roger Ailes, who headed up Bush's ad effort in 1988, and a modified role for the November Co., the dozen or so advertising executives hired to craft the President's ad campaign. Its first set of commercials—which featured a close-up shot of Bush talking about issues such as the deficit and big government—was roundly panned for failing to create a theme or vision for his candidacy and for lacking in visual appeal. Adman Jerry Della Femina, in an appearance on *CBS This Morning,* said the President looked like Hannibal Lector, the murderous psychiatrist in *Silence of the Lambs.*

Heading the November Co. are Martin Puris, of Ammirati & Puris, and Clayton Wilhite, president of D'Arcy Masius Benton & Bowles North America. The former worked on the 1988 Bush campaign, the latter on Gerald Ford's 1976 presidential run. Mark McLaughlin, the ad team's media director, on leave from DMB&B, has no political background.

The most politically experienced at the November Co. is George Karalekas, a consultant who worked on the 1972 Nixon, 1976 Ford and 1980 Reagan campaigns.

The President's contacts with the media are still shaped mostly at the White House rather than at the campaign. White House Press Secretary Marlin Fitzwater handles the White House press corps and foreign press; Dorrance Smith, assistant to the President for media affairs, deals with everyone else, including TV, radio and print regional press, specialty press and TV interviews. Smith was executive producer of ABC's *Nightline* before joining the White House in 1991.

Robert Teeter, an experienced pollster, is titular head of the campaign but in effect shares duties with others, including Charles Black, the campaign's senior adviser, who oversaw the writing of the Republican platform. Black is chief executive officer of Black, Manafort, Stone and Kelly, a Washington lobbying firm with a host of foreign clients including Unita, an Angolan rebel force, and the Greek

Three on the Bush team: Fitzwater, Smith, Lake worked on the North Carolina Senate race of Harvey Gantt, a black businessman who ended up losing to Jesse Helms. She has worked on a host of Democratic campaigns, as well as consulted for public policy groups such as the National Women's Political Caucus.

In unofficial capacity at the campaign are *Designing Women* producers Linda Bloodworth-Thomason and Harry Thomason. Thomason helped produce and orchestrate the Democratic convention, and Bloodworth-Thomason produced a film biography of Clinton for the convention that is being turned into a half-hour spot.

The two primary press spokespeople for the campaign are Avis LaVelle and Dee Dee Myers. LaVelle, who heads the campaign's press operation, was press secretary for Chicago Mayor Richard Daley, Jr. Myers is the traveling press secretary, and has worked in various positions on a number of local, state and national Democratic elections, including those for Michael Dukakis, Los Angeles Mayor Tom Bradley and Walter Mondale. ■

government.

Jim Lake, part-time adviser to the campaign, served as communications director and press secretary for President Reagan's campaigns in 1980 and 1984. He heads up Robinson, Lake, Lerer & Montgomery, a lobbying firm that has represented Michael Milken and the Manville Asbestos Trust.

The most visible campaign handler these days is Mary Matalin, a former protege of and chief of staff for late Republican National Chairman Lee Atwater. Matalin, deputy campaign manager for political operations and the highest-ranking woman in the campaign, owes her current high profile to one of her recent daily faxes, in which she referred to the "bimbo eruptions" in the Clinton campaign. The White House denounced the release.

Campaign press secretary is Torie Clarke, formerly a press aide to U.S. Trade Representative Carla Hills and press secretary to Sen. John McCain (R-Ariz.). Insiders say she is a stronger force in the campaign than director of communications William Feltus, a Teeter protege, with whom her press duties overlap. ■

This Week

CLUES TO A CLINTON AGENDA / 3

The telecommunications agenda of Bill Clinton, lacking in specifics so far, may be deduced from his growing coterie of friends and volunteers.

BAYWATCH: GOING SWIMMINGLY / 15

Cost containment and an overseas audience enamoured of the California beach scene have turned the network-originated and now-syndicated *Baywatch* into a financial and ratings success.

Baywatch, ***opening its second season on the rapids of the American River, scores as the highest-rated rookie entry among hour syndicated dramas (p. 15).***

MAXISERIES COME TO AMERICA / 17

Turner Program Services hopes to launch two New World Entertainment "maxiseries"—the 65-episode *Secrets* and the 100-episode *Inheritance*—into syndication in 1993.

NEW ON NICK / 20

Nickelodeon will boost its share of original programing this fall, adding a two-hour block, called SNICK, on Saturday nights, a nature series on Sundays, and a weekend game show.

PUBLIC POP / 22

The Corporation for Public Broadcasting has invested $1.7 billion in *World Cafe,* a two-hour daily show of American and international popular music. Fans of the show say it will be the basis of a new format; its detractors argue the funds would be better spent elsewhere.

THEY'LL BE BACK / 24

Despite the electorate's apparent desire for a clean sweep of both houses of Congress, Democratic and Republican members at the forefront of Fifth Estate issues are likely to return in the next Congress.

NETWORK REVENUES UP / 31

Thanks mostly to some big events—like the *Academy Awards* (ABC) and the final-four NCAA basketball playoffs (CBS)—that fell in the second quarter this year rather than the first, network revenue edged up in the quarter.

ABC COMPRESSION TEST / 34

ABC will put digital video compression technology to work this week at the Republican National Convention, squeezing two broadcast-quality backhaul feeds into one fiber optic circuit from Houston to New York.

NEWS DEPARTMENTS

FEATURE SECTIONS

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NBC, AFFILIATES TALK COMPENSATION CUTS

One plan has network taking back 15%-20% in exchange for inventory give-back

By Steve McClellan

With the wounds still agape at CBS from its battle with affiliates over compensation cuts, NBC has also raised the issue with affiliates, and talks are ongoing.

According to both network and station sources, a number of proposals have been put on the table, with a new compensation plan expected to be in place by Labor Day.

One plan NBC is pursuing aggressively is an inventory give-back to stations in exchange for reductions in cash compensation. The size of the reduction hasn't been finalized, but some station sources say the network wants to recoup between 15% and 20% from larger-market stations and single-digit amounts from smaller stations, subject to individual market negotiations. NBC's total network compensation pool is said to be about $115 million.

Jim Babb, chairman and chief executive officer of Outlet Communications, owner of NBC affiliates in Columbus, Ohio, and Providence, R.I., said he was "operating under the assumption that we are looking at moderate refinements" in compensation payments from NBC.

Babb could not confirm the 15%-20% target cited by other station executives but said it was his impression the cuts would not be as extreme as those imposed by CBS.

Another NBC proposal would require stations to spend a percentage of their allotted compensation to promote network programs. In turn, stations with existing network promotion budgets beyond the comp funds earmarked for that purpose would be reimbursed in part by the network.

Jim Waterbury, president and general manager, WWWL(TV) Waterloo, Iowa, and chairman of the NBC affiliates advisory board, confirmed that such a proposal was being discussed. "And I'm not hearing much resistance to it from either side," he says. "There's a sense that NBC and the affiliates need a promotion schedule. This may be a way of locking it down."

The network has taken the position that the inventory give-back and cash cut would, theoretically, balance each other out in terms of station revenue. But a number of stations don't see it that way. "These kinds of swaps can be very tough on the smaller markets," said Rolla Cleaver, former affiliate board member and general manager of KVBC(TV) Las Vegas. "What's fair in Minneapolis isn't necessarily fair in Yuma or Chico."

But even in the larger markets, said Outlet's Babb, the value of new inventory is questionable. In the case of NBC's proposal, he says, "it becomes a question of the quality and desirability of the inventory and not just an expansion of overall inventory."

According to some reports, the network is considering returning a spot in *L.A. Law,* as well as several minutes of time during prime time movies.

Pier Mapes, president of the NBC Television Network, could not be reached for comment, nor could Bob Niles, the network's senior vice president in charge of affiliate relations. So far, however, NBC seems to have avoided the divisiveness engendered by the CBS cuts. "The talks have been positive," said Waterbury. "They're paying attention to our concerns." ■

OLYMPIC PPV IN '96?

IOC negotiator, Ebersol differ over PPV future

By Steve McClellan

NBC Sports President Dick Ebersol backed away from a statement he made to reporters last week that there would be no pay-per-view element to the 1996 summer Olympic games in Atlanta.

That was on Monday (Aug. 10), when, during a teleconference from Barcelona, Ebersol said he wanted to correct the misimpression by some reporters that there would be PPV. But Richard Pound, the chief television rights negotiator for the International Olympic Committee, disputed Ebersol's remark, saying that, at best, it was premature to say whether there would be PPV or not. Late last week, a spokesman for Ebersol said it was possible "some minor sports" could be seen on PPV in '96. "But nothing on the order of the Triplecast." Ebersol was not available to elaborate.

> *"[T]o say that we won't do [PPV] as a matter of principle is not correct."*
>
> **IOC negotiator Richard Pound**

"There must be some communication breakdown," said Pound, who is also a member of the Canadian Olympic Committee. "We have not decided when, where, with whom or under what conditions we will negotiate for the 1996 games," he added.

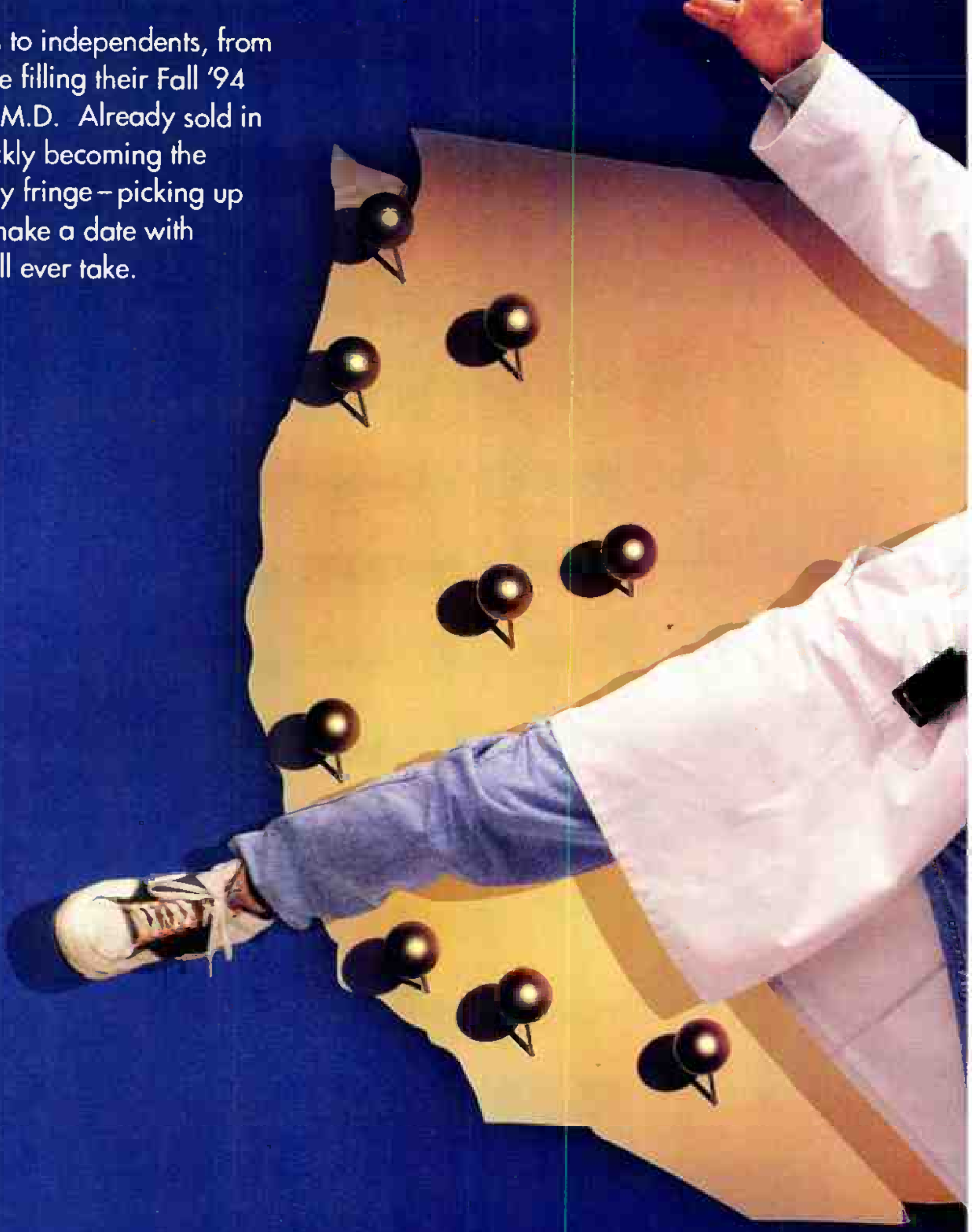
Clearly pay per view won't be the primary distribution vehicle for the 1996 games, said Pound. Network television will continue to fill that role. "But to say that we won't do [PPV] as a matter of principle is not correct."

Negotiations for the U.S. rights probably won't begin until 1993, and Pound said it's quite possible the IOC may negotiate cable rights separately from broadcast network rights. In the past, all the U.S. TV rights have been negotiated together as part of a broadcast network package.

According to Pound, the IOC television rights negotiating team will make every effort to secure as much supplemental coverage of the games in the U.S. as possible. "The network only covers a small fraction of the Olympic competition," he said. In Barcelona, NBC's coverage of "actual sports competition" probably amounted to 120 hours of its 161 total hours of coverage, he estimated. "There are 2,400 hours of event coverage available," he said. "We'll look for ways to get more live sports programing to the audience. It may be cable or pay per view. My impression was the Triplecast coverage wasn't all that bad. As for the marketing of it, Wilbur and Orville didn't build a 747 the first time." ■


HE'S DANCING AWAY WITH A STATION A WEEK.

AMERICA GETS DOWN AND



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Baltimore	WBFF
San Diego	XETV
Indianapolis	WTTV
Portland, OR	KPDX
Milwaukee	WCGV
Cincinnati	WSTR
Kansas City	KSMO
Columbus, OH	WTTE
Greenville, SC	WHNS
Providence	WPRI
Albany, NY	WXXA
Flint	WEYI
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Honolulu	KHNL
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FEC SPLIT OVER AD RULES

Radio group wants to provide spots free or at discount below lowest unit without being classified as illegal

By Randy Sukow

After two weeks of debate, the Federal Election Commission could not break a deadlock over a segment of its political broadcasting regulations that appears to be in conflict with FCC political broadcasting rules.

The six-member FEC over its last two public meetings (Aug. 6 and 13) considered a request to clarify its rules to be certain that broadcasters may legally provide federal candidates with advertising time free or at discounts below the FCC lowest unit rate without having the ads classified as illegal corporate campaign contributions under the 1971 Federal Election Campaign Act (FECA).

Three of the commissioners voted for the request last week, two against and one was absent. (FEC rules require four votes to approve a motion.)

"We come at this problem from a different perspective than the FCC," said FEC Vice Chairman Scott Thomas. "They are trying to follow the congressional will that broadcasters not charge too much.... We always try to make sure that campaigns pay fair market value. If [candidates] pay less than fair market value, they are getting a contribution."

The debate was sparked by a petition submitted earlier this summer by EZ Communications, a Fairfax, Va.-based group of eight radio stations, to allow it to provide 30-second and 60-second spots to candidates on an equal-opportunity basis either for free or at greatly discounted rates. EZ claimed that airing campaign spots in this way would make it easier for its stations to comply with the FCC's complex reasonable-access and lowest-unit-rate regulations.

"The EZ advisory opinion request does squarely present a situation where another extensive federal regulatory framework has a pronounced effect on the activity proposed," an FEC staff draft "advisory opinion" on the EZ request declared. The draft, which relies heavily on information provided by FCC General Counsel Robert Pettit and the National Association of Broadcasters, proposes that the FECA's "exemption for broadcast news media commentary is applicable to the situation presented here."

"In my view this option of giving time to candidates could be used in a partisan way if there are no parameters," Thomas said. He also objected to commentary exemptions for 30- and 60-second campaign spots. "This, in my mind, is spot advertising," he said.

Commissioner John McGarry said later this year he would initiate a rulemaking proposing limits for broadcast ad discounts in certain cases. ■

ALL AMERICAN CLOSE TO PURCHASE OF LBS

By Steve McClellan

After months of intense negotiations, major creditors to LBS have agreed to support a plan of reorganization submitted by the company to Bankruptcy Court Judge Francis G. Conrad. Although by no means a fait accompli, the creditors' support of the plan removes a major hurdle in LBS's effort to emerge from bankruptcy as a wholly owned and separate subsidiary of All American Communications Inc.

Meanwhile, distribution rights to two key programs—the game strip *Family Feud* and the weekly *Baywatch*—have reverted to All American, which will retain those rights whether or not the purchase of LBS goes through.

Three weeks ago, LBS submitted a revised reorganization plan to Judge Conrad as part of a larger disclosure statement that Conrad approved. By approving the disclosure statement, Conrad ruled LBS had given creditors adequate information on whether to vote for the plan.

All eligible voting creditors have been sent ballots and have until Sept. 14 to submit their votes. For the plan to be approved, a majority of the voting creditors accounting for two-thirds of the outstanding debts have to approve the plan. In addition, Conrad has to sign off on it independently, making sure all bankruptcy code requirements have been met.

Conrad set a tentative hearing date, Sept. 30, for confirmation of the plan. If the plan is approved, AACI's purchase of LBS is scheduled to close no later than Nov. 15.

In a letter dated Aug. 5, Mark Silverschotz, counsel to the Official Committee of Unsecured Creditors of LBS, urged all unsecured creditors to support the plan. Claims against LBS by unsecured creditors total about $78 million. According to Silverschotz, members of the committee, including Columbia Pictures Television, Warner Bros., Twentieth Century Fox, Grey Advertising and Parafrance Communications, account for "more than half" of the $78 million.

AACI will buy LBS through a stock purchase, paying $5,161,000, and it will issue different classes of warrants to secured and unsecured creditors, redeemable at a price of $11 per share over the next five years. Currently, AACI stock is trading at about $8 per share.

As part of the deal to acquire LBS, that company's chairman, Henry Siegel, has signed a five-year employment contract with AACI that makes him president of the All American LBS Television Group. Siegel will also be nominated to the AACI board. He will receive $520,000 in annual salary ("with increases as approved by the AACI board"), as well as "incentive compensation" equal to 10% of the pre-tax income of the AA LBS TV group.

Initially, Siegel was also to receive options to acquire up to one million shares of All American's common stock. That has been adjusted to take account of the 4-to-1 reverse split. Paul Siegel, Henry's brother, has also joined AACI, based in Los Angeles, as a program and production executive for the company (see story, page 15). ■

ABC UNVEILS DEBUT DATES

Several shows to get multiple special airings

By Steve Coe

ABC weighed in last week with the particulars of its new fall schedule, which it will roll out over five weeks with some shows getting multiple preview airings. *Covington Cross* will get special previews Tuesday, Aug. 25, 10-11 p.m.; Friday, Sept. 11, 9-10 p.m., and Saturday, Sept. 19, 8-9 p.m. *Crossroads* will preview on Monday, Sept. 14, 8-9 p.m., and Wednesday, Sept. 16, 10-11 p.m. *Delta*'s early showing is Tuesday, Sept. 15, 9:30-10 p.m.

The following are premiere dates for new and returning shows.

Monday

8-9 ..... *Young Indiana Jones* (Sept. 21)
9- midnight .... *Football* (Sept. 7)

Tuesday

8-8:30 .... *Full House* (Sept. 22)
8:30-9 *Hangin' w/Mr. Cooper* (Sept. 22)
9-9:30 .... *Roseanne* (Sept. 15)
9:30-10 .... *Coach* (Sept. 29)
10-11 .... *Going to Extremes* (Sept. 1)

Wednesday

8-8:30 .... *The Wonder Years* (Sept. 23)
8:30-9 .... *Doogie Howser* (Sept. 23)
9-9:30 .. *Home Improvement* (Sept. 16)
9:30-10 .... *Laurie Hill* (Sept. 23)
10-11 .... *Civil Wars* (Sept. 23)

Thursday

8-8:30 .... *Delta* (Sept. 17)
8:30-9 .... *Room for Two* (Sept. 24)
9-10 .... *Homefront* (Sept. 17)
10-11 .... *Primetime Live* (ongoing)

Friday

8-8:30 .... *Family Matters* (Sept. 18)
8:30-9 .... *Step by Step* (Sept. 18)
9-9:30 .... *Dinosaurs* (Sept. 18)
9:30-10 .... *Camp Wilder* (Sept. 18)
10-11 .... *20/20* (ongoing)

Saturday

8-9 .... *Covington Cross* (Sept. 26)
9-10 .... *Crossroads* (Sept. 26)
10-11 .... *The Commish* (Sept. 26)

Sunday

7-8 .... *Life Goes On* (Sept. 20)
8-8:30 .... *Home Videos* (Sept. 20)
8:30-9 .... *Funniest People* (Sept. 20)
9-11 .... *Sunday Night Movie* (TBA)

ABC'S KAPLAN KILLED IN SARAJEVO

ABC News producer David Kaplan, a 20-year veteran of the network, died last Thursday after being hit by a sniper's bullet while covering the conflict in Sarajevo.

Kaplan was one of a number of journalists who were covering Yugoslavian Prime Minister Milan Panic's visit to Sarajevo and was traveling in the prime minister's two-car motorcade when the shot was fired. Four accompanying ABC News personnel—correspondent Sam Donaldson, producer Ben Sherwood, soundman Dave Calvert and cameraman Doug Vogt—were not injured.

Kaplan, 45, was the first U.S. citizen to be killed working as a journalist in the region, and the latest of about 25 reporters killed, including 12 TV journalists and one radio journalist. Kaplan is the 10th person in ABC News's history killed while on assignment. In the past five years alone, according to the Committee to Protect Journalists, 43 TV and 35 radio journalists have been killed in the line of duty worldwide, out of a total of 217 journalists killed since CPJ began collecting figures in 1987.

Kaplan joined ABC News in 1972 as a field producer for the Special Events Unit, where he covered a number of political campaigns. Among the various posts he held at the network was producer for *World News Tonight* and, most recently, senior producer for *PrimeTime Live*. Prior to joining ABC News, he served as assistant press secretary to Senator George McGovern and held news positions at WEEF(AM) Highland Park, Ill., and the Intermountain Network.

Kaplan is survived by his wife, Sally, who works for ABC News in Washington, and his parents.

ABC RADIO DROPS WEEKNIGHT TALK

By Peter Viles

ABC Radio Networks announced last week that it is abandoning weeknight talk programing because the format "has not been as successful as we had hoped and is not viable for us as a business."

The announcement came Friday (Aug. 14) in a memo from ABC Radio Networks President Bob Callahan to the network staff. It came less than a day after half of ABC's nighttime duo, Deborah Norville, announced she is leaving radio to return to television news at CBS.

ABC's other weeknight host, Tom Snyder, will continue his program through the end of November, according to a network spokeswoman.

"We have decided to return this nighttime period (7 p.m.-1 a.m.) to our affiliates for their local program needs and are in the process of notifying them today," the memo said.

Callahan said the network plans to continue its weekend talk programing, which focuses on finance, gardening and home repair. ■

COMPRESSION LABS SUES STARSCAN

Compression Labs Inc. (CLI) brought suit against SkyPix managing partner Northwest Starscan in King County (Wash.) Superior Court last week, charging Starscan and its principals, brothers A. Frederick and Richard Greenberg, with breach of contract, negligent misrepresentation, fraud and trade libel. CLI says Starscan owes it $980,000 for receiver-decompressors CLI built for SkyPix, an 80-channel digital satellite TV service the Greenbergs have sought to launch since 1990. Starscan simultaneously sued CLI in New York for $44 million. And U.S. Bankruptcy Court in Seattle expects continued hearing this week of creditors and ex-staff arguing for placement of SkyPix companies in trusteeship. -PDL

CLINTON'S TEAM

Continued from page 3

vice on communications policy. Tom Casey, an attorney at Skadden Arps Slate Meagher & Flom who worked under Verveer and Chairman Charles Ferris during the Carter administration, has been soliciting papers and ideas from Democratic lawyers and lobbyists for the campaign.

Tom Cohen, a former Senate Communications Subcommittee aide, now a partner in an upstart media investment firm, says the Casey group has made an "affirmation effort" to collect information from all factions of the telecommunications industry.

Among the many contributors: Joe Waz, of Wexler Reynolds Harrison & Schule; Howard Symons and Frank Lloyd, of Mintz Levin Cohn Ferris Glovsky & Popeo; David Nicoll, assistant general counsel, National Cable Television Association; Andrew Schwartzman, Media Access Project; Terry Mahoney, NBC, and Gene Kimmelman, Consumer Federation of America.

Clinton's fabled network of friends and acquaintances also stretches into the Washington communications sphere. In addition to Verveer and his wife, Melanne, who works for People for the American Way, there are former media lender and Maryland campaign finance co-chairman Susan Ness; Lew Paper, a communications attorney of Keck, Mahin & Cate, who is handling Clinton's political broadcasting work at the FCC, and FCC Commissioner Ervin Duggan.

The volunteers and friends provide a pool of candidates for policymaking jobs in a Clinton administration, as do Democratic staffers on the Hill. Toni Cook, counsel to the Senate Communications Subcommittee, is being mentioned most often for an FCC seat.

Other congressional staff to watch: Larry Irving, counsel to the House Telecommunications Subcommittee, and Thurgood Marshall Jr., who just left the staff of Senator Edward Kennedy (D-Mass.) to join the Clinton campaign in Little Rock, Ark. ■

For More Late-Breaking News, See "In Brief," Pages 52 and 53

DESALES STREET

A funny thing happened on the way to HDTV: digital compression.

One was overdue; HDTV had been groping for a transmission standard for at least 20 years (the production standard was settled in the mid-1980's). The other was early; no one really expected a digital breakthrough before the turn of the century. Even more ironic, those working on digital were doing so to crowd more signals onto satellite transponders, not to solve HDTV's dilemma. Fortuitously, all these forces came together to make possible the HDTV breakthrough that appears so near.

