

MAY 10

Broadcasting & Cable

The Newsweekly of Television and Radio

WASHINGTON

FCC lays down chapter and verse on cable rates; market seesaws 5

CABLE



Sports teams stay on sidelines of pay per view 26

PROGRAMING



Tartikoff back in 'Big Time' TV with new kids show 22

Vol. 123 No.19
62nd Year 1993 \$2.95
A Cahners Publication