But there's an embarrassment in these riches. Digital, it turns out, is far more valuable for itself than as just the transmission path for HDTV. Yet the U.S. is still going full speed ahead as though improvement of the picture were the only priority on the broadcast horizon.

Here we are, about to double the spectrum allocated for broadcast TV while confining all those second channels to transmission of the same programing now broadcast on the existing channels. It's a strategy that has been overtaken by events. What broadcasters need in this multichannel age is more channel capacity. Instead, they're about to get more lines per inch.

There's a way out. It's scalable TV (formally: dynamically controlled digital technology), which leaves to the broadcaster's discretion how this enhanced spectrum is to be used—whether totally for HDTV (which today requires the full 6 mhz), or multiple transmissions that might include local news channels, or sports channels, or subscription channels, or data transmissions of all descriptions, or who knows what else.

Left unchallenged, the FCC's insistence that digital be used exclusively for high definition will delay or deny to broadcasters a foothold in the digital generation. It will perpetuate the single channel as the standard for terrestrial television into the next century.

In the long run, it will be digital, not HDTV, that drives the electronic future. With digital, almost anything is possible. Without it, neither HDTV nor very much else will come true for the local broadcaster. This prospect is so revolutionary that almost everything electronic ought to be rethought in the light of its possibilities—which is the reason cable is racing ahead to establish its own *de facto* digital standard. Digital could put broadcasters into the telephone business. Interactivity would come within reach. Information services of all kinds could be digitally transmitted. CD-quality audio would be the order of the day.

But most to the point, there would be multiple program opportunities where there is now but one: at least four NTSC-style channels at the present state of the art, and in time upwards of six or eight. Indeed, the day may come when trade associations will be formed to implore the FCC not to give the broadcaster any more space.

But that time isn't yet. Rather, this is the moment to redefine local television and put the broadcaster more nearly in parity with cable and MMDS and DBS and the rest of the multichannel universe. For who but the broadcaster should steward this brave new world—the same broadcaster who will have the responsibility for maintaining the new/old world of NTSC far into the future. It has never been in the public interest to cordon off today from tomorrow.

Will HDTV come? Yes. It will and should, swept up by the natural progression to digital. *Carpe digitos.* Seize the digits.

Don West

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

PARTY PLANKS

The proposed Republican Party Platform to be debated this week in Houston, released last Friday (Aug. 14), contains three planks on communications-related issues and several references to the importance of telecommunications in science, technology and space. The sections were authored by Montana Senator Conrad Burns in cooperation with White House and Republican National Committee Staff and Senator Don Nickles (Okla.), chairman of the Senate Republican Policy Committee. The planks include a section outlining the need for a new, advanced telecommunications national infrastructure and separate sections on using the infrastructure for distance-learning and remote medical applications. "Today government policy at both the federal and state levels is standing in the way of this telecommunications progress," the Republicans claim.

LOOKING FOR A HOME

Although a study by the National Telecommunications and Information Administration says there may be little room for microwave users to relocate in government-occupied spectrum (to free up spectrum for personal communications services), the news for PCS in the report is far from bad. NTIA's analysis also concludes that only 2% of current 2 ghz band users need to remain in that band or a lower government band. NTIA will further study whether those 2% can find homes in government spectrum.

LOS ANGELES

'BEDROOM' SCORECARD

Last week's debut of *Bedroom Buddies* in 15 metered Nielsen overnight markets turned in a healthy 4.1 rating/8 share four-day average (NSI, Aug. 10-13), holding even in share and down 7% in rating from May 1992 sweeps market averages (2.8/8). John von Soosten, vice president and director of programing, Katz Television, said the program's initial debut had "strong sampling in a short amount of time," largely due to what he suggested is the "acceptability of trying something new" among the teen and 18-34 viewers during the higher summer PUT level months.

CBS ASSESSING INVENTORY TAKE-BACK

CBS, which modified its compensation plan once in response to affiliate protest, may do so again. Specifically, last week it was said the network is considering making some substantive adjustments in its inventory take-back from affiliates. The inventory is said to be worth an estimated $6 million to the network, and at least twice as much to affiliates. CBS Affiliate Relations President Tony Malara declined to comment on the rumors, indicating that he wanted to respect the negotiating process taking place with the CBS board. A meeting with board chairman Mick Schafbuch could take place even before a meeting called by affiliates for Sept. 16 or 17 in Chicago. CBS has sent Schafbuch an outline of proposed changes in the network's affiliation contract, including how often the network could change the compensation rate and change the allocation of compensation among different shows. CBS is said to be awaiting a reply from affiliates on their reaction to the proposed contract changes. The rumors circulating last week gave no indication, however, that CBS intends to modify the size of its compensation cut. GF

NEW YORK

MORE 'IMAGES'

Producer Gene Davis's two-hour syndication special, *Images and Realities: African American Men,* proved successful enough that the company is planning two follow-up *Images* specials, on African American families and women, to air next January and June. The specials will be cleared by Coby Communications, New York.

EL SEGUNDO

RECEIVER ROUNDUP

Just how fast can Hughes's DirecTv get receivers for its 150-channel digital direct broadcast satellite service to market? Word is Thomson Consumer Electronics—which retains exclusive manufacturing rights through 18 months or one million units sold—expects to deliver only 80,000 receivers in the first six months after early 1994 launch. But the contract between the companies may allow Hughes to trigger licensing to other manufacturers early if market research shows demand outstripping supply.

CHARLOTTE

CHEER, CHEER FOR OLD SEC

Jefferson Pilot Teleproductions, which acquired the rights to a syndicated package of Southeast Conference football games, is going after carriers of NBC's Notre Dame package with some success. Sources said over two dozen NBC affiliates in southern and border states had preempted the ND package for the SEC. An NBC source confirmed there were some defections, but claimed the network was filling the bigger holes with independent station replacements. Among the markets where the NBC station has been replaced, the source said, were Tampa, Nashville and Chattanooga.

Monday Memo

"Must carry's vulnerability is made worse by pairing with retransmission consent."

As cable legislation heads toward the home stretch, it is being touted as the cure for all that ails the video marketplace. The rise in cable rates is to be restrained. Cable service is to be improved. Competitors to cable will have a better chance to get access to popular programing like HBO, ESPN and CNN. And the battered broadcasters are to be saved from the economic precipice by gaining new rights and business opportunities vis-à-vis its cable competitors. I think not. If one plays the legislative and judicial game out to conclusion, the likely result for broadcast TV is that the well-off who do not need government help will get richer, while troubled independent stations will find it difficult, if not impossible, to survive.

BY BRUCE D. SOKLER, MINTZ, LEVIN, COHN, FERRIS, GLOVSKY & POPEO, WASHINGTON

The magic elixir for broadcasters in the Senate bill is must carry/retransmission consent in the form contained in S. 12. Broadcasters are fighting hard to preserve those provisions in conference. Right now, cable operators do not pay for carrying local television stations. Cable revenues have increased dramatically, and broadcast stations no longer universally obtain 50% rates of return. Great minds in the broadcast industry came up with the bright idea that they should be able to charge cable to carry local stations—retransmission consent.

Retransmission consent may be a neat deal if you are a broadcaster with something everybody needs. But what if your wares are ordinary at best, or might be available elsewhere, perhaps at a better deal for the cable operator? What if you are an independent UHF station, a ch. 50? That is where must carry comes in. According to the Senate's version that broadcasters want, if you don't have programing someone wants to buy, you can still force operators to take it and carry you for free.

Sounds pretty good for the broadcasters, doesn't it? The problem is, must carry is not a new idea. Broadcasters used to have that sort of cozy protection. But the courts have thrown it out—twice—as unconstitutional.

The Senate's attempt at must carry is unlikely to fare any better. To be sure, the courts have never said that must-carry regulations will inevitably be held unconstitutional. Yet the Senate and the House merely adopted wholesale the findings served up by the broadcasters, which stand in stark contrast to the evidence and analysis gathered by the FCC.

For independent broadcasters, an even worse problem is that must carry's vulnerability is made significantly worse by its pairing with retransmission consent. What will likely happen out in the real world is that the network affiliates and other well-off stations will opt to get paid, skimming the money available from cable. The smaller independents would likely have to elect must-carry carriage, which will maximize the number of broadcast stations on cable, and thereby make the constitutional argument that could be advanced by cable programers against the must-carry section as strong as possible. The most probable result is that the must-carry part of this bill will again be held unconstitutional, leaving CBS and its affiliates with the right to charge, but leaving the ch. 50's wondering how to survive.

I do not approach this with the detachment of an academic. On behalf of Turner Broadcasting, I helped lead the charge knocking out the must-carry rules before, and the bill that passed the Senate is a very tempting constitutional target for attack.

Perhaps legislation should contain warning labels. This bill's could read: "WARNING TO INDEPENDENTS: This legislation will be hazardous to your economic health." ■

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Television

'BAYWATCH' DOES MORE WITH LESS

Syndicated series finds success through lowering costs, attracting international buyers

By Mike Freeman

Reviving the former network series *Baywatch* in syndication has turned out to be more than a day at the beach. But thanks to some creative cost-containment and the show's ability to attract an overseas following, both producer and distributor—Baywatch Production Co. and All American Communications, respectively—are basking in the ratings success of the weekly series in domestic and international markets.

Entering its second season this September, the producers are looking to expand on the allure of the southern California beach scene with the addition of five new cast regulars and a special two-part season premiere filmed on the rapids of the American River in northern California.

At a time when many syndicated and network-produced series have been fleeing Los Angeles because of escalating talent, union and studio production costs, All American and Baywatch—together effectively forming a self-sufficient studio/post-production facility—have kept production in southern California by obtaining union "concessions" and putting together a profit participation formula for the producers and talent.

After a modest single-season (1989-90) run on NBC for *Baywatch*, first produced by Grant Tinker and The Gannett Co.'s former joint studio venture, GTG Entertainment, series star David Hasselhoff and co-executive producers Michael Berk, Douglas Schwartz and Gregory Bonann persuaded LBS Communications to acquire the series rights nearly two years ago.

Doubts about the action-adventure series' launch in syndication briefly arose last December when LBS sought

Creative cost-cutting has helped keep 'Baywatch' afloat in syndication.

Chapter 11 bankruptcy protection. Just last week, a U.S. bankruptcy court in New York appeared close to putting the finishing touches on a court-approved settlement with LBS's creditors and the final acquisition of its program assets (including *Baywatch*) by All American (see "Top of the Week").

Doubts about *Baywatch* were forgotten once it entered first-run syndication this past season. Its season-to-date 5.2 rating makes it the highest-rated rookie entry among the hour-long dramas. Apparently, stations were also happy with the product, with over 150 markets (91% of the U.S.) renewing the series for the

COVENY JOINS MULTIMEDIA

Dick Coveny, former president of Blair Entertainment, has joined Multimedia Entertainment as executive vice president. He joins the company effective today (Aug. 17). Reached last week at home, Coveny said he'll be "actively involved in the day-to-day operations of the company." The post Coveny is assuming is a new position, designed to free up company president Robert Turner to focus on "growth opportunities," such as acquisitions and joint ventures, Coveny said. A 25-year veteran of Blair Television, Coveny left that company in 1988 after a five-year stint as head of Blair Entertainment. After leaving Blair, he co-founded a program consultancy called CineQuest, based in New York. Most recently, Coveny was partner in New York-based distribution company Coby Communications. —SM

1992-93 season, according to Paul Siegal, senior executive vice president, entertainment, All American Communications.

And internationally, where action-adventure and bikini-clad beachgoers play particularly well, Siegal says 72 countries have signed for year two, compared with the 40 signed for the debut season.

In fact, Siegal estimates that over 50% of *Baywatch*'s gross revenues come from international markets, which he says is "significantly" more than the $450,000 per episode its overseas sales agent, Fremantle International, guaranteed in revenues for year one. (That figure suggests Fremantle put up a minimum guarantee of close to $10 million in overseas revenues for the first 22 episodes.)

Factoring in domestic revenue estimates from New York media buyers, who suggest *Baywatch* takes in $35,000 per 30-second national barter advertising unit, or $25.5 million for its 52-week run, the estimated total worldwide net revenues (after 15% agency commissions) may have exceeded $28 million for the series' first year.

Although Paul Siegal and other All American officials decline to disclose such revenue figures, he and Baywatch Productions' Schwartz were more than willing to point out that new production costs have cut the average $1.2-million-per-episode budget (when GTG produced *Baywatch* for NBC) by 25%, to just over $900,000 per episode. First-year production costs would then total approximately $19.8 million, possibly leaving $8 million-plus in profit for the producers and All American to divide.

Doing L.A. for less

The cost-cutting methods All American is using through every phase of production may serve as a model for competing syndicators and network series producers, who are largely deficit financing front-end series production because of flat license fees for hour dramas.

Just two blocks from All American's offices in Marina Del Rey, the syndicator is leasing space out of a once-vacant warehouse facility, constructing new soundstages and sets, digital editing bays, post-production effects and production offices for the entire Baywatch Productions staff—all under one roof.

BAYWATCH

Schwartz said that—through start-up funding from All American—the production company was able to take advantage of the depressed demand for warehouse space by leasing the 40,000-square-foot facility for $17,000 per month, compared with the $175,000- to $200,000-per-month lease at the Culver Studios, where the network series was originally produced.

Two critical elements have been the nearly 25% labor cost reductions with the acting guilds and trade-craft unions, which Schwartz said have made "certain concessions," including the speeding up of the weekly production schedules from six days to four days. The other element is Hasselhoff's and the co-executive producers' "increased gross profit participation," in return for lower upfront salary demands.

John Budkins, vice president of advertising and promotion at All American, says that the production savings will allow for additional expenditures to promote the series. A tie-in promotion with the Universal Studios Tour is in the works, says Budkins, for an on-air contest that will offer viewers a chance to win an expense-paid trip to Los Angeles and a "walk-on" role in an upcoming *Baywatch* episode.

The two-part "Baywatch Summerfest" season openers (starting the weekends of Sept. 4 and Sept. 11) will also be used as a promotional tool for the introduction of five new cast members. ■

FIGHTING FIRE WITH 'FIREFIGHTERS'

GTE's new entry in reality series field will have window for local firefighter profiles

By Steve McClellan

What Fox has done for cops with *Cops*, Grove Television Enterprises hopes to do for firefighters with *Firefighters*, a new first-run reality series GTE is pitching to stations for a January 1993 premiere.

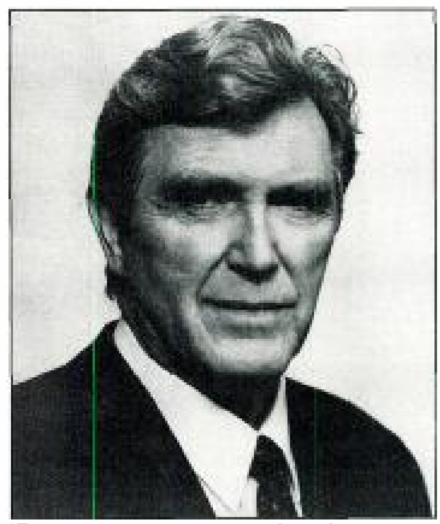
The show will have a local twist. Each episode will have an optional two-minute window that local stations can fill with their own spot on firefighting.

The half-hour series will be hosted by veteran television actor Robert Lansing. It is being produced by Americom International Entertainment, based in New York. Americom is headed by Al Korn, former head of RKO Pictures.

According to Carl Dietze, senior vice president, sales and distribution, GTE, while the show will be based in New York, it will frequently be shot on location around the country.

Dietze says that the program will not do re-enactments. "What it will do is go behind the lines and right into the fires," he says.

"Fires fascinate people. But in addition to that, we want to tell the stories of some of the 1.5 million fire-



'Firefighters' host Robert Lansing

fighters who often put their lives on the line. They are really unsung heros. And everybody likes a hero."

Dietze says the program will not show the grislier aftereffects, such as charred bodies, even though the producers will have the opportunity to shoot such footage.

In addition to fires, the show will cover arson investigations and other emergencies that firefighters are also called to, such as plane crashes and earthquakes. The show is being offered on a straight barter basis. ■

TURNER PITCHES MAXISERIES

TPS hopes made-for-international series will find domestic takers

By Steve McClellan

Turner Program Services salespeople will begin approaching stations in the next few weeks about two new original series the company hopes to launch in syndication in 1993.

The programs, both from New World Entertainment, are the 65-episode *Secrets*, which debuts in Europe this fall, and *Inheritance*, a planned 100-episode project set to begin production in November.

Both programs were developed by NWE for the international market in conjunction with foreign partners. The programs, dubbed "maxiseries" by New World, are akin to telenovellas, which have worked well in Latin America and some European countries, but remain largely untested in the U.S.

Turner has not yet completed the marketing plan on the series, but John Walden, senior vice president, sales and marketing, said the company believes the shows could work well either as weeklies or strips. One option is to air the programs consecutively in a daily time period, packaged with similar programs in the New World development pipeline.

As a strip, Walden said, the company may position the programs "as a bridge from soaps into talk shows or news, or late night." One challenge, he acknowledged, will be to convince stations that the programs will attract males as well as females, unlike soap operas, which skew heavily female.

"If they're positioned as soaps, that could turn off some men," said Walden.

"But prime time serials like *Dynasty* or *Dallas* have a strong male component—no different than a sitcom, really. One of the keys will be to promote the mystery and action both of these programs will have."

Contacted last week, several program reps said they'd prefer not to pass judgment before seeing whatever presentation Turner comes up with, but more than one expressed doubts about the programs' playability on a weekly basis. "There's really no place for them on the weekends," said one rep. "Where do you put them and get the female audience and not turn off the male audience that's around then? In late night you tend to lose the women."

Several reps said that on a strip basis, the shows would almost have to be marketed as a package in order to have enough episodes to fill the time period. "With a sitcom, even if you're a little short of a hundred episodes, you get four or five runs per episode. But you have to question the repeatability of these melodramas."

Walden dismissed the critiques as premature. "We don't have the marketing plan in place yet. Our first goal is to go out into the market and talk to the station community about their needs. That will happen shortly."

TPS will be charting new territory with the domestic syndication of the two maxiseries. But the company is encouraged by results of similar shows outside the U.S. "It's an extension of

BI-COASTAL

Keeping up with the TV set from Burbank to Sixth Avenue

On holiday

Network television watchers looking for the next **Barney Rosenzweig** project will have to wait until at least next season, according to the producer, who has spent most of the past four months traveling. "I haven't come up with any ideas of my own," said Rosenzweig, whose *Trials of Rosie O'Neill* was not picked up by CBS. Rosenzweig has begun conversations with CBS, his "network of choice," for his next project. However, he expects the next series he oversees will be developed from someone else's idea. "The last two shows were my ideas," referring to *Rosie O'Neill* and *Cagney & Lacey*, and "I'm hoping to get the next project from over the transom. But I'll probably be quiet for the rest of the year." Since *Rosie* was canceled, Rosenzweig has spent most of the past five months on an extended vacation. He was the guest of CBS during the winter Olympics in Albertville, France, and after that spent time in Egypt, London and Paris. Most recently he spent five weeks in Palm Beach, Florida.

First in space

In a jab at Paramount Domestic Television's *Star Trek: Deep Space Nine*, T-shirts sporting a *Babylon 5* logo and the message "accept no substitutes" are making the rounds at Rattlesnake Productions. The show's creator/co-executive producer, **J. Michael Straczynski**, says he pitched the *Babylon* idea to Paramount two years ago, but the studio passed on the project. (Warner Bros. Domestic Television is funding production of *Babylon* as a pilot for the Prime Time Network—formerly the Television Consortium—in February 1993.)

"I'm not suggesting that Paramount stole the concept from me, but I think they borrowed some ideas," Straczynski said. "And to tell the truth, I really don't care. All I know is what we have put together is going to be much more intriguing and original."

A Paramount spokesman said the studio routinely receives "hundreds" of story pitches each year. He added that no one at the studio could recall receiving a pitch on *Babylon 5* from Straczynski.

Toon trivia

Just about everybody will recognize the familiar faces of Bugs Bunny, Fred Flintstone and George Jetson when they make their debut on Turner Broadcasting's 24-hour Cartoon Network on Oct. 1. But real trivia buffs will be on the lookout for some of the more obscure characters in Turner's library of 8,500 animated titles who will be finding their way back onto the tube. Among those scheduled to make appearances are Loopy De-Loop, Crazy Claws, Galtar, Kwicky Koala, Shazza, Spike & Tike, and Lippy the Lion.

Broadcasting's Ratings Week Aug 3-9

	ABC	CBS	NBC	FOX
MONDAY	10.1/17	9.8/17	18.3/31	NO PROGRAMING
8:00	31. Am Fun Hme Vid 8.5/16	21. Evening Shade 9.5/18	1. Summer Olympics 16.6/31	
8:30	37. Am Fun People 7.8/14	20. Major Dad 9.6/17		
9:00	16. ABC Monday Night Movie—Stephen King's "It", Pt. 2 11.0/18	18. Murphy Brown 10.4/17		
9:30		24. Designing Women 9.1/15		
10:00		19. Northern Exposure 10.0/17		
10:30				
TUESDAY	12.5/22	8.1/14	16.5/29	NO PROGRAMING
8:00	15. Full House 11.1/21	27. Rescue: 911 8.9/16	4. Summer Olympics 15.4/29	
8:30	9. Home Improvmt 13.3/23			
9:00	5. Roseanne 14.5/24	39. CBS Tuesday Movie—To Be the Best, Pt. 2 7.7/13		
9:30	9. Coach 13.3/22			
10:00	12. 20/20 11.5/20			
10:30				
WEDNESDAY	6.8/12	6.8/12	17.4/31	8.7/15
8:00	40. Wonder Years 7.6/15	69. Claymation 4.5/9	3. Summer Olympics 15.8/31	25. Beverly Hills 90210 9.0/17
8:30	36. Wonder Years 7.9/14	53. Raven 6.4/11		
9:00	48. Doogie Howser 7.0/12			32. Melrose Place 8.4/14
9:30	50. Doogie Howser 6.7/11			
10:00	58. Civil Wars 5.9/11	32. 48 Hours 8.4/15		
10:30				
THURSDAY	7.1/13	7.9/14	17.8/32	7.0/13
8:00	53. Who's the Boss? 6.4/13	43. Top Cops 7.5/14	1. Summer Olympics 16.6/32	37. Simpsons 7.8/15
8:30	40. Growing Pains 7.6/14			61. Parker Lewis 5.4/10
9:00	63. Homefront 5.1/9	27. Street Stories 8.9/15		44. Beverly Hills 90210 7.4/13
9:30				
10:00	23. Primetime Live 9.2/16	44. America Behind Closed Doors 7.4/13		
10:30				
FRIDAY	7.9/15	8.3/16	15.1/30	4.2/8
8:00	32. Family Matters 8.4/18	56. Mary Tyler Moore 20th Anniversary 6.1/13	6. Summer Olympics 14.2/30	67. America's Most Wanted 4.7/10
8:30	29. Step By Step 8.8/18			
9:00	46. Dinosaurs 7.3/14	22. Very Best of the Ed Sullivan Show 9.4/18		73. Sightings 4.2/8
9:30	52. Perfect Strangers 6.5/12			76. Hidden Video 2 3.3/6
10:00	35. 20/20 8.2/15			
10:30				
SATURDAY	5.3/11	5.9/13*	14.4/30	5.1/10
8:00	69. MacGyver 4.5/10	57. CBS Saturday Movie—Battling For Baby 6.0/13	8. Summer Olympics 13.8/30	61. Cops 5.4/12
8:30				55. Cops 2 6.2/13
9:00	69. Human Target 4.5/9			63. Code 3 5.1/10
9:30				75. Vinnie & Bobby 3.7/7
10:00	49. The Commish 6.8/14	59. Jake and the Fatman 5.8/12		
10:30				
SUNDAY	8.7/16	11.7/21	14.2/26	5.6/10
7:00	65. Life Goes On 4.9/10	11. 60 Minutes 12.8/27	6. Summer Olympics Closing Ceremonies 14.2/26	74. Bill & Ted 3.9/8
7:30				72. True Colors 4.4/9
8:00	25. Am Fun Hme Vid 9.0/17	13. Murder, She Wrote 11.4/21		46. In Living Color 7.3/14
8:30	29. Am Fun People 8.8/15			60. Rachel Gunn, R.N. 5.7/10
9:00	17. ABC Sunday Night Movie—Jewel of the Nile 10.5/18	14. CBS Sunday Movie—Us 11.3/19		40. Married w/Childn 7.6/13
9:30				50. Herman's Head 6.7/11
10:00				65. Down the Shore 4.9/8
10:30				68. Stand by Your Man 4.6/8
WEEK'S AVGS	8.4/15	8.5/15	16.1/29	6.1/11
SSN. TO DATE	11.2/19	12.4/21	11.8/20	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT the novella," Walden said of the maxiseries. "They've been very successful in Latin America. Part of that success is that storylines develop quickly compared to a soap opera, and they have an ending so [viewers] don't have to make a lifetime commitment."

According to Walden, TPS has domestic over-the-air syndication rights only to the two programs. NWE recently announced a third maxi, an adaptation of the 1960's best-seller "Valley of the Dolls," by Jacqueline Susann. TPS does not yet have the rights to that project.

And NWE retains the rights to distribute the programs domestically to broadcast and cable networks. So far, sources said, the company has been more aggressive at pitching several cable networks, but so far has no deals.

Cable networks pitched on the *Secrets* project include USA and Lifetime. Dave Kenin, executive vice president of programing, USA Network, confirmed the network had been pitched. "I think it's a ground-breaking effort on the part of New World and its partners," Kenin said. The network has not made an offer for the programs, and Kenin declined to indicate whether he would in the future. At Lifetime, a source indicated the show had been pitched some time ago. "At this point I don't think there is much interest," the source said. ■

ACI FORMS SYNDICATION SALES ARM

By Mike Freeman

ACI, a consortium of eight independent long-form television producers, is forming a worldwide off-network and first-run syndication sales division.

In addition to the recent hiring of syndication sales veterans Michael Weiser as executive vice president of domestic distribution and James S. Bennett as president and chief executive officer of ACI, the Los Angeles-based consortium has named four regional sales managers and is opening an international sales office in London under Executive Vice President and Managing Director Brian Harris.

ACI Chairman Leonard Hill, whose Leonard Hill Films is one of ACI's charter members, estimated that ACI has 80-85 telefilm titles in its library available for packaging in off-network syndication or sale to the cable networks. Hill said that the other seven ACI member companies will likely regain—by the turn of the century—the distribution rights to another 40-45 titles previously optioned by others.

Weiser says ACI will be producing four world premiere telefilms to be distributed with a number of off-network titles for the 1993-94 season and that the films will most likely be sold in differing combinations of barter and cash.

As to its first-run plans, Hill said the privately held consortium is going to "wait and see how our [off-network] catalogue sells, then make an evaluation of how and when we will enter that market." He added: "When the networks and broadcasters look at who are the most credible and viable producers of first-run made-fors, certainly ACI is regarded as having the best stable of independent producers under one tent."

The four regional managers hired by ACI are Lee Rudnick, formerly vice president of Eastern region sales at Columbia Pictures Television, as vice president, Northeast division manager; Rod Cartier, previously a Southeast region sales VP for Warner Bros. Domestic Television Distribution, as vice president, Southeast division manager; Bethany Gorfine, most recently director of Western region sales for Television Program Enterprises (TPE), as vice president, Western division manager; and Don Frehe, a sales executive at Carolco Television and Rysher Entertainment, as vice president, Midwest division manager. ■

'ARSENIO' MOVES IN SEVERAL MARKETS

In the first major station moves since Fox Broadcasting Co. slated the fall 1993 debut of a Chevy Chase late-night talk show, Paramount Domestic Television has moved *The Arsenio Hall Show* from Fox affiliates in Seattle, Orlando, Memphis and seven smaller markets to either CBS or ABC affiliates. Word has it that KIRO-TV Seattle picked up *Arsenio* (from Fox affiliate KCPQ-TV) as part of a package deal with *Entertainment Tonight* access strip (from KING-TV). Both shows will likely move to KIRO, a CBS affiliate, by September 1993. The other major market moves away from Fox affiliates include to Orlando's WCPX-TV (CBS) and Memphis's WHBQ-TV. In Tulsa, Austin and Roanoke, *Arsenio* moves to CBS affiliates KOTV-TV, KTBC-TV and WDBJ-TV, respectively, while in Charleston, the program will be seen on ABC affiliate WCBD-TV. In other medium to smaller markets, the shows segue to CBS affiliates K'VN-TV Reno, WKBT-TV La Crosse and WTVY-TV Dothan.

Although *Arsenio* is currently cleared on over 200 stations representing 98% of the U.S., it is widely rumored that Paramount is courting CBS and ABC affiliates, said to be particularly disenchanted with network fare in the lucrative late-night daypart. —MF

COMING ATTRACTION

Fox has turned to more than 2,400 United Artists movie theaters for help in promoting the debut of *The Heights* on Thursday, Aug. 27, at 9 p.m. The theaters will be presenting a music video titled "Talk to an Angel," which will be seen before feature presentations. The video premiered in the United Artist chain two weeks ago and will be screened six times a day. The song in the video is from the debut episode of the show, which looks at the lives of eight young aspiring band members with working-class backgrounds. Fox has also provided thousands of posters featuring the series to be given out to theatergoers in select United Artist theaters. In addition to the video exposure, the network will promote the show's premiere with a seven-page gatefold advertisement in the August 22 issue of *TV Guide*. The ad is the largest by a network for a single series in the magazine's history, according to Fox. —SC

NICKELODEON SKEWS NEW FOR FALL

Network debuts its Saturday night SNICK schedule for kids, plans sci-fi miniseries

By Rich Brown

Nickelodeon is charging ahead in the new programing area with an aggressive slate of shows that will include a science-fiction miniseries and more than a half-dozen other new series aimed at the network's youthful audience.

"This year, we'll have more variety than ever before," says Geraldine Laybourne, president, Nickelodeon. In addition to the network's many returning series, the next few months will see a rollout of new shows, in a variety of formats, that will further boost Nickelodeon's original slate, currently about 35% of the schedule.

Among its latest acquisitions, Nickelodeon last week announced a deal with Jim Henson Productions that brings in Henson's catalog of family specials, featuring original *Muppet Show* characters, and 94 episodes of the animated *Jim Henson's Muppet Babies*. Network executives are positioning the deal as the first time Henson's classic collection will be featured exclusively on one network. Beginning Oct. 5, *Muppet Babies* will air weekdays, at 9 a.m. and 2 p.m., and Saturdays, from 9 a.m. to 10 a.m.

Among the more ambitious new programing moves by Nickelodeon is the launch of SNICK, the network's heavily promoted two-hour block of shows designed to target what Nickelodeon executives describe as an underserved young audience on Saturday nights. The SNICK block, which debuted last Saturday (Aug. 15), includes *Roundhouse*, a variety show airing at 8:30 p.m., and *Are You Afraid of the Dark?*, a horror-suspense anthology series airing at 9:30 p.m. Rounding out the SNICK block are Nickelodeon staples *Clarissa Explains It All* and the animated *Ren & Stimpy Show*.

Roundhouse ***(left), a variety show airing Saturdays at 8:30 p.m., joins*** **Clarissa Explains It All** ***in the SNICK block targeting that night's "underserved" young audience.***

Also new to the schedule is *Nickelodeon Wild Side Show*, a Sunday night nature magazine series that debuted yesterday (Aug. 16). Expected to come on board in October will be *Beyond Belief*, an international coproduction designed as a sort of "Ripley's Believe It or Not" for kids.

Looking further ahead, *Tomorrow People*, Nickelodeon's planned five-part science-fiction miniseries, is likely to debut on the network in 1993. Details are still sketchy on the series, which will star an up-and-coming Australian child actor.

Nickelodeon executives in the more immediate future are focusing on *G.U.T.S.*, an ambitious new game show housed in an 18,000-square-foot arena at Nickelodeon's Universal Studios, Florida, headquarters. Production begins this week on the series, which will air Saturdays and Sundays at 5:30 p.m., beginning Sept. 19. Also debuting next month will be the strip version of *Nickelodeon Arcade*, the video game-based series that got its start on the network as a weekly series. *Arcade* will air Monday through Friday beginning Sept. 1.

Among Nickelodeon projects in development are new animated properties designed to expand on the success of the network's Sunday morning animated block of *The Ren & Stimpy Show*, *Doug* and *Rugrats*. Nickelodeon executives say they have not yet seen pilots on any of the new animated projects. ■

HOME SATELLITE NETWORK DEBUTS

Eclectic service boasts movies and nuns, could include want ads, personals

By Rich Brown

Access America Direct Broadcast Service, a new television network delivered to an estimated 8 million home satellite dishes in the U.S. and elsewhere, launched last weekend as a way for producers to purchase airtime on a national service at minimal cost.

The New Orleans-based service is expected to break even by selling four minutes an hour to individuals at a cost of $60 per minute, according to entrepreneur Elvin Feltner, whose other holdings include three TV stations (WABM-TV Birmingham, Ala.; WNFL-TV Jacksonville, Fla., and WTVX-TV West Palm Beach, Fla.), the 4,000-plus-title Krypton film library, and *All Night at the Movies*, a satellite-fed syndicated overnight movie programing service based on the Krypton titles. He is also chairman of the board of Channel America, the network that got its start on low-power TV stations across the country.

Feltner says possible uses of the airtime could include presenting or testing new film or video productions, sending personal messages and selling cars or other items. Corporations will be able to buy time on the channel at a cost of $150 per minute. Among those already lined up to buy time on the eclectic 24-hour network is an order of Catholic nuns, who are running a show on their various missions.

"It's an access channel for anybody," says Feltner. Programing scheduled to air between time buys on the network will include movies from the Krypton library as well as such various sporting events as college wrestling and soccer.

Access America will serve the U.S., Canada, Mexico, and portions of Central and South America as well as the Caribbean. In addition to its home satellite dish distribution, Feltner says the company has been talking to some cable systems that have expressed interest in carrying the channel. ■

MORE TOOLS FOR SPOT CABLE BUYERS

As more ad buyers look to the spot cable business, the number of marketing tools continues to grow. Among the latest are a new guide produced by the American Association of Advertising Agencies and an expanded market-by-market cable spot ad directory published in conjunction with the Cabletelevision Advertising Bureau.

"A lot of the member agencies were looking for a guideline," says BBDO Worldwide's Pete Stassi, who developed the AAAA guidebook along with Bonita LeFlore of Ayer Incorporated and Sharron Lalik of D'Arcy Masius Benton & Bowles. Much has changed in the business since the association issued its last cable guidelines 10 years ago, he says.

"Ten years ago, there was a lot of blue sky," says Stassi. "Today, everything should be documented by research. The blue sky is gone."

Also reflecting the changing spot cable business is the latest edition of the Cable Spot Advertising Directory, the market-by-market planning guide that is double the size of previous editions. The directory is published by New Providence, N.J.-based National Register Publishing in conjunction with the Cabletelevision Advertising Bureau, which serves in an advisory capacity. Information featured in the directory includes the total number of cable households in each market and total retail consumer demand by market (see chart). —RB

TOP-10 MARKET PROFILES

Market	*Households*	*Cable TV Households*	*Median Household Income*	*Total Retail Consumer Demand*
New York	6,779,822	4,113,140	$47,554	$126,220,790,000
Los Angeles	5,089,765	2,818,170	36,759	94,720,830,000
Chicago	3,035,894	1,568,230	35,523	55,559,080,000
Philadelphia	2,623,504	1,895,410	38,883	48,056,460,000
San Francisco-Oakland-San Jose	2,297,466	1,458,860	39,378	43,583,880,000
Boston	2,114,512	1,478,470	42,700	40,410,560,000
Washington	1,750,720	1,021,820	41,099	34,426,690,000
Dallas-Fort Worth	1,713,320	803,670	25,389	30,800,410,000
Detroit	1,723,478	1,021,990	38,563	31,776,000,000
Houston	1,435,759	743,700	24,649	25,254,860,000

Note: All data based on 1992 Cable Spot Advertising Directory. *Household numbers and median household income reflect 1990 census figures; cable TV household numbers are based on Nielsen Media Research data as of July 1991, and total retail consumer demand is compiled by Equifax-National Decision Systems.*

HEADENDINGS

FOX NET PICKS CABLE MEDIA FOR FOX SPOT

Cable Media Inc. has been chosen as the exclusive national spot advertising for those Fox Net cable stations where Fox has retained commercial rights and operates full-service sales and promotion staffs. There are currently four such Fox Net stations—Corpus Christi, Tex.; Dubuque and Waterloo, Iowa, and Washington, N. C.—reaching 140,000 cable households. Fox Net provides Fox television programing to cable systems where viewers are unable to receive an acceptable signal from a Fox Broadcasting Co. affiliate.

NO TAX FOR ARIZONA PPV

Arizona state legislators have voted down a proposal to place a 3% tax on all cable pay-per-view events, according to the Arizona Cable Television Association. Legislators, who were looking to fund the state boxing commission, ultimately imposed a tax on live boxing events to fund the commission's budget.

PUBLIC RADIO FLIRTS WITH POP FORMAT

CPB's $1.7 million investment in 'World Cafe' draws some criticism

By Peter Viles

In an ambitious and somewhat controversial effort to help expand the audience of public radio stations, the Corporation for Public Broadcasting is experimenting with pop music programing.

Over three years, the CPB has invested $1.7 million in *World Cafe*, a two-hour daily show that features American and international popular music. Produced by WXPN(FM) Philadelphia, the show began last October and now airs on 52 noncommercial stations, according to WXPN General Manager Mark Fuerst.

The eclectic program mixes some established singer-songwriters such as Paul Simon and Sting with lesser-known alternative artists, rhythm and blues, reggae and other international music, all in an attempt to draw younger listeners to noncommercial radio, Fuerst says.

"The stereotypical music program you would expect to hear on public radio is classical music or jazz, and this isn't within that," says Rick Madden, director of the CPB's radio program fund. "This is an experiment. It may work. It may not work."

Fuerst says he believes *World Cafe*, if successful, may ultimately become the basis for a new format for noncommercial stations. "*World Cafe* is public radio's most ambitious effort yet to develop a stream of popular music programing that could be the basis of a format," he said. "It's not intended simply to be a program. It's a piece of a format."

World Cafe is hardly the first public radio program to showcase contemporary music. For example, National Public Radio's *The Thistle and Shamrock* consists largely of contemporary music from Scotland and Ireland and is now among the most popular music shows on public radio.

But the CPB's decision to put public money behind an expensive and experimental show has recently come under heavy criticism from Ruth Hirschman, general manager of KCRW(FM) Santa Monica, Calif., a noncommercial station known for its contemporary music programing. Hirschman has also been critical of the CPB's January decision to withdraw funding for "Soundprint," an award-winning weekly documentary series.

> "World Cafe *has eaten up a lion's share of funds and proved to be a mouse.*"
> **Ruth Hirschman, KCRW(FM)**

In a letter to the CPB, Hirschman dismissed *World Cafe* as "a jukebox program that has no credibility and barely discernible carriage." She added: "*World Cafe* has eaten up a lion's share of funds and has proved to be a mouse."

Hirschman reserved her most stinging criticism for CPB and Madden. She also asked for a response to rumors that public stations have been offered free equipment in return for broadcasting the program.

Fuerst acknowledged that one station involved in the research and planning of *World Cafe*—WFUV(FM) New York—was given digital audio equipment to air the show, but he said no public money has been used improperly. He pointed out that WXPN has committed $660,000 of the program's $2.7 million cost.

Responding to Hirschman's criticism, Madden stressed that the two decisions—on *World Cafe* and *Soundprint*—were made separately. He said the decision to cease funding for *Soundprint* was in keeping with CPB's policy of cutting off funds for long-running programs, a policy intended to encourage programs to seek other forms of support.

As for *World Cafe*, Madden said CPB has an obligation to experiment and to try to broaden public radio's appeal. "It's controversial because it is seeking to reach stations that are outside of public radio's mainstream," he says. "The fact that [Hirschman is] saying it's risky in terms of content and approach means that we have done our job."

The heavy commitment of CPB funds has certainly focused public broadcasters' attention on the program. "They seldom invest that much money in anything," says Peter Pennekamp, NPR vice president, cultural programing and program services, adding: "Whether or not it was the right investment, I'm going to stay out of that."

Madden says it's too early to judge the success of the program, but that so far he is pleased that a growing number of stations air the show and that the audience it attracts is, on average, roughly 10 years younger than the typical public radio audience.

While the jury is still out on *World Cafe*, most observers predict contemporary music will play a larger role in public radio's future than it has in the past.

"My guess is that we'll find a subsection of the public radio stations will become established as popular, contemporary music stations," says NPR's Pennekamp. ■

REGISTRATION, SPIRITS UP FOR '92 RADIO SHOW

NAB's Abel says new FCC rules, low-interest refinancing are giving business a boost

By Randy Sukow

Radio station owners are a happier bunch these days, more optimistic about business prospects than they were just before the NAB's Radio '91 Convention last year, says John Abel, executive vice president, operations, National Association of Broadcasters.

As a result, registration is likely to be up slightly for the 1992 Radio Show, scheduled for Sept. 9-12 at the New Orleans Convention Center.

About 7,000 registrants (including 700 international attendees) are expected, Abel said during a pre-convention press briefing in Washington last week. The 157 exhibitors, and the 35,000 square feet of equipment and programing exhibition space, also represent a slight increase over last year.

Abel listed four reasons for higher radio spirits:

- The new FCC ownership rules expanding the number of stations a single owner can operate from 12 AM's and 12 FM's to 18 each, and allowing ownership of up to three stations per market instead of two.
- With the end of Docket 80-90 assignments there are fewer new stations signing on to compete for advertising revenue.
- The economy is still slow, but appears to be stronger than last year's in many parts of the country.
- Broadcasters who were burdened by enormous debt a year ago have refinanced, taking advantage of lower interest rates in 1992.

In this context, NAB believes several radio groups will be in the market for more stations. "Since July 15 we've been trying to set up appointments with [radio] group heads and we can't find them. They're either on a plane, in a meeting, just getting back, just leaving," Abel said. "We think they're out looking for deals."

Two sessions at the show—explaining the new FCC ownership rules and strategies for taking advantage of them—will be tailored to that audience. Another two sessions will deal with local marketing agreements (LMA's). FCC Mass Media Bureau Chief Roy Stewart is among the experts expected to participate.

The NAB is also emphasizing technology events. In addition to an update on the progress of digital audio broadcasting and radio data broadcast system development, there will be an all-day seminar on digital radio transmission and studio technology on Saturday, Sept. 12.

Limited numbers of AMAX radios, with the NAB-developed "super tuner," will be on sale for $499 at the show. The radio was designed to be the highest-quality AM receiver possible with current technology, sporting AM stereo, NRSC-standard de-emphasis, expanded band and other features.

Other convention highlights: Marconi Awards presentation, recognizing outstanding on-air personalities; the Crystal Radio Awards Luncheon, recognizing outstanding public service, and a debate between Democratic National Committee Chairman Ron Brown and Republican National Committee Chairman Rich Bond, moderated by Mutual Radio's Larry King. The debate will be broadcast on a tape-delayed basis during King's regular Friday night slot. ■

RIDING GAIN

INFINITY'S NEXT STAR?

The latest addition to Mel Karmazin's stable of high-priced radio talent at Infinity Broadcasting is William Figueroa, the Trenton, N.J., 12-year-old who had correctly spelled "potato" until Vice President Dan Quayle advised him to add an "e." Figueroa has signed on with WFAN(AM) New York's "Imus in the Morning" show as a commentator for the Republican National Convention. He'll reportedly get $50 per day for his insights.

MONTHLY RUSH

EFM Media Management and Rush Limbaugh are launching *The Limbaugh Letter*, a monthly newsletter premiering in September. It will contain commentary from Limbaugh, highlights from his radio show, photos and interviews between Limbaugh and guests. EFM named *Reader's Digest* veteran Diana Schneider as editor of the newsletter.

NPR APOLOGY

National Public Radio last week apologized to a Secret Service agent who is suing NPR for libel over an erroneous broadcast in which NPR's Daniel Schorr identified the agent as a homosexual. The gaffe occurred during *Weekend Edition* April 11, 1992, when Schorr apparently confused two assassination attempts against President Ford in 1975. One of the attempts was foiled by a bystander who was later widely identified as a homosexual; the other was stopped when Secret Service agent Larry Buendorf grabbed a weapon held by Lynette "Squeaky" Fromme. In a report on privacy rights, Schorr identified Buendorf as a homosexual. In response, Buendorf filed a libel suit against NPR, reportedly seeking $1.1 million. In a statement last week, NPR said: "NPR regrets and wishes to correct the error. We apologize to Mr. Buendorf."

KABC CHANGES

Los Angeles talk giant KABC(AM) has announced 11 hours' worth of programing changes, apparently in hopes of attracting younger listeners. Among the biggest: the station is dropping its drive-time *Sportstalk* show and instead giving host Steve Edwards a midday, general-interest show. And longtime host Ira Fistell is being replaced by Dennis Prager in the 9 p.m.-to-midnight slot. Also, host Peter Tilden moves from evenings to afternoons for what a station spokeswoman calls an "FM-style afternoon drive show." KABC General Manager George Green says the changes are designed to give the station "lighter, more entertaining" programing.

ELECTION '92: IN WITH THE OLD

Few changes are expected among movers and shakers of Fifth Estate policy

By Randy Sukow

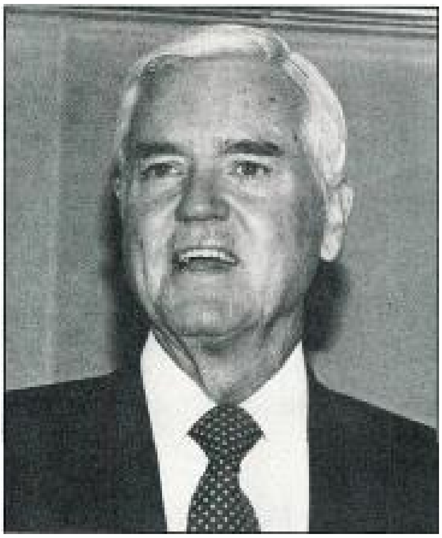
The political times may be changing, but don't expect drastic changes among the highest-ranking congressional committee members overseeing communications policy, antitrust legislation and copyrights.

Pollsters and op-ed columnists are observing a wave of anti-incumbent sentiment and a demand for "change" in the U.S. Congress. Those observations are reinforced by retirements and incumbent primary defeats suggesting that there could be a turnover of well over 100 members in the House of Representatives.

Nevertheless, most of the chairmen and ranking Republican members of the key Senate and House committees and subcommittees affecting broadcasters, cable TV operators, Hollywood producers and telephone companies are not facing serious re-election challenges in November.

In the Senate, none of the highest-ranking Republicans or Democrats in the Judiciary Committee or the Copyright Subcommittee are up for election this year. In the Commerce Committee the only close race expected is in Oregon, where the Republican incumbent, Bob Packwood, ranking minority member of the Communications Subcommittee, and staunch opponent of cable reregulation, is facing Representative Les AuCoin.

Only two high-ranking House members—Norman Lent (R-N.Y.), ranking member of the Energy and Commerce Committee (11 terms), and James Scheuer (D-N.Y.) second ranking Democrat on the same committee (13 terms)—are among the more than 50 who have announced their retirements this year. Both men were victims of substantially changed districts following the 1990 census.



Senator Fritz Hollings

Senator Daniel Inouye

In most of the other key races in both Houses, challengers have typically attempted to use the anti-incumbent sentiment to their advantage, but have failed to make significant advances against better-organized and well-funded incumbent campaigns. Redistricting and the fallout of the House bank scandal have had remarkably little effect in the House races.

Ernest (Fritz) Hollings (D-S.C.), chairman, Senate Commerce, Science and Transportation Committee, was thought to be highly defeatable a year ago. The anti-incumbent trend and a controversial vote opposing military action in the Persian Gulf in January 1991 hurt his popularity in South Carolina substantially. A Charleston *Post-Courier* poll in July 1991 estimated Hollings trailing Republican Governor Carroll A. Campbell 59%-37%.

A year later, Gulf War memories have faded and Hollings is facing former Representative Tommy Hartnett instead of Campbell. Running on constituent-service issues, voters have returned to him by a 56%-30% margin, according to the most recent *Post-Courier* poll last month. Hollings has the added advantage of $1.5 million in cash on hand as of June, including $577,000 in contributions collected during the first six months of 1992, compared with $99,500 cash on hand for Hartnett, according to Federal Election Commission July semiannual reports.

The National Republican Senatorial Committee, in a June 4 report, fingered **Daniel Inouye** (D-Hawaii), chairman of the Senate Communications Subcommittee, as "vulnerable" to State Senate Minority Leader Rick Reed (BROADCASTING, June 15). But in the two months since the report, the Hawaii Senate race has not been heavily covered in the local media, and Inouye is believed to have the seat locked up.

"You could look at Inouye and say

he's a perfect target for voters who think some of these guys have been around too long. But the fact of the matter is that Hawaii is an overwhelmingly Democratic state," said a spokesman for the Democratic Senatorial Campaign Committee. Inouye is also aided by $1.3 million in available campaign cash compared with $3,489 for Reed, reported in the July FEC update.

Early this year polls placed **Bob Packwood** behind likely Democratic challengers. Soon after Packwood lost a bid to pass a substitute amendment to the Senate cable bill (S. 12) removing the bill's program access provision, Democrats began to slam him for accepting money from cable television political action committees.

Representative Edward Markey

As the year progressed, Democrats began hammering each other. By the time Les AuCoin narrowly won the primary battle, his ability to use the anti-incumbent strategy against Packwood was severely damaged by ties to the House bank scandal. (AuCoin wrote 83 bad checks on the House bank, while none of the other four members of the Oregon House delegation wrote any.)

Packwood now is believed to hold a small lead. A recent AuCoin-commissioned poll had the race neck and neck at 40%. A Packwood-commission poll gave Packwood a 13-point lead. But there is no question about Packwood's lead in resources with over $3 million in available funds recorded in the latest FEC report compared with $222,000 for AuCoin.

House Energy and Commerce Committee Chairman **John Dingell** (D-Mich.) was one of the only House incumbents in Michigan to have been left unscathed by redistricting, due in large part to his stature in local politics there. His Republican opponent, Frank Beaumont, is the same candidate Dingell defeated 67%-32% in 1990. Observers say there is no reason not to expect the same outcome this year.

With Norman Lent's retirement, the next in line to become ranking minority member of the Energy and Commerce Committee is **Carlos Moorhead** (R-Calif.). Moorhead has spent considerable time on communications issues as a member of the Telecommunications Subcommittee and as ranking minority member of the Judiciary Committee's Copyright Subcommittee. He can expect to continue working on those issues for two more years, since his opponent, Doug Kahn, a typesetter, is not expected to fare well in a district where 45% of the eligible voters are registered Republican.

Representative John Dingell

Like Dingell, House Telecommunications Subcommittee Chairman **Edward Markey** (D-Mass.) has almost the same district configuration, while others around him have suffered radical changes in redistricting. That alone is expected to carry Markey in a predominantly Democratic area.

Markey will learn who his Republican opponent is after the Sept. 15 Massachusetts primary. (He is unopposed in the Democratic primary.) But so far the most aggressive and well-funded Republican appears to be Boston-area surgeon Steven Sohn, a political newcomer. Sohn has been attacking Markey's liberal voting record, position on taxes and his 92 bad checks on the House bank.

Sohn also criticizes Markey, who refuses to take PAC contributions, for accepting campaign contributions from individuals employed by industries he regulates, including broadcasting, cable and telephone. He points to $22,300 Markey collected in 1991 from individuals in those three industries, including $5,700 from cable executives. Sohn also attacked Markey for using the congressional franking privilege "to send around a circular saying: 'I'm fighting for you. I'm lowering your cable rates.' It was inopportune," Sohn said. "The day after he sent that around, everybody in the Medford area got a cable increase."

Matthew Rinaldo (R-N.J.), ranking minority member, House Telecommunications Subcommittee, actually lost some Democratic voting areas after the New Jersey redistricting, after winning with 75% of the vote in 1990. His victory over Woodbridge, N.J., developer Leonard Sendelsky is considered certain.

Jack Brooks (D-Tex.), House Judiciary Committee chairman, will mark his 40th anniversary in the House on Jan. 3, 1993, when he is expected to begin serving another two-year term. He is generally considered safe from stockbroker Steve Stockman, who won the nomination this year after losing in the 1990 primary to the man Brooks eventually defeated 58%-42%.

Hamilton Fish (R-N.Y.), ranking minority member, House Judiciary Committee, lost some of the towns in the Eastern part of his old district, including one that had named a street after him. But redistricting and his Democratic opponent (to be decided during a Sept. 9 primary) are not expected to turn around a 47-point margin of victory in 1990.

William J. Hughes (D-N.J.), chairman, House Copyright Subcommittee, is not considered a sure thing but is given an edge over New Jersey Assemblyman Frank LoBiondo. In spite of different party affiliations, both men are perceived to have similar moderate ideologies and are highly popular in their districts. However, LoBiondo's state district is substantially smaller than Hughes's congressional district, which is expected to give Hughes a winning margin. ■

FCC WANTS TO OVERHAUL EBS

Proposal includes new equipment to automate procedure and reduction in number and length of tests required

By Joe Flint

It will still be only a test, and there will probably still be a tone, but that may be all that remains of the current Emergency Broadcast System (EBS), which the FCC plans to overhaul and rename.

For starters, FCC Chairman Alfred Sikes proposed last week new equipment for emergency broadcasts, new forms of testing that include silent testing and a cutback in the amount and length of actual testing broadcasters are now required to air.

Also, cable systems—which currently do not have to perform any EBS tests—will be required to join TV and radio broadcasters.

Sikes said he hopes to have a notice of proposed rulemaking on reforming the EBS out within the next 60 days.

"Effective emergency communications is critical to all Americans. Last year, the EBS was used more than 1,500 times, and this number increases every year," the FCC chairman said.

The last time the EBS was updated was in 1976, according to Helena Mitchell, chief, EBS, and the technology in place is considered outdated by the FCC. The commission issued a notice of proposed rulemaking to change EBS last year and has been holding regional workshops to get feedback on proposals.

The commission hopes to put equipment in place that will reduce if not remove the chance for human error. The new equipment would be able to continually test itself, much like a home smoke alarm. It would also have the capability to perform silent testing, which would allow the equipment to test itself right up to the point of programing without the tone actually being broadcast. Sikes said this is part of an effort to reduce the "cry wolf" syndrome of current testing procedures.

Testing will also be cut back. Currently TV and radio stations are required to run an EBS test once a week between sunrise and sunset. The commission is expected to change that policy of testing to once a month at any time the station desires. Although the commission says that is being done in part so that people on late shifts will run tests too, broadcasters probably won't object to being able to conduct tests when commercial demand is at its lowest.

Moving to automation will also allow individual stations to decide what emergency alerts they want to broadcast without a program director having to monitor the system. Stations will select certain codes that will automatically air emergency warnings. One reason for that is to make the service more local.

Still to be determined is what updating the equipment will cost stations. "One of the fears is the costs will go up if the system is designed to serve many different political interests. National, state and local could all require significant technologies. I hope that does not happen," said Michael Rau, senior vice president, science and technology, National Association of Broadcasters. No official cost estimates are out, although both the NAB and the FCC say reports of a $3,000 price tag are extreme. Cost will no doubt vary between TV and radio and market size, with $3,000 at the high end, he said.

Low-end prices, Sikes said, will probably start at around $500 for small-market radio stations.

Hank Volpe, chief engineer at WBAL-AM-TV and WIYY(FM) Baltimore, said automated equipment is "the best thing that could happen. The tone has lost its impact; people hear it and flop the channel." Volpe hopes that a captioning requirement for the hearing impaired will also be part of the overhaul.

The Emergency Broadcast System was established in 1951 during the Truman administration to provide the president with the means of addressing the American people during a national emergency—something the service is yet to be used for.

Over the years, though, the service has become more important on a local level. The EBS was activated during the riot in Los Angeles to call off-duty police officers back to work.

Said Mitchell: "It has always been thought of as a 'duck and cover' system, but it is also being used to save lives at the state and local level" during natural disasters such as storms and floods, and it is time, said Mitchell, to update it. ■

DINGELL DOUBTFUL OF RETRANSMISSION

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) last week told members of the Michigan Association of Broadcasters at their annual convention that cable legislation provisions would likely become law this year, but that retransmission consent would not necessarily be a part of it, according to some of those in attendance. He expressed "serious doubts" about retransmission consent, said one communications attorney on hand. If broadcasters want to insure the inclusion of retransmission, Dingell reportedly said, they had better keep the heat on their representatives and senators. Asked to confirm the remarks, a Dingell aide said, "It sounds right." He was warning broadcasters not to take anything for granted, he said.

Another speaker, FCC Commissioner Jim Quello, expressed his concerns about the FCC drive for early introduction of HDTV, saying it would impose enormous costs on broadcasters and consumers. His concerns resonated among the broadcasters. "Broadcasters are going to be stuck supporting two transmission systems for 10 or 15 years without hope of a return on the investment," said Larry Busse, owner of WWMT(TV) Kalamazoo, Mich., and two other network affiliates. "There's got to be a better way." Dingell praised Quello for his efforts to reach a compromise with Congress on the radio ownership limits and endorsed his longtime friend and ally to lead the FCC as chairman should the Democrats capture the White House this fall, according to those on the scene. Quello said he wasn't interested in the chairmanship on a permanent basis, they said, but would accept an interim appointment in the event Sikes steps down before a replacement is confirmed. —MAJ

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October 21, 1992
Omni Shoreham Hotel, Washington, D.C.

8:00-8:45 a.m.	Informal breakfast
8:45-8:50 a.m.	*Welcome:* FCBA President Bob Beizer, Sidley & Austin
8:50-9:00 a.m.	*Introduction and Overview:* Don West and David Persson, *Broadcasting,* and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
9:00-9:30 a.m.	*Keynote Speaker:* Frank Biondi, Viacom
9:30-10:15 a.m.	*Congressional Staff Panel:* • David Leach, House Committee on Energy and Commerce • Antoinette Cook, Senate Committee on Commerce, Science and Transportation • Gina Keeney, Senate Committee on Commerce, Science and Transportation
10:15-10:30 a.m.	Break
10:30-11:30 a.m.	*Industry Leaders Panel* • Jim Dowdle, Tribune Company • Brian Roberts, Comcast • Jay Kriegel, CBS • Horace Wilkins, Southwestern Bell • Leslie Moonves, Lorimar Television
11:30-12:30 p.m.	*Industry Economic Forecast Panel* • Douglas McCorkindale, Gannett • John Tinker, Furman Selz • Steve Rattner, Lazard Freres • John Reidy, Smith Barney
12:30-2:00 p.m.	*Luncheon Speaker:* Alfred Sikes, FCC Chairman
2:00-3:00 p.m.	*FCC Commissioners Panel* • Andrew Barrett • Ervin Duggan • Sherrie Marshall • Jim Quello
3:00-3:30 p.m.	*Debate:* • Eddie Fritts, NAB vs • Jim Mooney, NCTA
3:30-3:45 p.m.	Break
3:45-4:45 p.m.	*Media Delivery Futurists Panel* • John Abel, NAB • Wendell Bailey, NCTA • Irwin Dorros, Bellcore • Stan Hubbard, Hubbard Broadcasting
4:45-5:00 p.m.	*Closing Speaker:* Greg Chapados Administrator of NTIA, Department of Commerce
7:00 p.m.	Hall of Fame Awards Dinner

*Speakers, panelists and times are subject to change.

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Broadcasting

Washington Watch

Edited By Harry A. Jessell

Denver-based MSO Jones Intercable becomes the latest cable company to hire its own representative in Washington. He is Jim Wholey, former top aide to Senate Minority Leader Robert Dole (R-Kan.).

Wholey is a partner in the Washington office of Chicago-based law firm Gardner, Carton & Douglas, but he says he'll be working primarily for Jones and hold the Jones title of VP, government relations. Wholey will be able to step right into the fray over cable legislation, having been deeply involved in it while on the Hill. Ethics rules, however, will prevent him from lobbying his former boss for a year, he says.

Wholey's firm also represents the Telecommunications Industry Association, a telco manufacturing trade group that favors lowering the barriers to telcos providing video and other information services—anathema to most cable operators. But Wholey sees no immediate conflict, since the firm's work for TIA does not currently involve the so-called telco entry question.

Before joining Dole in 1989, Wholey served as legal counsel to the National Republican Senatorial Committee and general counsel and legislative director to Senator Alfonse D'Amato (R-N.Y.).

The U.S. Court of Appeals in Chicago has set Friday, Oct. 2, to hear oral arguments in challenges of the FCC's controversial fin-syn rules. The court, however, did not name the panel of judges that will hear the arguments and ultimately decide whether the rules are too restrictive, as the networks claim, are too liberal, as Hollywood and independent broadcasters contend, or are just right, as the FCC maintains.

The court limited arguments to a total of one hour and 20 minutes. The networks will get 30 minutes to present their case; Hollywood and the independent broadcasters, 25 minutes, and the FCC, 25. Former FCC General Counsel Diane Killory will argue the case for Hollywood. The FCC's chief litigator, Daniel Armstrong, will get the call for the FCC. Who will represent the networks has not been settled. Several attorneys for the networks are reportedly jockeying for the honor.

U.S. District Court Judge Stanley Brotman joins the lengthening list of judges denying creditors security interests in broadcast licenses. In Camden, N.J., Brotman affirmed a bankruptcy judge ruling invalidating an IRS lien against WUSS(AM) Atlantic City. The IRS had claimed that its lien for unpaid taxes should extend to the proceeds from the 1989 sale of the station attributed to the value of the license.

Pete Belvin, the one-time mass media assistant to FCC Chairman Al Sikes who is now associate general counsel, is returning to the eighth floor as an aide to Commissioner Jim Quello. A vacancy is being created in Quello's office by the imminent retirement of his longtime senior aide Bill Harris. Belvin will work with Quello's other aides, Bob Corn-Revere and Brian Fontes, but who will replace Harris as senior aide has not been settled.

Howard Stern, not Al Sikes's favorite radio personality, has gotten another station in trouble for indecency. KLSX(FM) Los Angeles, the newest affiliate in the budding Stern radio network, received an FCC letter of inquiry—more often than not a precursor to a fine—for an August 1991 broadcast in which an unidentified male guest on the morning show allegedly talked about his father masturbating.

Meanwhile, the FCC is reportedly close to affirming $2,000 fines for an allegedly indecent 1988 Stern broadcast against each of the three East Coast stations that carry his morning show—WXRK(FM) New York, WYSP(FM) Philadelphia and WJFK(FM) Washington. The order imposing the fines is on the eighth floor awaiting review by Chairman Sikes and the other commissioners.

Since the FCC first notified the three East Coast stations of their fines, the agency had jacked up the amounts of its fines. If found culpable, KLSX could be fined up to $25,000. The base fine for indecency is $12,500, but it can be raised or lowered depending on circumstances.

Through letters of inquiry, the FCC has launched indecency enforcement actions over the past month against three other stations: WWDC-FM Washington; WJQX(FM) Jackson, Mich., and WROQ(FM) Anderson, S.C.

The Washington Post Magazine, a Sunday supplement, will be the next to profile Dick Wiley, former FCC chairman and Washington's most prominent communications attorney. He was the subject of flattering pieces in the *New York Times* and *American Lawyer* last June.

Don't bet on the new radio ownership rules (BROADCASTING, Aug. 10) being in effect in time for this year's NAB Radio show starting Sept. 7. The rules become effective upon their publication in the *Federal Register*. An FCC official said it could take another three weeks before the rules are ready to be forwarded to the *Register*, which takes anywhere from three days to two weeks get things into print. That means the rules probably won't take effect until mid-September.

Demonstrating CBS is a bipartisan kind of corporation, CBS President Laurence Tisch will be hosting a by-invitation-only brunch for the Republicans at their convention in Houston this Wednesday as he did for the Democrats in New York. It's scheduled for the Westin Galleria.

Also not about to be accused of playing political favorites, Capcities/ABC will supply a hospitality suite in the Astrodome—the site of the convention. Chairman Tom Murphy is expected to pop in from time to time.

NAB will have about the same representation in Houston as it did in New York, sending its president, Eddie Fritts, along with lobbyists Jim May and Dan Phythyon. The association plans to co-sponsor a party for House Minority Leader Bob Michel (Ill.) and, as it did for the Democrats, will furnish 150 TV monitors for the Astrodome and hotel lobbies that will allow delegates to keep abreast of events.

The telephone industry will pay tribute to two of its more prominent Republican Capitol Hill allies. The USTA and U.S. West will host a reception for Senator Conrad Burns (Mont.) and USTA and Southwestern Bell will fete Senate Minority Leader Bob Dole (Kan.) at another.

NETWORK REVENUE BARELY BUDGES

TV prices improved as end of second quarter got closer, but total network revenue ended up about flat; CBS did best, ABC next and NBC declined

By Geoffrey Foisie

For the three TV networks, advertising showed some signs of life in the second quarter. But weakness in that quarter's inventory sold in advance, or "upfront," weighed down more recent pricing improvements for the remaining second-quarter "scatter" inventory. As a result, combined underlying revenue for ABC, CBS and NBC was essentially flat.

The three-network revenue results reported last week under the auspices of the Broadcast Cable Financial Management Association showed a gain of 2.86%, to $1,877,381,000, over the same period a year ago. The unaudited data were compiled by Ernst & Young for BCFM.

But the slight increase was skewed by special factors, including the fact that the *Academy Awards*, which generated an estimated $25 million in revenue, fell in the second quarter this year, while it fell in the first quarter last year. Executives within the networks said that excluding these special factors, three-network advertising was flat-to-up-1%. Even with the reported increase the revenue total was still below that of two years ago.

Among the dayparts, sports was up 17.2%, to $321.4 million, in the just-reported BCFM results, although this result, too, was largely if not completely a result of special factors. CBS aired its final-four NCAA basketball playoffs in the first quarter last year, but in the second quarter this year. Similarly, NBA playoff and championship series on NBC went longer this year.

The only other daypart to show a noticeable revenue gain—news—which was up 11.3%, to $199.6 million, also benefited from unusual circumstances. In the second quarter the daypart counted two additional shows: *Street Stories* and *Dateline NBC*. Also, several million dollars may have been recorded in news specials covering the presidential primary elections. Finally, the networks have added overnight newscasts since last year.

TOTAL NET TV NETWORK REVENUES FROM TIME SALES

(Dollars in Thousands)

	Second Quarter 1992	*% Increase (Decrease) from 1991*	*First Half 1992*	*% Increase (Decrease) from 1991*
Prime Time	$948,968	(1.58)	$1,680,937	(8.38)
Late Night	84,725	(2.59)	145,675	(3.45)
A.M.	62,149	(2.51)	109,902	(6.34)
Daytime	230,889	2.31	438,107	3.78
Children	29,594	(4.31)	49,547	(6.44)
Sports	321,439	17.23	938,986	38.04
News	199,617	11.25	350,153	1.57
Total	**$1,877,381**	**2.86**	**$3,713,307**	**3.06**

Prepared by Ernst & Young for the Broadcast Cable Financial Management Association

Because of the changes in news, sports and the *Academy Awards*, the 1.6% decline in prime time revenue was a little hard to read. But it has already been said by network executives that prime time scatter pricing in the second quarter was better.

The children's daypart, down 4.3%, to $29.6 million, was hurt some by the new FCC restrictions on children's advertising, which one network executive said may have cut 5% off the daypart's revenue. Among the other dayparts, daytime was up 2.3%, to $230.9 million, despite NBC having abandoned its 10-11 a.m. programing.

Among the three TV networks, securities analysts estimated that CBS improved the most in the second quarter, up roughly 10%, according to Alan Kassan of Morgan Stanley. ABC increased TV network revenue by 2%, said Jessice Reif of Oppenheimer & Co. If those estimates are correct, the implied change for NBC would be a revenue decrease of several percent. ■

PETRY WILL SELL TIME IN HUBBARD'S DBS SERVICE

Rep firm says service is not in direct competition with broadcast clients

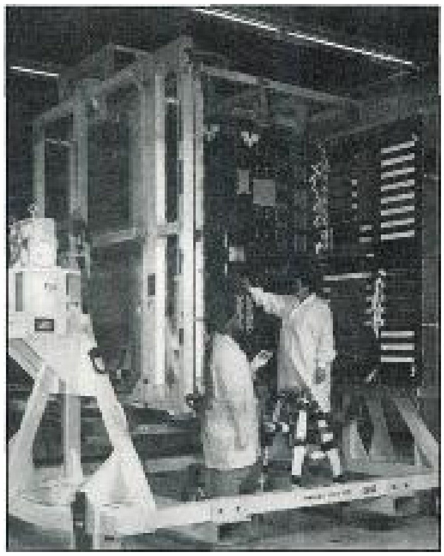
By Sharon D. Moshavi

Petry Television could end up competing with itself. The spot TV rep firm will soon sell ad time for DBS, which may or may not be a threat to TV stations. For now, there is some confusion over the extent of the competition: Petry seems to think DBS will not compete with broadcast. But the man who is putting up the satellite—and who owns a bunch of TV stations—seems to think otherwise.

Petry, one of the largest reps with 115 stations, has long sold advertising time for Hubbard Broadcasting's nine TV stations. In 1994, Petry will also rep the DBS venture put together by Hubbard's U.S. Satellite Broadcasting. Petry initially got involved as an equity partner and is believed to have invested $1 million-$5 million.

Petry will sell advertising on the variety of programing services USSB will offer. They could range from basic cable networks to advertiser-supported pay per view to what Hubbard and USSB President Stanley S. Hubbard calls a national independent television station that his company is creating for the DBS service. Harry Stecker, Petry executive vice president, director of client services, stresses that the arrangement is very preliminary and no one at the rep firm is working on the project yet.

Stecker explains Petry's move into DBS as accommodating its clients' changes and evolutions: "As our clients' businesses grow, it is likely that we will grow with them. It's very different than a company going out and seeking to get other competing forms of business." As a niche service, DBS will not directly compete with broadcast television, according to Stecker, since it will provide programing and events viewers would not normally get over commercial stations. After all, "Hubbard is not out to undermine the bulk of his holdings," Stecker says.



Technicians at work on a Hughes DBS bird to be used by USSB

According to Stecker, the DBS service will compete for advertising dollars with network TV, barter syndication and unwired networks. Petry is also looking to develop a new stream of ad revenue revolving around niche programing and attracting advertisers who have not used TV before.

Hubbard says his DBS service will attract niche rather than mass advertisers right away due to the size of the subscriber base. He is predicting 4 subscribers in the first year and 50 million by year five.

But Hubbard also says his new venture may damage his current businesses. "If there's a business that's going to compete with your business, you'd better be in that business," he says. What may most directly compete with his business is his concept for a national independent television station that will be one of two or three free services for DBS customers.

The rest of the proposed 24-26 channels the DBS service will offer will be available on a subscription or pay-per-view basis, says Hubbard. About one-third of those will be basic cable networks (although USSB has yet to strike deals with any), and Hubbard hopes to get some ad inventory on those networks, much the way local cable systems get avails. He is also looking to sign up premium movie services, and devote the rest of the channels to pay-per-view niche programing and movies—some of it ad-supported.

Hubbard is looking to TV stations to help him produce niche programing. He sees it as a viable revenue stream for stations. He's had experience using TV stations to create a national programing service: his All News Channel, co-owned with Viacom, gets programing from its client stations. (Hubbard says there will be a news channel on his service but that it may or may not be All News Channel.)

The need to compete with oneself is a concept some broadcasters may accept but bemoan. Thomas Reiff, president of H&C Communications' broadcast group (a Petry client), says of the Petry/DBS deal, "I wish the business climate was such that it didn't have to happen. But they have to make money." Reiff has had "cursory" discussions with Petry on the subject. Stecker promises further conversations with clients when the venture progresses.

For now, DBS remains a mystery. According to Richard Lobo, president and general manager of WTVJ(TV) Miami, one of three NBC O&O's repped by Petry, "What we need to know is where they expect the monies for DBS will be coming from. And we really won't know that until they're further along." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WLVE(FM) Miami Beach □ Sold by Gilmore Broadcasting Corp. to Paxson Enterprises Inc. for approximately $16 million. **Seller** is headed by Jim Gilmore Jr., and is also licensee of WEHT(TV) Evansville, Ind. **Buyer** is affiliated company of Paxson Broadcasting, headed by Lowell Paxson, which recently acquired five stations in Orlando and Jacksonville ("Changing Hands," July 6). Paxson owns five AM's and eight FM's, including WINZ(AM)-WZTA(FM) Miami. WLVE has new age jazz format on 93.9 mhz with 96 kw and antenna 1,006 feet above average terrain. *Broker: Blackburn & Co.*

KZVE(AM)-KXTN(FM) San Antonio, Tex. □ Sold by TK Communications Inc. to Spectrum Broadcasting Corp. for $12.65 million. **Seller** is headed by John Tenaglia and Robert Weary and also owns WSRF(AM)-WSHE(FM) Fort Lauderdale-Miami, WHOO(AM)-WHTQ(FM) Orlando, Fla., and KLUV (FM) Dallas-Fort Worth. **Buyer** is group of investors headed by former broadcaster and now investment banker John Palmer. KZVE has Spanish format on 1310 khz with 5 kw day and 280 w night. KXTN has country format on 107.5 mhz with 100 kw and antenna 1,514 feet above average terrain. *Broker: Media Venture Partners.*

KSKE-AM-FM Vail, Colo. □ Sold by Aspen-Vail Broadcasting Ltd. to American Broadcasting Systems for $1.3 million. **Seller** is headed by Bill Varecka and principally owned by Henry Vara, who recently sold WJTC(TV) Pensacola, Fla. ("Changing Hands," March 2). **Buyer** is headed by partners Ron Shaffer and Tom Kearney and is also licensee of KHUM(FM) Lawrence, Kan.; KVVA-AM-FM Phoenix, and KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KSKE(AM) has country format on 610 khz with 5 kw day and 217 w night. KSKE-FM has classic rock format on 104.7 mhz with 100 kw and antenna 451 feet above average terrain. *Broker: Jorgenson Broadcast Brokerage.*

KKFX(AM) Seattle □ Sold by Radio Holdings Inc. to CMN Inc. for $700,000. **Seller** is headed by Robert Bingham, who also heads licensee of KCWT(TV) Wenatchee, Wash. (Spokane). **Buyer** is headed by Robert Day and has no other broadcast interests. KKFX is 5 kw fulltimer with urban format on 1250 khz. *Brokers: William A. Exline Inc. and Weaver Broadcast Management.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,444,000** □ **9**

FM's □ **$16,960,000** □ **5**

AM-FM's □ **$13,951,000** □ **3**

TV's □ **$0** □ **0**

Total □ **$32,355,000** □ **17**

1992 to Date:

AM's □ **$136,438,163** □ **143**

FM's □ **$165,272,409** □ **148**

AM-FM's □ **$212,059,346** □ **102**

TV's □ **$1,184,301,620** □ **39**

Total □ **$1,698,071,538** □ **432**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WQEH(FM) East Hampton, N.Y. □ CP sold by Chester Associates Ltd. to East Hampton Broadcasting Group Inc. for $300,000. **Seller** is headed by Marjorie Chester and has no other broadcast interests. **Buyer** is headed by Leonard I. Ackerman and Mickey Schulhof and has no other broadcast interests. WQEH is assigned to 96.7 mhz with 3 kw and antenna 298 feet above average terrain.

KORQ-AM-FM Abilene, Tex. □ Sold by Dennis Flam, bankruptcy trustee, to Burdon Wooten for $290,000. Earlier sale ("For the Record," April 13) for $4.928 million did not close. **Seller** also has interests in KXTQ(AM)-KKIK(FM) Lubbock and KMND(AM)-KNFM(FM) Midland, both Texas. **Buyer** is former radio general manager with no other broadcast interests. KORQ(AM) is fulltimer on 1340 khz with 1 kw. KORQ(FM) is on 100.7 mhz with 100 kw and antenna 1260 feet above average terrain. Stations simulcast AC format. *Broker: Whitley Media.*

ABC PUTS SQUEEZE ON BACKHAULS

Network to test compression over fiber optic link from Repbulican convention

By Peter Lambert

The cable industry is getting some broadcast competition in the testing of digital video compression technology.

Beginning today, Aug. 17, ABC-TV plans to squeeze two broadcast-quality backhaul feeds into one DS-3 (45 megabits per second) digital fiber optic circuit from Houston to New York for coverage of the Republican National Convention. To do so, it will use prototype equipment developed by Japanese telephone giant KDD and Ikegami Electronics.

Although the network describes the transmission as "strictly experimental," Mary Frost, vice president of telecommunications for ABC, says one of the compressed feeds will be converted to "vanilla" analog form and redistributed to affiliates via satellite. "In the imminent future," she says, the network will conduct a compressed digital satellite trial.

Based on KDD's proprietary, Hadamard Transform Coding technique, an Ikegami DMC (Digital Multi-Channel Compression) 4501 encoder deployed by ABC at Vyvx Houston will digitize and squeeze two 22.5 mbps signals into one of five Vyvx 45 mbps digital links that ABC has booked for the event.

Each compressed channel will also carry two CD-quality audio signals to a DMC 4502 decoder at Vyvx New York. This week, Vyvx is to provide 28 TV backhaul contribution feeds for ABC, CBS, CNN, C-SPAN, Fox and others out of Houston, although only ABC will compress its signals.

"We're not endorsing the KDD system by any means," says Ken Michael, general manager of technology and equipment planning for ABC. The network has invited other developers to put their systems through ABC labs and field tests. But, he says, so far, only Ikegami-KDD has showed a 22.5 mbps application—one that will deliver two NTSC signals via one path, each of them robust enough to stand up to editing, graphics, retransmission and all the normal rigors of network usage.

"We haven't been courted by any of the proponents" associated with developing compression systems in the 6 mbps range for cable TV distribution, he says. Viacom Networks, Tele-Communications Inc. and PBS expect to deploy satellite compression equipment purchased from AT&T, General Instrument and/or Scientific-Atlanta-/Zenith Electronics by early next year (BROADCASTING, July 20).

Asked when ABC projects network-wide implementation of digital distribution and/or backhaul, Michael says he doubts benefits will justify network and affiliate costs before the end of 1993.

With a 3,000-mile fiber network connecting 50 U.S. cities, Vyvx wants to roll out a full-time compressed digital video service by late first quarter, 1993. As of last week, it had received 16 letters from companies intending to respond to its request for compression proposals due in September, says Howard Meiseles, vice president of engineering.

Ikegami hopes to issue a DMC product by October for initial deployment by KDD over its Pacific Ocean Intelsat satellite transponder. In Meiseles's estimation, the system will squeeze two live sports, three news backhaul or four movie signals into a DS-3 circuit or the equivalent of a 27 mhz satellite transponder. ■

IN SYNC

CHYRON UP

Chyron Corp., Melville, N.Y., reported net income of $743,000 for the first half of fiscal 1992, up from a loss of $11.7 million in the first half of 1991, when the company operated under Chapter 11. Though first-half '92 net sales ($14.7 million) dropped 1% from the comparable 1991 period ($14.8 million), the company says "revenues were substantially better than the industry norm, which continues to be restrained by...pervasive uncertainty as to when an economic turnaround will occur." Pesa Inc., which purchased 82.7% of Chyron, converted $2 million in aggregate principal amount of $5 million, four-year convertible subordinated note into 10 million shares of Chyron common stock at 20 cents per share. Non-Pesa shareholders converted 812,078 common stock purchase warrants into an equal number of common shares, adding $162,415 to shareholders' equity and working capital.

SMPTE HONORS THE BEST

The Society of Motion Picture and Television Engineers will present honors and awards Tuesday, Nov. 10, during its 134th technical conference and exhibit at the Metro Toronto Convention Centre. Among those cited for outstanding service

Continues on page 42

Classifieds

For more information on Classified Advertising rates, call Mitzi Mller at (202) 659-2340 Ext. 62.

RADIO

HELP WANTED MANAGEMENT

General manager: North America's highest rated AOR, WYMG, Springfield, Illinois. Fabulous facility with an outstanding staff in this state capital. Proper candidate should have high people skills, be organized, disciplined and a great motivator. Rush resume to Ed Christian, President/CEO, Saga Communications, 73 Kercheval, Grosse Pointe Farms, MI 48236. EOE.

General manager: Small market/big potential: Must be proven sales leader, trainer, people and bottom line oriented. Good performance equals good money. Send resume to PO Box 73, Clearfield, PA 16830. EOE.

VP/GM, format leader in top 10 market. Outstanding opportunity for a dynamic leader with a successful track record. Must have sales and programing management experience in a multiple format environment. EEO employer. Send resume to Box N-13.

Sales manager: Successful Northern New England heritage AM station seeks group sales manager to develop AM with our two new FM's. Candidate must carry list; have demonstrated ability to train and motivate staff; will run sales meetings; supervise sales staff. We need a team leader who can plan ahead and work well with people. Great opportunities to share in the success of a growing and dynamic radio group. A minimum of 5 years radio sales management desired. Experience in selling combo sales concept preferred. Must be able to package and sell full-service AM-FM with music FM. Competitive pay and excellent incentives for performance, plus quality benefit plan. Women and minorities encouraged to apply. EOE. Send resume and salary history promptly to Box N-14.

Business manager/CFO needed for growing Southeastern broadcast group. If you think like a manager and can work closely with the president of the company to deliver profits this is the job for you. Accounting degree required, CPA preferred. Excellent salary, stock options and great benefits. If you combine accounting expertise and management skills, send resume, references and earning history to Box N-15. EOE.

Midwest based broadcast company seeks experienced general manager for newly purchased FM Class B in top 50 market. Please send resume, references and salary history to: President, Liggett Broadcast, Inc., 160 E. Grand River Ave., Williamston, MI 48895. EOE.

Public radio station manager: Experienced radio executive capable of providing strong leadership in programing & audience development for two complementary noncommercial public radio stations serving the 27th statistical market of the nation. Familiarity & appreciation with the content & programing resources for both a full-time fine arts station & a second format of news, information, jazz, folk & alternative music programing is essential. Requirements: Six or more years of demonstrated radio programing & supervisory experience; good communications skills, audience research & budgetary experience. Leadership & team building experience and an undergraduate degree and special training preferred. Submit resume & salary requirements to WHRO-FM, 5200 Hampton Blvd., Norfolk, VA 23508. AA/EOE.

Station manager needed to "do it all" for new Classic Rock FM station being built in Monticello, NY. Previous experience as a station manager is not necessary, however experience in all aspects of radio is a must. Send resume to: Larry Fishman, 711 East 134th Street, Bronx, NY 10454. EOE.

Radio sales manager: Successful suburban Chicago FM seeks energetic professional to train, motivate and lead sales staff by example. Send resume, references and salary history to Bob Channick, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

HELP WANTED SALES

Sales position with SM potential for productive sales person at major Southeast combo. Position requires sales list. Incentives above average. Send resume to Box N-10. EOE.

Florida FM looking for peak performing account executives who are willing to work hard in the Florida sunshine. Minimum 3 years broadcast sales experience in one of the top 50 markets. Must be self-motivated, team player, have a winning attitude. Send resume to: Box N-16. An equal opportunity employer.

National radio rep: Seeks one experienced & one entry level account exec. for Atlanta office. Entry level position requires local radio sales or buying experience. Resume to: Radio Representative, 1-B Quaker Ridge, Box 141, New Rochelle, NY 10814. EOE.

HELP WANTED ANNOUNCERS

Classical station looking for part-time announcer with upbeat delivery. Foreign language skills helpful. Send resume and aircheck to: WGMS, 11300 Rockville, Pike, Ste. 905, Rockville, MD 20852. EOE.

HELP WANTED TECHNICAL

Chief engineer: Northern New Jersey combo. 5 KW DA AM and Class A FM. 3 plus years radio experience, computer literate and FCC General Class license needed. Send information to Michael Whalen, WMTR/WDHA, 55 Horsehill Road, Cedar Knolls, NJ 07927. EEOC.

HELP WANTED NEWS

Been slashed in network downsizing? Become our local news director! Keep skills sharp running our New England small market news department. EOE M/F. Reply to Box N-30.

News director/anchor, for all news station. Must have minimum 5-years experience, ability to handle department, and build news operation. Send resume, salary requirements to Box N-31. EOE.

SITUATIONS WANTED MANAGEMENT

General manager / general sales manager: Twelve years of radio management experience in both small and medium markets. Proven track record. Looking for a challenge that has realistic goals. Reply to Box N-17.

Bill James—your next GM: 15+ years radio management. Can do all. Sales/programing/management. Cost efficient. Wear many hats. 804-232-5197.

GM/GSM top sales producer will train, motivate, close and increase revenues. Will carry list. Extensive experience medium to majors with corporate background of large group. 916-722-5500.

GM wants to relocate to Midwest. GM, SM, AE, and PD. If you need a bottom line, promotion minded, community oriented, take charge leader; not a desk jockey. I will respond to every inquiry. Need someone to build a winning team? Send your business card to Box N-32.

SITUATIONS WANTED PERSONALITY/TALENT

Vienna's best is looking to move west: A format change means I'm looking for an address change. Morning drive time personality with experience and a degree. Medium market or larger. No revolving doors, easy listening or heavy metal stations. Call 612-870-4500 after 7:00 p.m.

SITUATIONS WANTED ANNOUNCERS

DJ seeking employment in Southern states, small/mid class mkt. One year experience. $ open. 1-602-872-1805. Ask for Gary Moore.

SITUATIONS WANTED TECHNICAL

Top 5 market CE with excellent credentials seeks position with major station or group. Experienced in complete facility buildouts, large studio plants, RF installations, maintenance, computers, budgets, unions, networking, more. Also available for consulting on construction. Call Jim 301-881-8017.

TELEVISION

HELP WANTED MANAGEMENT

Sales management position: Dominant Southeast network affiliate. GM possibilities based on aggressive sales performance. Position requires daily outside sales contacts. Send resume to Box N-19. EOE.

National sales manager: ABC affiliate seeking motivated individual to join sales team. Rep or national/regional sales experience preferred. Resume to Liz Mattox, General Sales Manager WCJB-TV, PO Box 147020, Gainesville, FL 32614-7020. EOE.

NBC affiliate looking for creative general sales manager with strong local background. Send resume to WICZ-TV, PO Box 40, Vestal, NY 13850. No phone calls please. EEO.

Vice president, finance & administration: KQED, Inc., San Francisco's public broadcasting station seeks senior level manager to direct administrative, financial and general operational functions and policies. Min. 5 years senior executive management experience, experience with human resource and labor relations laws and practices, excellent financial planning experience, and knowledge of California non-profit code desired. Send resume/cover letter and salary history to KQED, Inc., Attn: Human Resources Dept., 2601 Mariposa St., San Francisco, CA 94110-1400. No phone calls please. EOE/AA.

GSM running local sales dept. NSM in place. KOLR (TV), CBS, Springfield, MO. Minimum three years local sales manager experience. EOE. Non-smoker. Send resume to PO Box 1716, Springfield, MO 65801. EOE.

GSM: Top 100 Fox affiliate seeking aggressive, self-motivated individual. Broadcast sales experience with emphasis in sales promotions, inventory management and research systems. Send resume and salary requirements to General Manager, WDBD Fox 40, PO Box 10888, Jackson, MS 39289. EEO.

HELP WANTED SALES

Account executive: WECT is seeking an account executive with at least two years television sales experience. Applicant must have excellent communication skills, ability to negotiate and sell numbers of no. 1 station. Established list. Resumes only to GM, WECT, PO Box 4029, Wilmington, NC 28406. EOE.

Local sales manager: NBC affiliate is seeking aggressive, promotion oriented individual as local sales manager. Current manager or senior account executive wanting to move into management position. Candidate must possess skills in BMP, Columbine, promotion and value added sales. Send resume to John Chadwick, GSM, WTWO TV, PO Box 299, Terre Haute, IN 47808. No calls please. EOE.

Account executive: KCRA-TV sales is seeking a qualified A/E. Applicants must have a minimum two years sales experience in electronic advertising sales. Send resume and salary requirement to: KCRA-TV, Attn: CPG/Sales, 3 Television Circle, Sacramento, CA 95814-0794. No calls will be accepted. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

National sales representative for Texas Gulf Coast television network affiliate. Prior experience with new business development and rate negotiations a must. Send resume to National Sales, KBMT TV, PO Box 1550, Beaumont, TX 77704. Equal opportunity employer.

Fox affiliate: Send resume, cover letter, and salary history. Women and minorities encouraged to apply. EOE. Reply to Box N-23.

Account executive: Immediate opening for an individual with a highly energized selling style, conveying the excitement, success, and stature of our station. Candidates should have complete working knowledge of the station's programing and a thorough understanding of the content and use of rating services and other broadcast sales tools. Must be highly organized and have the ability to deal effectively with clients both in person and by telephone. Two years broadcast sales or agency buying experience a must. College degree a plus. Send resume to: WKBD Fox-50, Attn: Personnel, A.E., PO Box 50, Southfield, MI 48037. EOE M/F.

HELP WANTED TECHNICAL

TV maintenance engineer: State-of-the-art Fox affiliate TV station seeks person capable of troubleshooting complex system-level and component-level problems. 2-year electronics degree desirable. Applicant should be familiar with sophisticated post-production techniques and demands. Send resume to: WATL-TV, Room E, One Monroe Place, Atlanta, GA 30324. No phone calls, please. EOE.

Director of engineering: The Museum of TV & Radio, the premiere publicly accessible television and radio archive and museum, is seeking candidates to manage our brand new broadcast quality technical facility. The Museum conducts extensive editing, projection, transfer, and automated playback operations, and is committed to remaining a technically advanced facility. Responsibilities include hands on supervision of operations and maintenance staff, and long range planning and budgeting. The director is a member of the Museum's senior management committee. Applicants must have substantial engineering management experience in broadcast or cable, and an engineering degree. Excellent salary and benefits. Send resume, with salary history to MT&R; 25 West 52nd Street; New York, NY 10019. Fax: 212-621-6700. Attn: Mr. Sharpless. No calls please. EOE.

Chief engineer for on the move station in 103 ADI. Demonstrated ability to lead and motivate staff. Station has SNG, M-II, two satellite stations, and much more. Send resumes to Mike Smith, GM, KSFY-TV, 300 N. Dakota, Suite 100, Sioux Falls, SD 57102. EOE.

The South Carolina Educational Television Commissions Engineering Division is receiving applications for the position of manager of transmitter operations. (MTO). The MTO will direct the technical operation of 11 television and 8 FM radio stations in the statewide SCETV broadcast network as well as satellite and microwave facilities. Applicants will be judged on their knowledge and experience in the following: TV and FM radio antenna and transmission line systems including co-ax and waveguide systems; large tower upkeep and maintenance; TV and FM radio transmitter systems including Tetrode, Klystron, Klystrode and solid state equipment; satellite uplink and downlink systems; microwave interconnect systems; Federal Communications Commission rules and regulations; building and support equipment maintenance. A minimum of a Bachelor's degree in Electrical Engineering and eight years experience in broadcast transmitter operations is required. The salary range is from $38,485 to $57,728 depending on knowledge and experience. Applications including complete resumes should be submitted to the Personnel Department, South Carolina Educational Television Commission, 1101 George Rogers Blvd., Columbia, SC 29211. EOE.

Chief engineer: "Hands-on" chief engineer wanted for top 10 UHF independent with an active production facility. All inquiries will be kept strictly confidential. Reply to Box N-24. EOE.

HELP WANTED NEWS

We are looking for an aggressive reporter who isn't afraid to "get in someone's face" to get the story. Must have a minimum three years reporting experience. Join this competitive and fast growing market. If you like it hot, you'll like it here. Non-returnable tapes and resume's to: Richard Urey, News Director, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

Join one of the fastest growing markets in America. Medium market covering major market news. 11pm producer. Must be energetic with ideas and a strong writer. 2 years experience producing newscast. Non-returnable tape and resume to: Michele Gors/Executive Producer, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

News producer: News leader in one of America's most beautiful markets needs dynamic producer to continue excellence of 6:00 p.m. newshour. One to two years experience on major, daily news show required. Must be excellent writer who engages viewers and makes news relevant to them. Strong organization and people management skills required, plus ability to work with reporters and employees from other station departments. Contact Mark Shafer, News Director, KSBY6, 467 Hill Street, San Luis Obispo, CA 93405. Absolutely no phone calls. EOE.

News photographer: Excellent, small-market, photo-journalism station in one of America's most beautiful markets needs aggressive, quality-minded, experienced photographer to join award-winning staff. Pretty pictures aren't enough. We need a strong storyteller who communicates news in a creative and human way. Fluency in Spanish a real plus. Contact Kelly Teel, Chief Photographer, KSBY6, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

Weekday anchor/reporter: Great station seeks long-lasting relationship with personality-packed journalist who genuinely cares for people and shows it on the air. If you can do that and complement our male anchor, rush resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, PO Box 816, Cedar Rapids, IA 52406. No beginners. EOE.

Assignment editor: Can you run, gun, and stun the competition with unmatched coverage? Can you help motivate news people and keep humanity in our news? Want a great opportunity with a great station? Then, rush your news philosophy with your resume and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, PO Box 816, Cedar Rapids, IA 52406. No beginners. EOE.

Street reporters: Do you crave the lead story every night? Do you ride with the cops at midnight on your own time? Do you pride yourself on being tough but fair? Do you long to be a great writer and story-teller? Four "yes" answers could get you a good job. KOTV is a group-owned CBS affiliate in one of the most livable mid-sized cities in America. If you value good journalism and community service, send a non-returnable tape and resume to Scott Parks, News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. No beginners or recent college graduates, please. EOE M/F.

Major market O & O looking for an experienced TV news director. Must have 5 to 8 years N.D. experience at a major to mid-size market. Great opportunity at a dominant station. Send news philosophy and resume to Box N-25. EOE.

Assignments editor: Excellent news judgement, BA or comparable professional news experience, 2 yrs minimum in television news or other media, knowledge of Indianapolis area and the issues of concern to the community, interpersonal communication skills, working knowledge of television production-emphasis on its logistical demands, basic knowledge of ENG/SNG technology, work well under extreme pressure. Will supervise editorial content of all news programing, long & short term news coverage planning, maintenance of future and follow up files, schedule and follow up of daily news crew assignment and story development, direct department's response to breaking news. Send resume and statement of news philosophy to: Jim Sanders, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202, by 9/1/92. No phone calls. EOE.

Main anchor sought for solid and growing news operation determined to be number one. Need serious commitment, desire to show the market how it's done and have leadership skills. You would be joining a top flight news organization. No beginners, please. EOE. Responses to Box N-26.

Small market, CBS affiliate, seeks a talented morning and mid-day co-anchor/weathercaster. Strong writing and presentation skills. Prior experience and degree preferred. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Co-anchor to complement our male anchor. Minimum two years reporting and anchoring experience in a commercial TV newsroom. No beginners. Excellent communication, writing and producing skills required. We are the number one news operation in an aggressive market. Chance to work in an excellent personal and professional environment, teaching young reporters while improving your craft. Send non-returnable 3/4 inch tape, resume and references to News Director, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. No calls. EOE.

Reporter: ADI 76 needs experienced, aggressive self-starter with strong on-air and packaging skills. Write, edit, and "live" work in 5-person southern Illinois news bureau. Good driving record and ability to pass basic libel test. Resume and non-returnable tape to: Mike Beecher, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701. Please, no phone calls, no beginners. EOE.

Weekend co-anchor/weeknight reporter: Aggressive staff needs good writer and thinker. On-set and live skills should be top-notch. If you break stories as well as report them, send tape and resume to Chuck Bark, News Director, WALA-TV, PO Box 1548, Moblie, AL 36633. EOE, M/F.

HELP WANTED PERSONALITY/TALENT

Game show host: New York based production company seeks an intelligent game show host. News background and/or live television experience a plus. No stand-ups please! Send a reel (VHS) and resume to: Four Horsemen Productions, 220 East 23rd St., Suite #500, New York, NY 10010. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/writer/directors, associate producers and production/creative assistants needed. Hawthorne Communications, Inc., is a fast paced state-of-the-art ad agency with an in-house production facility producing infomercials and spots for Fortune 500 clients. This is an opportunity for growth with one of the country's leading infomercial producers located in a friendly midwestern community. Send resume, VHS reel to Allen Teague, Hawthorne Communications, PO Box 1366E, Fairfield, IA 52556. EOE.

Immediate opening for art director: #1 NBC affiliate in top fifty market needs a creative, motivated designer who works well under pressure. Must be able to create strong graphics with quick turnaround. Responsible for design and layout of all station print materials, sets, and on-air graphics. Operation of electronic and paint/graphic systems. Desktop publishing experience preferred. Minimum of three years broadcast experience and college degree or equivalent. Strong design sense and ability to supervise staff artist(s) required. Send graphics samples and resume to: Kathryn Hansen, Promotion Manager, WYFF TV, PO Box 788, Greenville, SC 29602. No calls please. EOE.

Promotion producer/director: Seeking an enthusiastic, cutting-edge producer/director to oversee the production of on-air, sales and event promotions. Creative writing skills are essential. Applicants must have at least 2 years experience in television production or promotion or related field. Experience with television graphics and 3/4 inch editing a plus. Fox station experience also a plus. Send resume and tape to: Creative Services Director, Fox 23, KBSI, 806 Enterprise, Cape Girardeau, MO 63701. EOE/MF. No phone calls please.

Hit us with your best shots. Expanding productions to Atlanta. Expert photographers send resume, demo, SASE for return. G.A.B. Productions, Rt. 1, Box 207, Shiloh, GA 31826. EOE.

Oregon Public Broadcasting is recruiting commissioning editors to develop national and international co-production relationships with independent producers and other broadcasters. Candidates will be strong "idea people" with good creative judgment and solid organization and management skills. Experience in developing persuasive program treatments, proposals, and sample videos seeking funding from public and private sources is required. Candidates with a large number of quality contacts in the national and international production and/or broadcasting communities will receive especially careful consideration, but otherwise strong candidates (even with limited Rolodexes) are encouraged to apply. Our commissioning editors will specialize in developing projects in the areas of: Environment/science, news/public affairs, cultural, and instructional. Producing credits are a strong plus, but not essential for consideration. Ideal candidates will be highly motivated self-starters, strong writers, good "people persons," and will possess the ability and temperament to juggle a large number of proposals and projects simultaneously, keeping each moving steadily and smoothly forward. Oregon Public Broadcasting offers a complete benefits program and employees enjoy the added plus of being located in one of the most liveable, and least costly, cities in America. Salaries are negotiable. Respond by September 30 to Personnel, OPB, 7140 SW Macadam Ave., Portland, OR 97219 with resume and letter covering experience in the above areas. No calls please. EOE.

WLS-TV/Chicago is seeking a weather graphics artist for news. Candidates must have computer graphics experience; a knowledge of KAVORIS or *TIPS software preferred. Responsibilities* include weather animations and graphics for news broadcasts. The ability to handle deadlines is a must. Interested candidates should send a resume and demo reel to Fran Preston, Director of Creative Services, WLS-TV, 190 N. State St., Chicago, IL 60601. No phone calls, please. EOE.

Promotion writer/producer: Minnesota's CBS owned station is seeking a hard-working and creative writer/producer to join our advertising and promotion staff. Candidates must have strong writing and producing skills. 2 years television promotion is necessary. News, sports, special events and sales promotions are all part of the job. Send resume and reel (3/4" or Beta) to Michael Benson, Director of Creative Services, WCCO-TV, Eleventh on the Mall, Minneapolis, MN 55403. Equal opportunity employer. No phone calls please.

Videographer/editor: We want a shooter with a minimum of 3 years experience. Must be able to shoot and edit full packages and be extremely creative as well as aggressive. The right candidate is an editing ace as well. Send letter and resume (no tapes yet, please) to: Good Company, Attention: Dan Lenzmeier, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer M/F.

Segment producers: Experienced. Creative. Need South Florida based freelancers to research, direct field crew, write, supervise edit. Syndicated show/news experience preferred. Tape & resume to: Pam Carter, 2905 N. Fairway Dr., Jupiter, FL 33477. EOE.

Promotion producer: If you're a writer/producer who can knock out attention grabbing, high-end news promos in no time flat, plus handle entertainment and sales promotion in-between, we need to talk. Send tape and resume to: Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

TV operations/program manager with strengths in operations, production (local and network), and programing. Reply to Box N-27.

Young experienced 90's style manager seeking opportunity as OM/SM/PE or GM. Currently GM at small station. 10 years management including news, production, programing & local program development, broadcast & cable sales management, station start ups. Excellent people skills, effective trainer. Reply to Box N-28.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer looking to return to TV. Studio maintenance, live trucks, UHF/VHF, construction and supervisory experience. Can run a department. Call Jim 301-881-8017.

Working major market chief engineer, 25 years experience, studio & transmitter wants to move West or Southwest. All markets considered. Reply to Box N-21.

25 years broadcast engineering: 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply Box N-29.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Top NYC writer/producer/director (37 years old) of 100's (yes 100's) of retail and other commercials including GNC and TV shows etc. Can make big money for your station or company. 212-687-0963 (will travel or relocate for right opportunity).

Revenue! Income! Legal tender! Keep it rolling in. Commercial producer seeks position in Chicago area. Call Chris 708-345-1262.

SITUATIONS WANTED NEWS

Outstanding sportscaster (also knowledgeable newsperson) looking for a good station in which to work. Call Ed, 216-929-0131.

MISCELLANEOUS

24-hour job information: Broadcasting's leading authority on employment opportunities nationwide! Television, radio, corporate communications. From major market to entry-level. Ask about our complete "Portfolio of Services." Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

For the right read, right on time and on budget, station and commercial voice available. Secure your demo, call Peter K. O'Connell 716-836-2308.

CABLE

HELP WANTED SALES

National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Ft. Lauderdale market(s). 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

ALLIED FIELDS

EMPLOYMENT SERVICES

Government jobs $16,040-$59,230/yr. Now hiring. Call 805-962-8000 Ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhert, Eckhert Special Productions.

WANTED TO BUY EQUIPMENT

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Used videotape— cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

Bids to supply a variety of audio, video and satellite uplink equipment will be accepted through September 9, 1992. Contact: Bid List, PPTV, Box 3240, Fargo, ND 58108, 701-241-6900.

Buying quality broadcast video equipment: Cash paid for major components (VTR's, VCR's, Camcorders, Switchers, DVE's) of broadcast video production and post-production equipment. Call Video Liquidators @ 407-851-7841.

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

AM/FM transmitters: BE/CCA/Continental/Harris/McMartin/RCA/TTC, 1-50KW, Transcom, 800-441-8454.

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to $70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

FS-30 stereo generator, excellent condition, $2,205.00. Call 806-372-5130.

MVDS Video Diagnostic System for Broadcast Electronics Transmitter, excellent condition $3,230.00. Call 806-372-5130.

Autogram IC-10B factory refurbished and ready for operation, $4,500.00. Call 806-372-5130.

Broadcast Electronics FM-20000B transmitter, excellent condition. Call 806-372-5130.

Moseley 505 STL System, late model, certified for new rules, good condition. Call 806-372-5130.

Videotape— lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Betacam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

2K Fresnel studio lamps with C-clamps almost new $250.00 ea. Sony Super Betamax dupe machines $200.00 ea. Call Video Liquidators @ 407-851-7841.

HELP WANTED MARKETING

The City of Oakland is seeking a dynamic and innovative individual to serve as director of the new marketing and public information department. The successful incumbent will report directly to the city manager and develop comprehensive plans for marketing the City of Oakland, as well as its services. The director will be responsible for the dissemination of information to the media, the general public and to internal city staff and, provide administrative direction over departmental operations which include KTOP productions (the City's government channel), the City's movie film coordinator, special events and graphics coordination. Requirements: Possession of BA in Journalism, Marketing, Mass Communications or a closely related field and five years of management level work experience in marketing, two years of which must have been in a supervisory capacity. Final filling date: September 8, 1992 for more information call 510-238-3526. Apply in person or send a self addressed stamped envelope to: OPRM 505 14th Street, Suite 101, Oakland, CA 94612. ADA/AA/EOE.

HELP WANTED INSTRUCTION

Faculty position in journalism-broadcast news. Position: Tenure track assistant professor in journalism/broadcast news. Duties: Teach three courses per semester including those designed for preparation for the media including newswriting and broadcast reporting as well as selected courses from the introductory sequence (Mass Media and Society, Writing for the Media, Ethics and Media Law). Possibilities for news production as an extra-curricular activity in the future. Program: The Center for Communication Arts, a component of the Meadows School of the Arts, has 24 full-time faculty teaching in five areas: television/radio, cinema, journalism/broadcast news, advertising, and public relations. Qualifications: Ph.D., or M.A. plus professional experience as an on-air journalist or producer in television/radio. Teaching experience preferred. Rank and salary: Open, negotiable, dependent upon qualifications and experience. Application: Send letter of application and current vita to: Journalism Search Committee, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275. Deadline: December 1, 1992. Southern Methodist University is an affirmative action/equal opportunity/Title IX employer.

HELP WANTED MANAGEMENT

Director-corp. communications/P.R.: Major media co. seeking experienced, professional director to manage all phases of corp. communications and P.R. — shareholder and investor relations (a must), in-house publications, press relations, financial reporting, analyst and Sr. mgmt. meetings, promo. events and agency relations. A highly "visible" position — must have polished interpersonal and organizational skills at officer and bd. levels. Excellent comp. and benefits package in desirable S.E. location. Send resume to Box N-18. EOE.

CABLE

HELP WANTED PROGRAMING PROMOTION & OTHERS

TRAFFIC MANAGER
TRAFFIC ASSISTANT

CNBC/SPORTSCHANNEL AMERICA is seeking a Manager and an Assistant for their fast-paced Traffic Department.

Ideal candidate for Traffic Manager will prepare and revise program logs and program formats, interpret and schedule commercial instructions; assist in management and control of commercial inventory for both networks and generate JDS reports. A minimum of 5 years traffic manager experience is preferred.

A successful Traffic Assistant candidate will schedule commercial spots, prepare program logs, coordinate billboard production, handle log reconciliations and update program schedules.

Qualified candidates for both positions should have hands-on experience with JDS traffic system, program logs, program formats, timings and commercial copy.

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TELEVISION

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Lou Morlino
V.P. General Sales Manager, WXIA-TV
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TELEVISION STATION
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Seasoned professional with experience in all phases of station operations including programing and production. Ability to train personnel in station operations. Willing to relocate to Moscow.

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Irene Hiemer, Turner International
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366
Fax: 404-827-3224

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wsvn 7

is looking for an aggressive
CREATIVE SERVICES DIRECTOR.
Must have at least 3-5 years experience in television station image promotion with heavy focus on news promotion for a news intensive TV station. Must have experience working with and managing creative people. Send non-returnable tapes and resumes to:
Robert W. Leider, General Manager, c/o WSVN-TV, 1401 79th Street Causeway, Miami, FL 33141.
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The #1 television station in San Diego is looking for post production people who are tops at the editor/switcher/dve/paintbox and can light/shoot as well. We want capable, articulate, charismatic team builders who can lead our commercial and promotional efforts.

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This position involves working with television stations, agencies and advertisers, selling and servicing existing and potential customers in the Midwest Region. A minimum of three years related media experience, knowledge of ratings data, along with the ability to come up with innovative solutions to tough challenges is required. Strong negotiation skills are a definite plus.

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We offer competitive salaries and benefits packages and a stimulating work environment. Send letter, including salary history to: **Ron Meyer, VP Western Sales Manager, Nielsen Media Research, 205 Michigan Avenue, Suite 2315, Chicago, IL 60601.** An Equal Opportunity Employer M/F/D/V. No phone calls.

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Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with **broadcast maintenance** experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

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Corp. Engineering
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Atlanta, Georgia 30348-5366
(404) 827-1638

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Mr Shawn Flinn
United States Information Agency
Bureau of Broadcasting Personnel
330 Independence Avenue, SW
Washington, DC 20547
Telephone: (202) 619-3117

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Cover letter, resume and tape to the attention of Forrest Boyd, 2111 National Press Building, Washington, DC 20045. EOE.

HELP WANTED NEWS CONTINUED

News writers/editors/anchors:
WBZ News Radio 1030, New England's source for news and information, is currently recruiting for news openings. 3-5 years medium to major market experience preferred. Computer skills and aptitude with standard broadcast equipment essential. No phone calls, please. Send resume to:

Emily Barsh. WBZ News Radio 1030
1170 Soldiers Field Road. Boston, MA 02134.

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Due to the Labor Day Holiday the deadline for the September 14, 1992 issue is Friday, September 4, 1992.

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Date Book

Highlighted listings indicate major meetings

AUGUST

Aug. 17-20—*Republican National Convention.* Astrodome, Houston. Information: (202) 863-8500.

Aug. 19—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Sonny Fox, president, Sonny Fox Productions. Copacabana, New York. Information: (212) 768-7050.

Aug. 23-26—*Cable Television Administration and Marketing Society* annual national conference. San Francisco. Information: (301) 206-5393.

Aug. 26—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Richard Ramirez, senior vice president, Univision Station Group. Copacabana, New York. Information: (212) 768-7050.

Aug. 28—Deadline for producer entries in the 14th annual National CableACE Awards competition sponsored by *National Academy of Cable Programing.* Information: Howard Marcantel, (202) 775-3611.

Aug. 29—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards non-televised ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 30—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards, to be televised on Fox TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

SEPTEMBER

Sept. 9-11—Eastern Cable Show, sponsored by *Southern Cable Television Association.* Atlanta. Information: (404) 255-1608.

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters.* New Orleans Convention Center, New Orleans. Information: (202) 429-5300.

Sept. 9-12—*National Association of Telecommunications Officers and Advisors* 12th annual conference. Omni Mandalay at Las Colinas, Irving, Tex. Information: Renee Winsky, (202) 626-3160.

Sept. 12-14—*National Association of Broadcasters* 100-plus exchange. New Orleans. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 13-16—Advertising Issues Forum, sponsored by *Association of National Advertisers.* Speakers include Brandon Tartikoff, chairman, Paramount Pictures Corp., and Burt Manning, chairman and CEO, J. Walter Thompson. Ritz-Carlton, San Francisco. Information: (202) 785-1525.

Sept. 15-17—*Great Lakes Cable Expo* regional trade show. Cleveland Convention Center. Information: Kimberly Maki, (517) 482-9350.

Sept. 17-18—42nd annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers.* Hotel Washington, Washington, D.C. Information: (703) 591-0110.

Sept. 17-19—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

Sept. 17-20—*Viewers for Quality Television* sixth annual convention. Beverly Garland Hotel, Los Angeles. Information: (703) 425-0075.

Sept. 22—*National Academy of Cable Programming* seventh annual fall forum luncheon, "Cable's Coverage of the Election." New York Hilton. Information: Jay Galvan, (202) 775-3611.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today,* and Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes.* San Antonio, Tex. Information: (202) 659-6510.

Sept. 24-25—*National Association of Minorities in Cable* and *National Cable Television Association* sixth annual urban markets seminar. New York. Information: (202) 775-3669.

Sept. 26-27—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

OCTOBER-DECEMBER

Oct. 1-4—*Women in Communications* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

Oct. 4-6—*Minnesota Cable Communications Association* annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.

Oct. 6-8—*Mid-America Cable TV Association* 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

Oct. 7-10—*National Broadcast Association for Community Affairs* annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

Oct. 8-10—*Minnesota Broadcasters Association* 43rd annual convention. Radisson Arrowwood Resort, Alexandria, Minn. Information: (612) 926-8123.

Oct. 9-11—*Oregon Association of Broadcasters* annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.

Oct. 10-12—*Tennessee Association of Broadcasters* annual convention. Radisson Read House, Chattanooga. Information: (615) 399-3791.

Oct. 10-13—*Association of National Advertisers* annual meeting and business conference. Homestead, Hot Springs, Va.

Oct. 12-14—*Kentucky Cable TV Association* annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

Oct. 12-16—*MIPCOM,* international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 13-14—*Atlantic Cable Show.* Atlantic City Convention Center, Atlantic City, N.J. Information: Jan Sharkey, (609) 848-1000.

Oct. 14-17—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

Oct. 16-17—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

Oct. 19—Seventh annual *John Bayliss Broadcast Foundation* annual media roast, honoring Dr. Ruth Westheimer, former radio talk show host. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 21—*Broadcasting magazine* and *Federal Communications Bar Association* "Broadcasting Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: Joan Miller, in New York, (212) 340-9866, and Pat Vance, in Washington, (202) 659-2340.

Oct. 27-29—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association.* Tropicana, Las Vegas. Information: (800) 225-8183.

Nov. 10-13—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto. Information: (914) 761-1100.

Nov. 19-22—*Society of Professional Journalists* national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

Dec. 2-4—Western Cable Show sponsored by *California Cable Television Association.* Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

ERRATA

Sale of WKHY(FM) Lafayette, Ind., from U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for $1.78 million ("Changing Hands," June 29) **was brokered by Cecil L. Richards Inc.**

WEXY(AM) Wilton Manors, Fla., was granted renewal of its license, not transfer of license as reported in July 27 "For the Record."

In Aug. 3 story on **Rysher Entertainment,** Richard Nailling was mistakenly identified as chief financial officer. Nailling is executive consultant to Los Angeles-based independent distributor. **Timothy Helfet is CFO** and founding partner with President Keith Samples.

IN SYNC

Continued from page 34

to the society will be Ray Dolby of Dolby Laboratories; Howard Miller of PBS, and Charles Steinberg of Sony Corp. Additionally, Charles Rhodes, chief scientist for the Advanced Television Test Center, will receive the David Sarnoff Gold Medal for outstanding contributions to improving the engineering phases of television.

GOOD YEAR FOR HARRIS

Harris Corp. reported net income of $75.2 million ($1.92 per share) for fiscal 1992 (ended June 30), up significantly from $19.5 million in 1991, which included a $72.9 million ($1.86 per share) after-tax charge connected with restructuring of the Harris Semiconductor Sector, which the company says returned to profitability this year. Harris Chairman John Harley says the company's Communications Sector "continues to benefit from expanding international sales, which now account for 44% of the sector's total, compared with 30% two years ago."

IVDS UPDATE

TV Answer discontinued its manufacturing operation in Chantilly, Va., laying off approximately 140 employes. Retaining 260 workers in Reston, Va., the proponent of over-the-air interactive video and data services (IVDS) consolidated its Cell Site Leasing Inc. under TV Answer management and described the restructuring as an effort to consolidate efforts toward "forward deployment into the market." Earlier this year, TV Answer contracted Hewlett-Packard to manufacture its home IVDS transmitter-receiver (which interfaces with television sets) and Hughes Network Systems to build and maintain a national satellite cell-site system.

Parties that miss the Aug. 18-20 window to apply for IVDS licenses in the New York market will get a shot at licenses in three other major cities next month. In a July 31 public notice, the FCC set a Sept. 1-3 IVDS application window for Los Angeles (market service area 2), Chicago (MSA 3) and Philadelphia (MSA 4). Limited to one application per service area, applicants must file within the window—complete with $1,400 check—through the FCC, Interactive Video and Data Services, P.O. Box 358365, Pittsburgh 15251-5365 (or hand-deliver at One Mellon Bank Center, 500 Grant Street, Pittsburgh). For further information, call the Consumer Assistance Branch, (717) 337-1212.

COMPUTER VIA CABLE

Zenith Electronics Corp. has launched a new local area network system designed to provide low-cost computer links over metropolitan cable TV systems. The data products use standard sub-split radio frequency channels to extend Ethernet and Token Ring data service connectivity up to 30 miles for personal computers, mainframes, terminals and printers to homes, campuses and businesses. Products include ChannelMizer Ethernet MAU; LAN400C PC network interface card, and LAN4000BCM PC-based network management system.

SATELLITE FOOTPRINTS

ANOTHER BUILDING BLOCK FOR DIRECTV

Digital Equipment Corp. (DEC) became the latest company to associate itself with high-power direct broadcast satellite, agreeing to provide and operate a national billing system for DirecTv, Hughes Communications' 150-channel DBS service to be launched late next year. Along with software provider Network Computing Corp., DEC is to supply Digital VAX computer platforms and build the billing center in time for April 1993 testing and online ordering by October 1993. Combined with Thomson Consumer Electronics's commitment to build digital consumer receivers, and with Rupert Murdoch's News Datacom's commitment to provide encryption and transmission, the agreement completes DirecTv's infrastructure, leaving only programing deals to complete.

BRIGHTSTAR CARRIES GOP

BrightStar Communications will carry the four days of the Republican National Convention Aug. 17-20 for its parent company Visnews. Ku-band TV reception-only earth stations in several European cities will be able to pick up the live and taped feeds from Intelsat 332.5. Going the other way Aug. 15, BrightStar was to carry the NFL's Miami Dolphins vs. Denver Broncos from Olympic Stadium, Berlin, for NBC.

COMSAT ACQUIRES NUGGETS

Comsat Corp. purchased the remaining 25% of the Denver Nuggets NBA team for an undisclosed amount. Comsat President Bruce Crockett will serve as board chairman and Comsat Video Enterprises President Charlie Lyons as president for the club, whose books will be consolidated with Comsat Corp.'s financial results beginning in third-quarter 1992.

SATCOM LAUNCH POSTPONED

GE American Communications rescheduled the launch of Satcom C-4 from Aug. 15 to Aug. 29, saying routine prelaunch testing uncovered an anomaly in a redundant satellite subsystem. Showtime, MTV, The Discovery Channel, American Movie Classics, The Family Channel, WWOR(TV) Secaucus, N.J., and pay-per-view, shopping and regional sports services are among the programers committed to the all-cable bird. McDonnell Douglas will launch the satellite from Cape Canaveral, Fla.

BBC BUYS WEGENER SYSTEM

BBC World Service Radio Network purchased a digital stereo satellite transmission system designed for it by Wegener Communications, Duluth, Ga. Ron Merritt, international sales manager for Wegener, says implementation will bring "the first regular transmission of MPEG digital audio over satellite using subcarrier technology." The system is designed to deliver left and right 20 khz stereo output from a Wegener Series 1800 satellite receiver.

For the Record

As compiled by BROADCASTING from August 3 through August 7 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KWXT(AM) Dardanelle, AR** (BAL920722EB; 1490 khz; 1 kw-U)—Seeks assignment of license from Johnson Communications Inc. to George V. Domerese for $60,000. **Seller** is headed by Dewey E. Johnson, and has no other broadcast interests. **Buyer** owns 2 AM's. Filed July 22.

■ **WKLV(AM) Bradenton, FL** (BAL920720EF; 1490 khz; 1 kw-U)—Seeks assignment of license from Milton J. Wallace to Cameron-Reese Broadcasting of Bradenton Inc. for $100,000. **Seller** has no other broadcast interests. **Buyer** is headed by Karen E. Reese, and has no other broadcast interests. Filed July 20.

■ **WBHB(AM) Fitzgerald, GA** (BAL920721EC; 1240 khz; 1 kw-U)—Seeks assignment of license from Willdenway Broadcasting Inc. to Harper Broadcasting Inc. for $20,000. **Seller** is headed by Charles R. Ridgeway, and has no other broadcast interests. **Buyer** is headed by Harold G. Harper, and has no other broadcast interests. Filed July 21.

■ **WAYX(AM) Waycross, GA** (BAL920721EE; 1230 khz; 1 kw-U)—Seeks assignment of license from Young Communications Inc. to GHI Inc. for $115,000. **Seller** is headed by H.C. Young Jr., and has no other broadcast interests. **Buyer** is headed by Larry W. Hardin, and has no other broadcast interests. Filed July 21.

■ **WQTX(FM) Roanoke, IN** (BAPH920728GZ; 105.1 mhz; 2.2 kw; ant. 385 ft.)—Seeks assignment of CP from Roanoke Broadcasting Inc. to Frank S. Kovas for $100,000. **Seller** is headed by Judith A. Selby, and has no other broadcast interests. **Buyer** has interests in 2 AM's. Filed July 28.

■ **KAOK(AM) Lake Charles, LA** (BAL920721ED; 1400 khz; 1 kw-U)—Seeks assignment of license from Trinity Communications Inc. to Toot Toot Communications Inc. for $94,700. **Seller** is headed by Brian J. Prendergast, and has no other broadcast interests. **Buyer** is headed by Sidney J. Simien Sr., and has no other broadcast interests. Filed July 21.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

■ **WFCC(FM) Chatham, MA** (BALH920728GP; 107.5 mhz; 50 kw; ant. 341 ft.)—Seeks assignment of license from First Class Communications Ltd., debtor-in-possession, to Dolphin Productions Inc.; asset purchase agreement reflecting action of U.S. Bankruptcy Court will be submitted shortly. **Seller** is headed by Jim Ryan, and has no other broadcast interests. **Buyer** is headed by Allan Stanley, and has no other broadcast interests. Filed July 28.

■ **WPLB(AM) Greenville, MI** (BAL920724EA; 1380 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Goodrich Broadcasting Inc. to Kortes Communications Inc. for $185,000. **Seller** is headed by Robert Emmett Goodrich, and is licensee of 4 AM's and 4 FM's. **Buyer** is headed by Jeffrey T. Kortes, who is station manager at WPLB. Filed July 24.

■ **WZFL-AM-FM Centerville, MS** (BAL920730GN; AM: 1580 khz; 250 w-D; FM: BALH920730GO; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Radio Reading Services Corp. to Port Allen Educational Broadcasting Foundation for $1,000 (for FM; AM will be donated as gift). **Seller** is headed by David Harris, and has application for new FM at Colonial Heights, TN. **Buyer** is headed by Willie F. Kennedy, and is licensee of KPAE(FM) at Erwinville, LA. Filed July 30.

■ **WNAU(AM)-WWKZ(FM) New Albany, MS** (AM: BAL920727GX; 1470 khz; 500 w-U; FM: BALH920727GY; 103.5 mhz; 100 kw; ant. 1,004 ft.)—Seeks assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for $1.2 million ("Changing Hands," July 13). **Seller** is media broker, who also recently sold WHNK(AM)-WRLT-FM Nashville ("Changing Hands," July 13). **Buyer** is headed by Houston L. Pearce, licensee of WMOX(AM)-WJDQ(FM) Meridian, MS. Pearce is also licensee of 3 AM's and 3 FM's. Filed July 27.

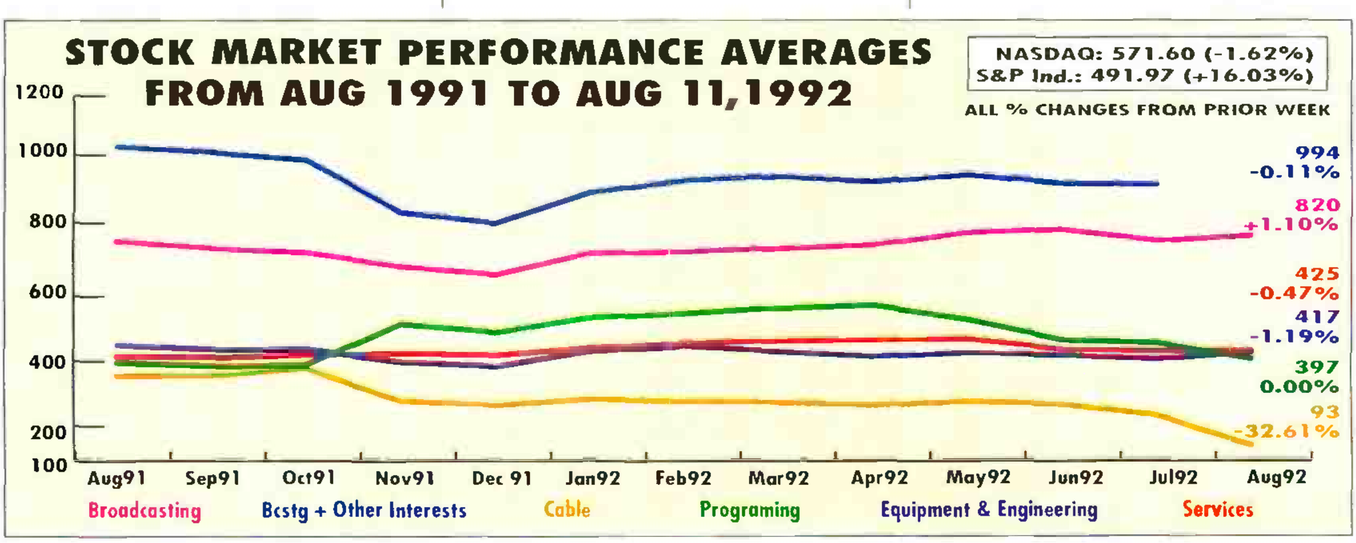
■ **WQEH(FM) East Hampton, NY** (BAPH920729HC; 96.7 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Chester Associates Ltd. to East Hampton Broadcasting Group Inc. for $300,000. **Seller** is headed by Giraud Chester, and has no other broadcast interests. **Buyer** is headed by Leonard I. Ackerman, and has no other broadcast interests. Filed July 29.

■ **WSAY(FM) Rocky Mount, NC** (BTCH920729HD; 98.5 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from licensee Radio Triangle East. Eastern Carolina Electronics, headed by Jobe Warner Jr., is selling its 50% partnership interest in licensee by way of sale to AFC Inc., headed by E. Wayne Gibson; price was not included in application. Gibson is also 80% shareholder of licensee of WRMT(AM) Rocky Mount, NC. Filed July 29.

■ **KECO(FM) Elk City, OK** (BALH920724GM; 96.5 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from Ronca Broadcasting Co. to Paragon Broadcasting Inc. for $260,000. **Seller** is headed by Ron Sewell, and has no other broadcast interests. **Buyer** is headed by Cletis Killian. Principal Brooks Brewer is director of licensee of KOKL(AM) Okmulgee, OK. Filed July 24.

■ **KJIA(AM) Sioux Falls, SD** (BTC920723EA; 1520 khz; 500 w-D)—Seeks transfer of control of licensee Nehemiah Radio Productions Inc. Principals Jeffrey M. Sauer and Greg Sauer will resign; licensee will be headed equally by Lyle L. Edblom, Richard W. Beckfield and Michael M. Samp. Licensee has no other broadcast interests. Filed July 23.

■ **WKXB(AM) Smyrna, TN** (BAL920727EA; 710 khz; 250 w-D)—Seeks assignment of license from B & E Broadcasting of Rutherford County Inc. to Salvation Broadcasting Inc. for $50,000. **Seller** is headed by Ernie Ashworth. **Buyer** is headed by Mary V. Eady. Principal Charles M. Eady is 49% stockholder of licensee of WCOR(AM) Lebanon,



TN. Filed July 27.

■ **WKAV(AM) Charlottesville, VA** (BAL920723EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Cavalier Country Broadcasting Inc. to Spectrum Broadcasting Corp. for $120,000. **Seller** is headed by Charles M. Wilson, and has no other broadcast interests. **Buyer** is headed by Deborah R. Reynolds, and has no other broadcast interests. Filed July 23.

Actions

■ **WHBB(AM)-WDXX(FM) Selma, AL** (BAL920603GX; 1490 khz; 1 kw-U; BALH920603GY; 100.1 mhz; 6 kw; ant. 327 ft.)—Granted assignment of license from Holder Communications Corp. to Broadsouth Communications Inc. for $400,000 ("Changing Hands," June 22). Stations are owned by parent company GMX Corp., which is in receivership. Its other stations are KLCL(AM)-KHLA(FM) Lake Charles, LA; WNAU(AM)-WWKZ(FM) New Albany, MS (see "Applications," above), and WHNK(AM)-WRLT-FM Nashville. **Seller** is headed by receiver Gary Stevens, media broker. **Buyer** is headed by James M. Reynolds (30%) and Joseph R. Henry (40%), and has no other broadcast interests. Action July 24.

■ **KWYN-FM Wynne, AR** (BTCH920423HQ; 92.7 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control of East Arkansas Broadcasters Inc. for $250. **Seller** is Hannah M. Raley, selling 100% of licensee. **Buyer** is Bobby Caldwell, who also owns 50% of licensee of KWAK(AM)-KXDX(FM) Stuttgart, AR. Action July 27.

■ **KWG(AM)-KSGO(FM) Stockton-Tracy, CA** (AM: 1230 khz; 900 w-U; FM: 100.9 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license from Lilac City Broadcasting Company to Silverado Broadcasting Co. for $3.95 million ("Changing Hands," June 22). Assignment includes KAQQ(AM)-KISC(FM) Spokane, WA, selling for $2.662 million (see below). Action July 27.

■ **KLUE(FM) Soledad, CA** (BAPH920528GT; 106.3 mhz; 6 kw; ant. 1,720 ft.)—Granted assignment of CP of Soledad Radio Ltd. to Ralin Broadcasting Corp. for 50% of Ralin Broadcasting stock as consideration. **Seller** is Linda M. Mauraus, and has no other broadcast interests. **Buyer** is Reinaldo Rodriguez, and has no other broadcast interests. Action July 27.

■ **KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California** (KSBW: BALCT-920528KS; ch. 8; 158 kw-V; 15.8 kw-A; ant. 2,940 ft.; KSBY-TV: BALCT920528KT; ch. 6; 100 kw-V; 12 kw-A; ant. 2,250 ft.)—Granted assignment of license from KSBW Inc. to KSBW Licensee Inc. for no cash consideration; application is filed in connection with restructuring of Gillett Holdings Inc., ultimate corporate parent of licensees of stations. Licensees are headed by George N. Gillett Jr., who owns 100% of the stock of GNG Corp. and Gillett Holdings Inc. Gillett also owns 10 shares of preferred non-voting stock of Busse Broadcasting Corp. GNG Corp. owns 100% of ultimate licensee of WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and translator K62AK La Jolla, both California; WJW-TV Cleveland; WJBK-TV Detroit, and WITI-TV Milwaukee. Action July 27.

■ **KNJO(FM) Thousand Oaks, CA** (BALH920506HE; 92.7 mhz; 560 w; ant. 630 ft.)—Granted assignment of license from Comedy Broadcasting Co. to Flagship Communications Co. Inc. for $1.1 million. **Seller** is headed by Ira Barmak, and has no other broadcast interests. **Buyer** is headed by Darry A. Sragow, and has no other broadcast interests. Action July 24.

■ **KATM(FM) Pueblo (Colorado Springs), CO** (BALH920409GM; 100.7 mhz; 13.5 kw; ant. 2,086 ft.)—Granted assignment of license from Surrey Front Range Ltd. to Falcon Media Inc. for $950,000 ("Changing Hands," April 27). **Seller** is headed by J. Kent Nichols, and has no other broadcast interests. **Buyer** is headed by Edward G. Atsinger III and Roland Hinz and Lila Hinz Living Trust. Atsinger owns 50% of Salem Communications, licensee of KPDQ-AM-FM Portland; KLFE(AM) San Bernardino; KGNW(AM) Seattle; KGER(AM) Los Angeles; KPRZ(AM) San Diego, KDAR(FM) Oxnard and KAVC(FM) Rosamond, all California; WEZE(AM) Boston; WRFD(AM) Columbus, OH; WMCA(AM) New York; WKPA(AM)-WORD(FM) Pittsburgh; WYLL(FM) Des Plaines (Chicago), IL; WAVA(FM) Washington. Atsinger also has interests in KEZL(FM) Fowler, KFAX(AM) San Francisco; KKLA(FM) Los Angeles and KKXX(FM) Bakersfield, all California. Action July 30.

■ **KSPK(FM) Walsenburg, CO** (BTCH911213GS; 102.3 mhz; 1.9 kw; ant. 377 ft.)—Granted transfer of control from Mainstreet Broadcasting Co. Inc. to Paul R. Bossert and Mark R. Bossert for $290,500 ("Changing Hands," Jan. 6). **Seller** is headed by Cindi Hargrave, and has no other broadcast interests. **Buyers**, Paul and Mark Bossert, brothers, have no other broadcast interests. Action July 31.

■ **WXJN(FM) Lewes, DE** (105.9 mhz; 6 kw; ant. 341 ft.)—Granted assignment of CP from Susan M. Romaine to Prettyman Broadcasting Company for $150,000. **Seller** is also majority shareholder of KCQR(FM) Ellwood, CA. **Buyer** is headed by William E. Prettyman Jr., and is licensee of WICO-(AM)-WICO-FM Salisbury and WXCY(FM) Havre de Grace, both Maryland, WYUS(AM)-WAFL(FM) Milford, DE, and WEPM(AM)-WKMZ(FM) Martinsburg, WV. Action July 28.

■ **WTVT(TV) Tampa, FL** (ch. 13; 316 kw-V; 47.4 kw-A; ant.: 1549 ft.)—Granted assignment of license of WTVT Inc. Gillett Holdings Inc., which owns and operates licensee, is operating under Chapter 11; pursuant to proposed restructuring, license will be assigned to new company ultimately controlled by Irving M. Pollack. Gillett Holdings is corporate parent of licensees of KSBY(TV) San Luis Obispo and KSBW(TV) Salinas, both California. Action July 27.

■ **WMMK(FM) Destin, FL** (BTCH920609HA; 92.1 mhz; 3 kw; ant. 295 ft.)—Granted transfer of control from Reid Broadcasting Corporation to Stephen C. Riggs & Timothy D. Fulmer for approximately $659,000. **Seller** is headed by Paul Reid, and has no other broadcast interests. Buyers have no other broadcast interests. Action July 24.

■ **WEJZ(FM) Jacksonville, FL** (BTCH920319GS; 96.1 mhz; 90 kw; ant. 830 ft.)—Granted transfer of control of Renda Broadcasting, from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS[AM]-WSHH[FM] Pittsburgh, below). Action July 30.

■ **WSLM-FM Salem IN** (BALH920227HN; 98.9 mhz; 50 kw; ant. 360 ft.)—Granted assignment of license from Don H. Martin to US Radio III Inc. for $2 million ("Changing Hands," March 9). **Seller** is licensee of WSLM(AM) Salem, IN. **Buyer** is headed by Ragan Henry. Henry has attributable interests in 9 AM's and 15 FM's, and nonattributable interests in two AM's and two FM's. He is also purchasing, under US Radio II, KMGR-AM-FM Murray-Orem (Salt Lake City), UT (see below). Action July 29.

■ **WLSY(AM) Newburg, KY** (BAP920619ED, 680 khz)—Granted assignment of CP from Louisville Radio Ltd. to River City Communications Inc. for $1,000. **Seller** is headed by P. Richard Zitelman. **Buyer** is headed by F. Michael Wix, who owns 30% of stock of licensee of WOCC(AM) Corydon, IN. Action July 31.

■ **WMLB(FM) Glen Arbor, MI** (BALH920506HQ; 98.1 mhz; 1.35 kw; ant. 492 ft.)—Granted assignment of license from Michael E. Bradford to Cherry Capital Media Inc. **Seller** has no other broadcast interests. **Buyer** is headed by Del Reynolds, who, with 50% owner Richard E. Hunt, has interest in WCBY(AM)-WGFM(FM) Cheboygan, MI. Hunt also owns WPTW(AM)-WCLR(FM) Piqua, OH. Action July 24.

■ **WROX(AM) Clarksdale, MS** (BAL920616EJ; 1450 khz; 1 kw-U)—Granted assignment of license from Minnehaha Communications Inc. to Gerald E. Weaver for $50,000. **Seller** is headed by Jeanette T. Reardon. **Buyer** has no other broadcast interests. Action July 31.

■ **WMTR(AM)-WDHA(FM) Morristown-Dover, NJ** (AM: BTC920605HE; 1250 khz; 5 kw-D, 1 kw-N; FM: BTCH920605HF; 105.5 mhz; 3 kw; ant. 564

ft.)—Granted transfer of control from Signal Communications Corporation of New Jersey to Northern New Jersey Radio Inc. for $50,000. **Seller** is headed by W. Lawrence Patrick, and is transferring 20% equity interest in licensee. **Buyer** is headed by E. Burke Ross Jr. Trustees of E. Burke Ross Jr. Family Trust No. 1, sole limited partner of licensee, owns approximately 25% of stock of licensee of KOLL(FM) Pine Bluff, AR, WPLR(FM) New Haven, CT; WKNN-FM Pascagoula, MS, and WGNE-FM Titusville, FL. Action July 24.

■ **KMGL(FM) Oklahoma City** (BTCH920319GT; 104.1 mhz; 100 kw; ant. 1,425 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS[AM]-WSHH[FM] Pittsburgh, below). Action July 30.

■ **KBEZ(FM) Tulsa, OK** (BTCH920319GU; 92.9 mhz; 100 kw; ant. 1,318 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS[AM]-WSHH[FM] Pittsburgh, below). Action July 30.

■ **KKCW(FM) Beaverton (Portland), OR** (BALH920312HP; 103.3 mhz; 100 kw; ant. 1,654 ft.)—Dismissed app. of assignment of license from Force II Inc. to Capstar Media of Oregon Inc.; assignment represents merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (BROADCASTING, March 23). Included in merger is KODA(FM) Houston; KJQY(FM) San Diego; WSIX-FM Nashville; WJDS(AM)-WMSI(FM) Jackson, MS, and WSSL-AM-FM Greenville-Spartanburg, SC (see individual stations). Force II, headed by Norman Feuer, purchased station in January from Trumper Communications for $21 million ("Changing Hands," Jan. 20). Feuer has approximately 6.9% voting stock of Noble Broadcast Group, licensee of 7 AM's and 10 FM's. Capstar Media is headed by R. Steven Hicks and Sillerman. Besides interests in Force II and Capstar, Sillerman has attributable interests in class B nonvoting stock of Group W Radio Acquisition Corp., licensee of nine AM's and eight FM's. He owns 100% of shares of licensee of WHMP-AM-FM Northampton, MA. He is also sole shareholder of company that is 50% general partner of licensee of WNEW(AM) New York. Feuer and Hicks will hold executive positions at CF Media. Sillerman will be president and CEO. Action July 27.

■ **KCKX(AM) Stayton, OR** (BAL920610EA; 1460 khz; 1 kw-D, 15 w-N)—Granted assignment of license from The Concord Group Inc. to Spotlight Communications Inc. for $83,000. **Seller** is headed by Clifford A. Zauner, who has interests in KWBY(AM) Woodburn, OR. **Buyer** is headed by Don Craig, and has no other broadcast interests. Action July 28.

■ **WAMQ(AM) Loretto, PA** (BAL920612EA; 1400 khz; 1 kw-U)—Granted assignment of license from Sherlock-Hart Broadcasting Co. Inc. to Stevens Broadcasting Co. Inc. for $55,000. **Seller** is headed by Edward Horak. **Buyer** is headed by Thomas P. Cox. Horak and Cox have 32.5% and 5% interest, respectively, in WBXQ(FM) Cresson, PA. Action July 28.

■ **WJAS(AM)-WSHH(FM) Pittsburgh** (AM: BTC920319GQ; 1320 khz; 5 kw-U; FM: BTCH920319GR; 99.7 mhz; 10.5 kw; ant. 928 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust. Included in transfer are licensee stations WEJZ(FM) Jacksonville, FL, and KMGL(FM) Oklahoma City and KBEZ(FM) Tulsa, both Oklahoma (see above). Anthony Renda owns licensee stations WECZ(AM)-WPXZ-FM Punxsutawney, PA. Action July 30.

■ **KZZB(AM) Beaumont, TX** (BAL920602EA; 95.1 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Triplex Communications Inc. to Martin Broadcasting Inc. for $70,000. **Seller** is headed by Jerry Condra, and has no other broadcast interests. **Buyer** is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton and KSSQ(AM) Conroe, both Texas. Martin is also 81% shareholder of licensee of KWWJ(AM) Bayton and sole shareholder of licensee of KFIT(AM) Lockhart, both Texas. Action July 28.

■ **KRBG(FM) Canadian, TX** (BAPLH911024HO; 103.1 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of CP from Megahype Broadcasting Partnership to Advent Broadcasters, Inc. for $45,000. **Seller** is headed by Marcus Jones, and has no other broadcast interests. **Buyer** is headed by Kaye Arwood (100%), who has been granted CP's for LPTV's at Texarkana, TX. Action July 28.

■ **KMGR-AM-FM Orem (Salt Lake City), UT** (AM: BAL920303EA; 1230 khz; 1 kw-U; FM: BAPL-H920303EB; 107.5 mhz; 45 kw; ant. 2,850 ft.)—Granted assignment license from RVI Ltd. to US Radio II Inc. for $400,000 ("Changing Hands," Jan. 20). **Seller** is headed by Thomas D. Willardson, and has no other broadcast interests. **Buyer** is headed by Ragan Henry, who is also purchasing WSLM-FM Salem, IN (see above). Action July 29.

■ **WARO(AM) Claremont, VA** (BTC920403EA; 670 khz; 20 kw)—Granted transfer of control within licensee Ultimate High Fidelity Medium Inc. for $9,000. **Transferor** is David Moran, transferring his 50% of licensee. Moran has 51% interest in licensee of WKBA(AM) Vinton and WVZN(AM) Lynchburg, both Virginia, and is licensee of WMYT(AM) Carolina Beach, NC. **Transferee**, Richard P. Biby, has no other broadcast interests. Action July 30.

■ **KAQQ(AM)-KISC(FM) Spokane, WA** (AM: 590 khz; 5 kw-U; FM: 98.1 mhz; 94 kw; ant. 2,030 ft.)—Granted assignment of license from Lilac City Broadcasting Company to Silverado Broadcasting Co. for $3.95 million ("Changing Hands," June 22). Assignment includes KWG(AM)-KSGO(FM) Stockton-Tracy, CA, selling for $1.288 million (see above). **Seller** is subsidiary of Home News Co., headed by William W. Boyd, and recently sold WEVU(TV) Naples, FL ("For the Record," March 30). It is parent of licensees of WKPT(AM)-WTFM(FM)-WKPT(TV) Kingsport, WKTP(AM) Jonesborough, KTYD(FM) Santa Barbara, CA, and WINE(AM)-WRKI(FM) Brookfield, CT. It also publishes eight newspapers. **Buyer** is headed by Ronald Miller (75%) and John Winkel (25%). Miller owns licensee of KVIQ(TV) Eureka, CA; his wife, Diane, has interests in licensee of six TV's. Action July 27.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

NEW STATIONS

Applications

■ ***San Luis Obispo, CA** (BPED920727MB)—Harvest Broadcasting Co. Inc. seeks 88.5 mhz; 3 kw; ant. 425 m. Address: 1300 South Woodland Drive, Visalia, CA 93277. Applicant is headed by J. Raymond Wahlen, and has no other broadcast interests. Filed July 27.

■ ***Herkimer, NY** (BPED920731MA)—Herkimer County Community College seeks 91.5 mhz; .35 kw (V); ant. -35 m. Address: Reservoir Rd., Herkimer, NY 13350. Applicant is headed by Ronald F. Williams, and has no other broadcast interests. Filed July 31.

■ **Harkers Island, NC** (BPH920721MD)—Sidney Popkin seeks 100.3 mhz; 51 kw; ant. 100 m. Address: 625 New Bridge Street, Jacksonville, NC 28540. Applicant has interest in licensee of WXQR(FM) Jacksonville, NC. Filed July 21.

■ **Ephrata, WA** (BPH920728MC)—TRMR Inc. seeks 92.3 mhz; 50 kw; ant. -62.7 m. Address: P.O. Box 683, Spokane, WA 99210. Applicant is headed by Thomas W. Read, and is licensee of KTBI(AM) Ephrata, WA. Read is also permittee of KGDN(FM) Pasco, WA. Filed July 28.

■ **Ravenswood, WV** (BPH920729MC)—Osborne Enterprises Inc. seeks 93.1 mhz; 3.3 kw; ant. 136 m. Address: P.O. Box 667, Gibbs & Gallatin Street, Ravenswood, WV 26164. Applicant is headed by Rex Osborne, and has interests in licensee of WMOV(AM) Ravenswood, WV. Filed July 29.

Actions

■ **Tempe, AZ** (BP830831AB)—Granted app. of Grimm & Clifford for 1060 khz; 5 kw-D. Address: 309 First Nat. Bank Bldg., Abilene, TX 79604. Applicants have no other broadcast interests. Action April 27.

■ **Camden, AR** (BPH881220MD)—Dismissed app. of Gary D. Coates for 104.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 659, Fordyce, AR 71742. Applicant has no other broadcast interests. Action July 31.

■ **Windsor, CA** (BPH911115ME)—Dismissed app. of Windsor Wireless for 104.1 mhz; 3 kw; ant. 100 m. Address: 6551 Circle Hill Dr., San Jose, CA 95120. Applicant is headed by Nancy L. Dewey, and has no other broadcast interests. Action July 31.

■ **Windsor, CA** (BPH911115MJ)—Dismissed app. of Margery E. Clark for 104.1 mhz; .26 kw; ant. 344 m. Address: 8410 Oak Way, Windsor, CA 95492. Applicant has no other broadcast interests. Action July 31.

■ **Yermo, CA** (BPH891228MM)—Dismissed app. of Castillo Bcg. for 105.3 mhz; 3 kw; ant. 25 m. Address: 33684 First St., Daggett, CA 92327. Applicant is headed by partners Michael Sirkis, Daniel Braverman and Robin Rothschild; Rothschild is 89% equity owner of WVAY(FM) Wilmington, VT. Action July 23.

■ **Yermo, CA** (BPH891228MK)—Granted app. of Antelope Bcg. Co. Inc. for 105.3 mhz; .56 kw; ant. 316 m. Address: 2501 W Avenue I, Lancaster, CA 93534. Applicant is headed by Ronald H. Carter, and is licensee of KAVL(AM)-KAVS(FM) Lancaster-Mojave, CA. Action July 23.

■ **Naples, FL** (BPED910523MG)—Returned app. of New Hope Ministry Inc. for 91.7 mhz; 1.6 kw; ant. 169 m. Address: 7500 Davis Blvd., Naples, FL 33942. Applicant is headed by Grant Thigpen, and has no other broadcast interests. Action July 28.

■ **Columbia Falls, MT** (BPH911122MC)—Granted app. of Frank Copsidas Jr. for 95.9 mhz; 6 kw; ant. 71 m. Address: P.O. Box 396, Whitefish, MT 59937. Applicant has no other broadcast interests. Action July 30.

■ **Columbia Falls, MT** (BPH911122MD)—Dismissed app. of Jerome J. Dobson and Carolyn M. Goss for 95.9 mhz; 6 kw; ant. -99 m. Address: 906 Olive, Suite 900, St. Louis, MO 63101. Applicants have no other broadcast interests. Action July 30.

■ **Sabana, PR** (BP880502AD)—Granted app. of Olga I. Fernandez for 1250 khz. Address: P.O. Box 316, Urb Fas #17, Coamo, PR 00640. Applicant has no other broadcast interests. Action July 23.

FACILITIES CHANGES

Applications

AM's

■ **Montgomery, AL** WSYA(AM) 950 khz—July 17 application of U.S. Broadcasting Ltd. for CP to delete nighttime directional antenna system, operate with reduced power of 44 watts night from daytime site and correct coordinates: 32 20 05 - 86 19 29.

■ **Bakersfield, CA** KZPM(AM) 1100 khz—July 16 application of Jerry J. Collins for MP (BP091031AH) to increase nighttime power to 5 kw and make changes in antenna system.

■ **San Diego** KFMB(AM) 760 khz—July 17 application of Midwest Television Inc. for MP (BP880429AE) to correct coordinates: 32 50 33 - 117 01 30.

■ **Red Wing, MN** KCUE(AM) 1250 khz—June 24 application of Sorenson Broadcasting Corp. for CP to correct coordinates to 44 32 14 - 92 31 21.

■ **Lake Oswego, OR** KPHP(AM) 1290 khz—April 2 application of KLVS Radio Inc. for CP to increase day power to 25 kw; appl. resubmitted to change day power to 3.5 kw; change day site: foot of SE Spokane St., Oaks Park, Portland, OR; make changes in antenna system and change to non-day. 45 28 24 - 122 39 36.

■ **San Juan, PR** WIAC(AM) 740 khz—July 23 application of Bestov BCing. Inc. of Puerto Rico for MP (BP900405AJ) to change to 8 km east of Rio de la Plata and .8 km west of PR Rt 827 in Municipio de Toa Alta, PR, operate by RC from Rt. 167, intersection #5, corner of Diego Expressway, Bayamon, PR, and make changes in antenna system 18 21 24 - 66 14 05.

■ **Breckenridge, TX** KSTB(AM) 1430 khz—July 27 application of Breckenridge Broadcasting Company for CP to reduce power to 700 watts, make change in antenna system: move antenna site to co-locate with proposed move for KROO(FM), 2.4 km W of center Breckenridge; .7 km N US 180; 32 46 55 - 98 56 22.

■ **Green Valley, WV** WAMN(AM) 1040 khz—June 15 application of WAMN Inc. for MP (BP900405CK) to reduce night power to 200 watts ND.

FM's

■ **Bay Minette, AL** WYMZ(FM) 105.5 mhz—July 16 application of Faulkner-Phillips Media Inc. for CP to make changes; change: ERP: 5.3 kw (H&V).

■ **Sheffield, AL** WBTG-FM 106.3 mhz—July 23 application of Slatton & Assoc. Broadcasters Inc. for mod. of CP (BPH880628IE) to make changes: ERP: 6 kw (H&V), ant.: 208 m., TL: 183 m. W of Hawk Pride Rd., 2.9 km SSW of intersection of Hawk Pride Road and Rte. 72, 8.5 km WSW of full-time Tuscumbia, Colbert County, AL; class: C3 (per MM docket #87-451).

■ **Vernon, AL** WJEC(FM) 106.5 mhz—July 28 application of Lamar County Broadcasting Co. Inc. for CP to make changes, ERP: 6 kw H&V, TL: just off Taylor Springs Road, northeast of Vernon.

■ **Kodiak, AK** KJJZ(FM) 101.1 mhz—July 13 application of Cobb Communications Inc. for CP to make changes; change. ant. 3.1 kw H&V; TL: on Near Island 1.9 km SW of city of Kodiak, AK, at 225 degrees true.

■ **Greeley, CO** KGLL(FM) 96.1 mhz—July 17 application of Duchossois Comm. of Colorado Inc. for mod. of license (BLH-6930) to make changes in transmission lines.

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Fates & Fortunes

TELEVISION

Gary Marenzi, president, United International Pictures Pay TV Group, London, joins Metro-Goldwyn-Mayer, Culver City, Calif., as president, international television distribution, worldwide pay television.

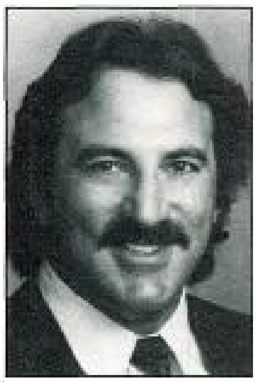
Gary French, manager, production services, Stephen J. Cannell Productions, Hollywood, named manager, production administration.

Robert Chasin, executive VP, business affairs, Fries Entertainment, cial projects, Barry Kemp's Bungalow 78 Productions, Universal Television, Universal City, Calif., named VP, marketing, promotions.

Appointments at Jim Henson Productions, New York: **Craig Shemin,** public relations writer, named creative director; **Linda Govreau,** executive director, Motion Picture Financial Reporting, Paramount Communications, Los Angeles, joins Jim Henson Productions there, as VP, finance and accounting; **Kirk Thatcher,** freelance producer/writer and designer, *Dinosaurs,* joins in same capacity.

Los Angeles: **Cindy Akins,** executive producer, and **James Dyer,** producer/assistant director, RSA USA, Los Angeles, both join as executive VP's and co-executive producers.

Officers elected at Television News Education Foundation, Rockville, Md.: **Herb Brubaker,** consultant, instructor, elected president, board chairman; **Claude Matthews,** attorney, elected VP, board member; **Judith Rudolph,** consultant, elected secretary; Amy Fickling, editor, elected treasurer, board member; **Andrea Mitchell,** NBC News correspondent; **Robert Hager,** NBC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Bob Meyer


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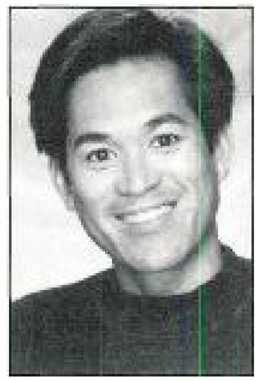
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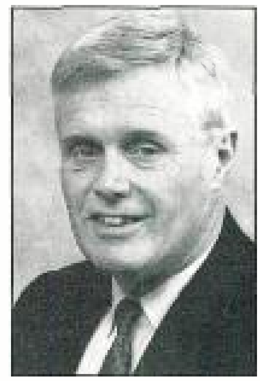
Herb Brubaker

Hollywood, joins TriStar Television, Los Angeles, as VP, business affairs.

Jo Ann Emmerich, former senior VP, daytime television, ABC Television, New York, joins Lancit Media Productions there as executive producer, commercial family programing.

Appointments at NBC, Burbank, Calif.: **Bob Meyer,** media representative, named manager, media relations, prime time series, special programs; **Judith Kritch,** account executive, NBC spot sales there, named western regional director, affiliate relations; **Curt King,** junior publicist, prime time series, specials, named press manager, prime time series and specials; **Patricia Johnson,** group human resources manager, Digital Corp., Cupertino, Calif., joins as director, organization, management resources.

Lynn McCluggage, director, spe-

Appointments at British Broadcasting Corp., Toronto: **Hilary Read,** manager, education, training sales, named VP, program sales; **Paul Roberts,** sales executive, named manager, education sales; **Jean Harding,** sales executive, named manager, training sales.

Amy Grey, president, Dish Communications, Los Angeles, joins Bender, Goldman and Helper there as senior VP, domestic corporate television.

Victor Sun, marketing manager, Playboy Entertainment Group, Los Angeles, joins IBS/Trimark International there as director, international television sales and acquisitions.

Joan Etchells, executive director, production administration, Stephen J. Cannell Productions, Hollywood, joins Stu Segall Productions, North Hollywood, as VP, production administration.

Appointments at Limelight, Inc.,

News correspondent; **William Monroe,** editor, and **Dr. John Slaughterall** named to board of directors.

Bill Hanley, executive producer, news, public affairs, KTCA-TV Minneapolis, named director, news, public affairs.

James Lucas, VP, general manager, KKTV-TV Colorado Springs, Colo., elected to CBS affiliates advisory board.

Julie Girocco, account executive, television services, Arbitron, Dallas, named southwestern regional manager, television station services.

Joe Cruz, VP, station manager, KVEA-TV Los Angeles, joins KSTS-TV San Francisco as VP, general manager.

Ted Pearse, VP, manager, Blair Television, Los Angeles, joins WDIV-TV Detroit as general sales manager.

Odetta Rogers, anchor, reporter,

WFSB-TV Hartford, Conn., joins NBC News, Washington, D.C., as correspondent.

Terry Owens, freelance reporter, KPIX-TV San Francisco, joins WMAR-TV Baltimore as general assignment reporter.

Appointments at WTTW-TV Chicago: **Tessa Burton,** director, viewer marketing; **John Grace,** director, Chicago program marketing; **Paul Nebenzahl,** director, development; **S. Anders Yocum,** director, broadcasting, all named VP; **C. Parker Richeson,** manager, budget, business affairs, named director.

David Roberson, operations manager, KPOM-TV-KFAA-TV Fort Smith, Rodgers, Ark., named general manager.

Gary Zelasko, senior account executive, WSB-TV Atlanta, joins WBAL-TV Baltimore in same capacity.

Lisa Montanez, special events/press coordinator, KTSP-TV Phoenix, Ariz., joins KPNX-TV there as special events/public affairs director.

Matt Lauer, host, WWOR-TV New York, joins WNBC-TV there as anchor/reporter.

Mindy Tucker, VP, finance, special projects, Sony Pictures Entertainment, Culver City, Calif., named VP, corporate strategy, planning.

Howard Eskin, sportscaster, WIP(AM) Philadelphia, joins KYW-TV there in same capacity.

Tony Guida, anchor/reporter, WNBC-TV New York, joins WCBS-TV there as reporter.

Denise Valdez, freelance reporter, joins KMIR-TV Palm Springs, Calif., as reporter/anchor.

Yvette Perez, promotion manager, WTAE-TV Pittsburgh, joins WCVB-TV Boston as director, promotion, advertising.

Appointments at WSTR-TV Cincinnati: **Donna Carpenter,** production manager, named director, creative services; **Jill Casagrande,** program director, named director, programing, promotions.

Appointments at KMOL-TV San Antonio, Tex.: **Tanya Smith,** account executive, KTFM-TV there, joins in same capacity; **Debra McGuigan,** executive sales assistant, named account executive.

David Bradley, national sales manager, KOLN-TV Lincoln, Neb., joins WHTM-TV Harrisburg, Pa., as local sales manager.

Tim Larson, news director, WKRC-TV Cincinnati, joins KSDK-TV St. Louis as assistant news director.


Odetta Rogers


Yvette Perez


Dana Michaelis


Michael Anderson


Francoise Husson

RADIO

Brian Cady, manager, administration, CBS Radio Networks, New York, named director.

Ken Sutherland, president, general manager, KRLV-FM Las Vegas, joins Unistar, Valencia, Calif., as western regional manager, affiliate sales.

Cris Wilson, senior VP, Unistar, Chicago, joins WVAZ-FM there as general sales manager.

Steve Wrath, general manager, KMSG-TV Fresno, Calif., joins KFCL-FM there in same capacity.

Thomas Smith, VP, general manager, WGNT-TV Portsmouth, Va., joins Florida's Radio Networks, Orlando, Fla., as general manager.

Terry Knust, general manager, KXEL(AM)-KOKZ-FM Waterloo, Cedar Rapids, Iowa, joins WJTW-FM Joliet, Ill., in same capacity.

Kelly McCann, program director, KSMG-FM San Antonio, joins KONO-FM there in same capacity.

CABLE

Appointments at The Travel Channel, Atlanta: **Dana Michaelis,** VP, special projects, sales, marketing, Weather Channel, there, named VP, affiliate sales; **Michael Anderson,** account manager, national advertising sales, Weather Channel, there, named business manager; **Bel Bruno,** senior account executive, Times Mirror Magazines, Los Angeles, joins as account manager, national ad sales; **Patricia Newi,** programing consultant, named director, acquisitions.

Tom Ascheim, director, development, Nickelodeon/Nick at Nite, New York, named VP, business development.

Appointments at Showtime Networks Inc., New York: **Cathryn Green,** director, special projects, office of the chairman, named VP, planning and special projects; **Ken Hershman** and **Clara Kim,** attorneys, Sherman and Sterling, there, both join as counsel, law department; **Ken Silver,** manager, financial reporting, named director.

Rick Sainte, VP, WLBC(AM)-FM Muncie, Ind., joins Rutter Communications Network there as general manager.

Jill Trione, acting general manager, Cox Cable, Oklahoma City, named VP, general manager, Cox Cable, Bakersfield, Calif.

Kent Franke, senior VP, western operations, Times Mirror Cable Television, Irvine, Calif., named senior VP, programing.

BROADCASTING's Harry Stevens, production manager for much of the past half century, was feted by parent Cahners Publishing Co. at a surprise dinner in Washington Aug. 11.

The occasion was the celebration of Stevens's 50th year with the magazine, and included tributes from current and former employes and a congratulatory letter from President Bush.

Shown at left, Stevens with BROADCASTING Chairman Larry Taishoff, and at right, getting a hug from Los Angeles-based editorial-advertising assistant Sandra Klausner, whom Stevens had never met in person.

ADVERTISING

Timothy McAuliff, president, CEO, John Blair Communications, Inc., New York, elected chairman, Television Bureau of Advertising National Sales Advisory Committee, New York.

Mark Goldstein, VP, sales manager, Blair Television, New York, joins Seltel there as national sales manager.

Appointments at Temerlin McClain, Dallas: **Kevin Hall,** senior account executive, named account supervisor; **Caryn Kboudi,** account executive, named senior account executive; **Ed Tajon,** VP, senior art director, McCann Erickson, Seattle, joins as senior art director; **Emily Nargi,** assistant broadcast traffic manager, Della Femina, McNamee, New York, joins as broadcast traffic manager.

TECHNOLOGY

George Helms, president, Barco, Inc., Atlanta, joins Am Pro Corp., Titusville, Fla., as executive VP.

Francoise Husson, manager, satellite services, British Telecom, London, joins Medialink there as VP, European services.

Terry Conner, executive director, manufacturing, Zenith Electronics Corp., Glenview, Ill., named VP, manufacturing, consumer products.

Fred Horowitz, manager, cable services, GE American Communications, Princeton, N.J., named director.

Appointments at Audio Broadcast Group, Grand Rapids, Mich.: **Dave Howland,** specialist, console, furniture systems, digital products, named sales, marketing manager; **Cindy Edwards,** regional sales representative, Broadcast Services, Four Oaks, N.C., joins as southeast sales rep; **Jack Conners,** engineer, Harrison, Nashville, Tenn., joins as transmitter, RF sales engineer.

DEATHS

William J. (Bill) Stynes, 75, retired sales executive, Viacom Enterprises, New York, died July 31 there. Cause of death was undetermined. Stynes began his career at WOR-TV New York in 1956. After 11 years he joined CBS Films as sales executive. CBS Films later became part of Viacom Enterprises. He was northeast division manager upon his retirement in 1984. Survivors include three daughters and five grandchildren.

C. Trafton Robertson, 84, veteran radio announcer and morning drive host on WTAR(AM) Norfolk, Va., died of unspecified natural causes in that city Aug. 8. Career highlight was when Robertson served as presidential announcer in Washington, introducing President Franklin D. Roosevelt's "fireside chats" for Mutual Broadcasting network during 1930's and '40s. Robertson got his start in broadcasting on WTAR(AM) by happenstance, when, in 1932, announcer failed to show up to introduce jazz band in which Robertson played saxophone and trombone. He hosted *Sunrise Serenade* on the station and later served double-duty on WTAR-TV's program, *Relax*. In 1958 he moved across town to WNOR(AM) to host several shows. He left broadcasting in 1961 to become sales manager for two Norfolk hotels. Survivors include daughter Carolyn R. Peebles; son Richard T. Robertson, who is president of Warner Bros. Domestic Television Distribution, and one grandchild.

Samuel T. Mazza, 77, retired engineer, died Aug. 3, of cardiac arrest, at War Memorial Hospital, Berkeley Springs, W.Va. In 1936 he created first electronic stethoscope. In 1950's he devised telephone attachment that was forerunner of speakerphone. Mazza served as chief engineer at KSO(AM) Des Moines, Iowa, for 17 years. In 1952 he joined Voice of America. He later taught radio communications technology in Nepal and then joined Underseas Cable Corp., Washington, where he developed test procedures for transoceanic communications. He retired to Berkeley Springs in 1970. Survivors include his wife, Geneva, and two daughters.

ROBERT TARPLEY FENNIMORE

Bob Fennimore likes to start at the beginning.

When he joined WOR-TV New York in the late 1960's, independent television was still nascent. The station "was running the same movie 23 times a week," Fennimore says, and was not exactly a priority buy.

After spending 16 years with WOR-TV and watching independent TV flourish, Fennimore started over in a new business. He joined Cablevision Systems' fledgling Rainbow Advertising Sales Corp. (RASCO), which sold time for four local SportsChannel cable networks and News 12 Long Island. Billings were $1.3 million and cable advertising was an oxymoron.

Once again, Fennimore is seeing his business flourish. This year, RASCO billings will reach $115 million; it now sells 11 SportsChannels, News 12, local ad sales for two million Cablevision subscribers, and has a wholly owned subsidiary, Cable Networks Inc. (CNI), the largest cable rep firm in the country. Perhaps most important, advertisers now recognize that local and spot cable are becoming viable media. Fennimore is becoming "in a sense a tough competitor, and I wish him limited success," says Ave Butensky, president of the Television Bureau of Advertising, who worked with him in the 1960's at Dancer Fitzgerald Sample.

Fennimore predicts that in three to five years the cable spot business, which took in $175 million last year, will be a nearly $1 billion-a-year business. So far, there is not much competition in the field, but it may heat up. In addition to two main competitors, broadcast rep Katz Communications has ventured into the cable rep business. On the other side of the coin, several broadcast stations in smaller markets have already sought out CNI's services. "But we're not ready for that now."

RASCO and CNI will busy themselves over the next few years with cable's growth, which Fennimore expects to come from an increased share of advertisers' budgets for cable. Most categories are already buying the medium, with the exception of packaged goods, he says. Another area ripe for growth is political advertising, but Fennimore remains cautious, remembering 1988's lessons. "The last major election, everybody had great anticipation of all this money that was coming [to cable]. It never came."

Since his college days, Fennimore knew he wanted to be in sales, he just wasn't sure in what field. Although after graduation he had a brief stint in media buying, it was his acquaintance with some folks at Blair Television, where his wife worked as a secretary, that convinced him he wanted to be in television sales. So he went to *Television*, the monthly magazine then published by BROADCASTING. He was an ad salesman there and later with BROADCASTING. "I got my education about all aspects of the broadcasting business there," he says.

President and COO, Rainbow Advertising Sales Corp. (RASCO) and president, Cable Networks Inc. (CNI), New York; b. May 11, 1936, New York City; BA, economics, West Virginia Wesleyan, Buckhannon, 1959; assistant media buyer, Dancer Fitzgerald Sample, New York, 1960-61; account executive, *Television* magazine, New York, 1962-64; Eastern sales manager, BROADCASTING magazine, New York, 1964-67; account executive, WOR-TV New York, 1967-75; national sales manager, 1975-76; New York sales manager, 1976-77; VP, general sales manager, 1977-79; VP, general manager, 1979-83; VP, RASCO, 1984-85; current position at RASCO since 1985; current position at CNI since 1987; m. Gail Williams, May 28, 1960; children—Douglas, 31; Karen, 30.

From there, Fennimore moved on to WOR-TV, holding every sales manager position available over the next 12 years before moving up to vice president and general manager. Though Fennimore says he has stayed in New York his entire career because he "feeds off its energy," New York was not the best place to be a general manager, he says. "A GM at a station here is just not a big deal. The position doesn't command the focus and attention it does in smaller markets."

Fennimore remained GM until a management change forced him out of the post in 1983. That's something he does not like to go into detail about. But it enabled him to try to pursue his dream of owning his own business. Along with two friends, Fennimore set out to find a company to take over and run, looking at everything from radio stations to chemical companies. In the end, the venture did not pan out. He returned to TV sales, this time to Cablevision Systems and RASCO.

Cable was not a business Fennimore knew much about when he started, but he soon realized many others did not know much either. He spent one of his first presentations with potential advertisers using the word "chum" repeatedly. No one questioned it. "I realized afterward that the word was 'churn.' But nobody corrected me. They figured I knew what I was talking about."

Fennimore now knows the right words, as both he and the media world have gotten more sophisticated about cable. Next year, CNI begins repping the New York Interconnect, which will sell the ADI in four zones, and will be able to add individual tags to commercials by ZIP code. The move, says Fennimore, will "change the face of how advertisers buy spot TV." ■

In Brief

The Westwood One Radio Networks last week laid off 15 full-time news employes, or nearly 20% of the news staff at NBC Radio Network and Mutual Broadcasting System. Mutual and NBC also announced several changes in news programing, including the elimination of some feature programs and newcasts on the half hour. Mutual President Jack Clements said the cuts came in response to changes in affiliates' news demands. He added, "There's no question that declining network revenues have accelerated the process."

On Wednesday (Aug. 12) Senate Majority Leader George Mitchell, as expected, appointed **five senators to sit in conference on S. 12/H.R. 4850,** cable reregulation legislation (BROADCASTING, Aug. 10). Conferees are: Commerce Committee Chairman Ernest Hollings; ranking minority member John Danforth; Communications Subcommittee Chairman Daniel Inouye; ranking minority subcommittee member Bob Packwood and subcommittee member Wendell Ford. The House named its 11 conferees two weeks earlier. The conference is expected to yield a bill with rate regulation, program-access and must-carry/retransmission/consent provisions soon after Congress returns from recess Sept. 9.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 2. Numbers represent aggregate rating average/stations/% coverage)

1.	Oprah Winfrey Show	10.2/231/99
2.	Wheel Of Fortune	10.0/195/93
3.	Jeopardy	9.4/204/95
4.	Star Trek	8.7/243/99
5.	Married...With Children	7.2/175/94
5.	Tri Star Showcase III	7.2/178/97
7.	Nat'l Geographic-Assign.	6.8/171/96
8.	Entertainment Tonight	6.7/184/94
9.	Current Affair	5.9/165/91
10.	Cosby Show	5.5/189/96
11.	Worldvision I	5.3/139/93
12.	Inside Edition	5.2/133/87
13.	Wheel Of Fortune-wknd	5.0/160/75
14.	Sally Jessy Raphael	4.8/199/95
15.	Donahue	4.7/212/96

BUSH REFUSES TO DISCUSS AFFAIR ALLEGATIONS

The White House press corps last week found out that certain questions are off-limits when it comes to President Bush's personal life.

Bush lashed out against reporters for asking what he described as "sleazy" questions about an alleged extramarital affair with a former aide in 1984. The charges surfaced on Tuesday in a *New York Post* article based on a new book, "The Power House."

Bush first showed his distaste with the allegations at a news conference on Tuesday when CNN correspondent Mary Tillotson questioned him about the charges.

"I'm not going to take any sleazy questions like that from CNN," Bush replied. *The New York Times* reported that Bush spokesman Marlin Fitzwater was so enraged by Tillotson that he said she would "never work around the White House again." Fitzwater denied the report.

Later on Tuesday, Bush once again became indignant when asked about the alleged infidelity during a previously scheduled one-on-one interview with NBC News correspondent Stone Phillips. "I think the media needs a little discipline on this, to be very honest with you," said Bush, who then threatened to end the interview if the line of questioning continued. "I'm not going to take any sleaze questions," said Bush. "I gave you a little warning. You see, you're perpetuating the sleaze by even asking it in the Oval Office, and I don't think you ought to do that, and I'm not going to answer the question." The 30-minute interview, for *Dateline NBC*, was edited to a 14-minute piece, with the exchange included in its entirety. —SS

Prime Ticket Network President **John C. Severino plans to retire** next month to explore personal interests and consulting opportunities. Former ESPN President Roger Werner, now president of Prime Sports Ventures, will become acting president of the Los Angeles-based regional sports network. Severino, a former president of ABC Television and GM of KABC-TV Los Angeles, joined Prime Ticket in October 1988.

The **Commission on Presidential Debates** is recommending the following dates and places for this year's debates: Sept. 22, Michigan State University; Sept. 29 (vice presidential) Louisville, Ky.; Oct. 4, University of San Diego; Oct. 15, University of Richmond.

MGM has named **Gary Marenzi** president of international distribution and worldwide pay television, filling a vacancy left by the resignation of Anothony Lynn in May. Marenzi will join MGM next month after spending the last three years as president of London-based United International Pictures (UIP) Pay TV Group, a joint venture of Paramount, MCAUniversal and MGM.

House Judiciary Committee Chairman **Jack Brooks** (D-Tex.) **won his jurisdiction battle with John Dingell** (D-Mich.), Energy and Commerce Committee chairman, over the telco antitrust bill (H.R. 5096), which would place heavy restrictions on the regional Bell operating companies' entry into information services, including cable TV. Dingell argued that the bill directly affects communications policy and should have been considered by his committee. But House Speaker Tom Foley, in handing down his decision, also said the bill could not go to the House floor before July 25, all but insuring that it could not be enacted before Congress's scheduled adjournment Oct. 2.

Final Barcelona Olympic numbers—total prime time (includes opening and closing ceremonies): 16.8/32; event prime (without opening and closing nights): 17.5/34; late night: 5.2/26; weekday morning: 5.1/25; Sunday morning: 5.3/23; weekend afternoon: 10.6/31. Seoul numbers four years ago—total prime: 16.9/29; event prime: 17.9/32; late night: 7.9/33; weekday morning: 5.1/26; Sunday morning: 5.6/24; weekend afternoon: 8.4/21.

The Broadcast Pioneers presented its annual Golden Mike award to the Armed Forces Radio and Television Service (AFRTS) Aug. 10 at the Pentagon, in recognition of 50 years of service. AFRTS, the first network recipient of the award, reaches 1.3 million military personnel and their families in 128 countries. Secretary of Defense Dick Cheney (l) accepted the award for AFRTS from Broadcast Pioneers President James Delmonico.

In a C-SPAN interview scheduled to air yesterday (Aug. 16), Marilyn Quayle was asked if moving the TV networks and Hollywood film producers to Indianapolis would change the values presented. Her answer: "I don't know that it would be different because it would take a different mindset. I'd really like to see our corporations that sponsor the television shows start being held responsible for the content. That's not censorship. That's just saying: 'Hey, if you want to sell your product, why don't you look to see what your product's selling.' "

NEW YORK'S LEGENDARY WNEW(AM) SOLD

New York's WNEW(AM), the much-loved but money-losing nostalgia station, was sold last week by co-owners Westwood One and Robert F.X. Sillerman to a business news company that reportedly plans a major format change.

Westwood One on Friday (Aug. 14) announced the sale to Bloomberg LP for $13.5 million. Because WNEW "has historically experienced losses and negative cash flow, its sale should have a positive effect on Westwood One cash flow," the company said.

Michael Bloomberg, president of Bloomberg LP, told BROADCASTING a confidentiality agreement prevented him from commenting on reports that he plans to dump the station's music format for all business news.

Bloomberg, a former partner at Salomon Brothers, has no broadcasting holdings. His Bloomberg Business News is a real-time wire service providing financial news to newspapers and investors. —PV

CONSOLIDATION AT ATC, WARNER CABLE

Time Warner Cable is restructuring the management and operations of MSO divisions American Television & Communications and Warner Cable Communications in a consolidation expected to result in the elimination of about 100 positions. Among the shifts: ATC President James H. Doolittle becomes Time Warner Cable president, in charge of the company's field operations; Warner Cable President James L. Gray becomes Time Warner Cable vice chairman, responsible for the company's corporate staff operations, and Time Warner Cable executive vice president Glenn Britt becomes president of Time Warner Cable Ventures, overseeing domestic mergers and acquisitions, international mergers, acquisitions and operations and long-term strategic and new business development. Certain cable TV operations of the combined companies across the country will also be reorganized. The realigned management of Time Warner Cable will be based in Stamford, Conn. Most of the eliminated positions will be in the former Warner Cable headquarters in Dublin, Ohio, which will be closed. The single-unit Time Warner Cable will be fully operational by mid-November. —RS

Saban Entertainment celebrated the co-financing, co-distribution and co-ownership agreement with PolyGram Filmed Entertainment, Fox Broadcasting Network and Marvel Entertainment Group of the animation series X-Men. *L-r: Stan Lee, creator of the X-Men comics; Haim Saban, chairman of Saban Entertainment; Wolverine, one of the series' mutant characters, and Hugh Rees-Parnall, acquisitions VP for PolyGram International.*

Fox Children's Network will control U.S. television rights for the first 13 and subsequent half-hour episodes, which will be aired in the fall. U.K.-based PolyGram will hold worldwide video rights. Marvel retains worldwide publishing and merchandising rights, with Saban controlling the worldwide TV rights.

Editorials

OVERWHELMING EVIDENCE

By way of a postscript to an editorial on TV Marti in the Aug. 3 issue, a bipartisan presidential commission established by Congress itself to advise on international broadcasting has released a report finding that—surprise, surprise—TV Marti is expensive and inefficient. The report concludes that its "resources should be directed to more productive broadcasting initiatives...The taxpayers do not need to fund this duplication." The commission's attentiveness to taxpayers apparently far surpasses that of Congress. Not surprising, since it is a citizens committee, made up of people who have to cover their checks and buy their own stamps.

How many times must Congress be hit over the head before it recognizes it's headed in the wrong direction?

THEY ALL LAUGHED AT ROCKEFELLER CENTER

It's easy to knock the Olympic pay-per-view Triplecast. It attracted only a fraction of its expected audience, appears now to have been overpriced, undermarketed and will lose co-venturers NBC and Cablevision a ton of money. It has all the earmarks of a flop, particularly in the short term by which most investments are now measured. But was it a flop? Editorial writers have been likened to soldiers who come down after the battle and "shoot the wounded," and there certainly appear to be some wounded here. But we have come neither to bury the effort nor to praise it, but instead to suggest that the sum may have been more than the parts, and the payoff more than today's balance sheet. "It's like the space program before we reached the moon," says Time Warner pay-per-view executive Hugh Panero of the Triplecast. "A lot of rockets crashed on the launchpad."

The moon, in this instance, is a multichannel environment that appears to be the next media frontier. If that is the case, NBC's "loss" may be an R&D investment that pays off down the line. The network has already gotten in some practice programing multichannels with its "doublecast" at the Democratic convention, programing both its own network prime time coverage and coverage on noncommercial channels in concert with PBS. In the Olympic effort, it has extended its cable reach—Bob Wright has been a leader in that department—to multiplexing and pay per view. If it can learn from its mistakes how to better market, promote and price multiple channels, it will be useful knowledge in a compressed, multiplexed future.

On the cable side, the Triplecast provided a big boost to the addressable universe. According to TCI, for instance, it increased its number of addressable cable systems from 100 to 450 and the number of potential pay-per-viewers from 3.5 million to more than 9.5 million. That's a lot more handy candidates for the next big pay-per-view fight or concert.

The reviews of the Triplecast coverage were mixed. A story in *The New York Times* called it "a colossal flop," while one in *The Wall Street Journal* labeled it "a delight for the avid sports fan." We think the *Journal* story hit on the success of the apparently unsuccessful Triplecast. Although the Triplecast signups were relatively few, those who signed up appeared to be pleased with what they got. They were a niche, served by channels targeted and tailored to them. In a not too distant future with channels galore, a few hundred thousand people may be nothing to sneeze at—who thought 20 years ago that networks could be fruitful and multiply on a steady diet of under a million homes, as have many basic cable programers?

The Triplecast may well qualify as a short-term failure. We'll have to wait to find out who has the last laugh.

P.S.

The compressed, multichannel world of tomorrow got a little closer last week with the news that ABC will be employing digital compression technology for fiber backhauls from this week's Republican convention in Houston. Although it is not endorsing the Ikegami technology being provided to it—the network has expressed itself open to anyone who can get the job done—ABC says the system provides the requisite signal quality to stand up to the wear and tear of network massaging, including editing, graphics and retransmission. ABC also plans a satellite test of the compression technology in the "imminent future"—a future getting more imminent all the time.

Drawn for BROADCASTING by Jack Schmidt

"In hindsight, we probably should have insured the tower against lightning."

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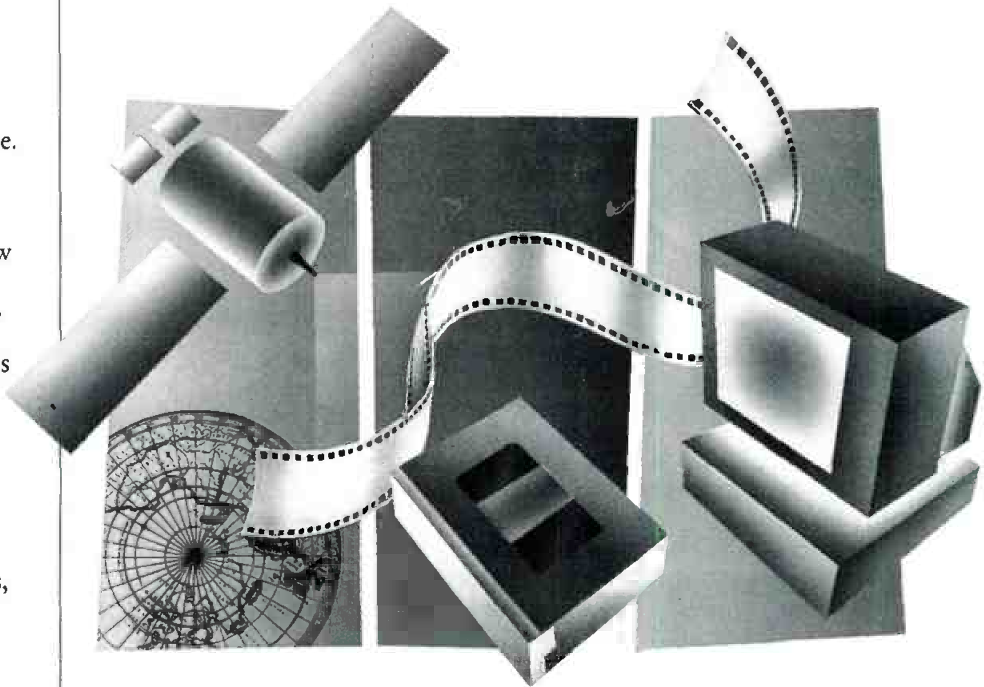

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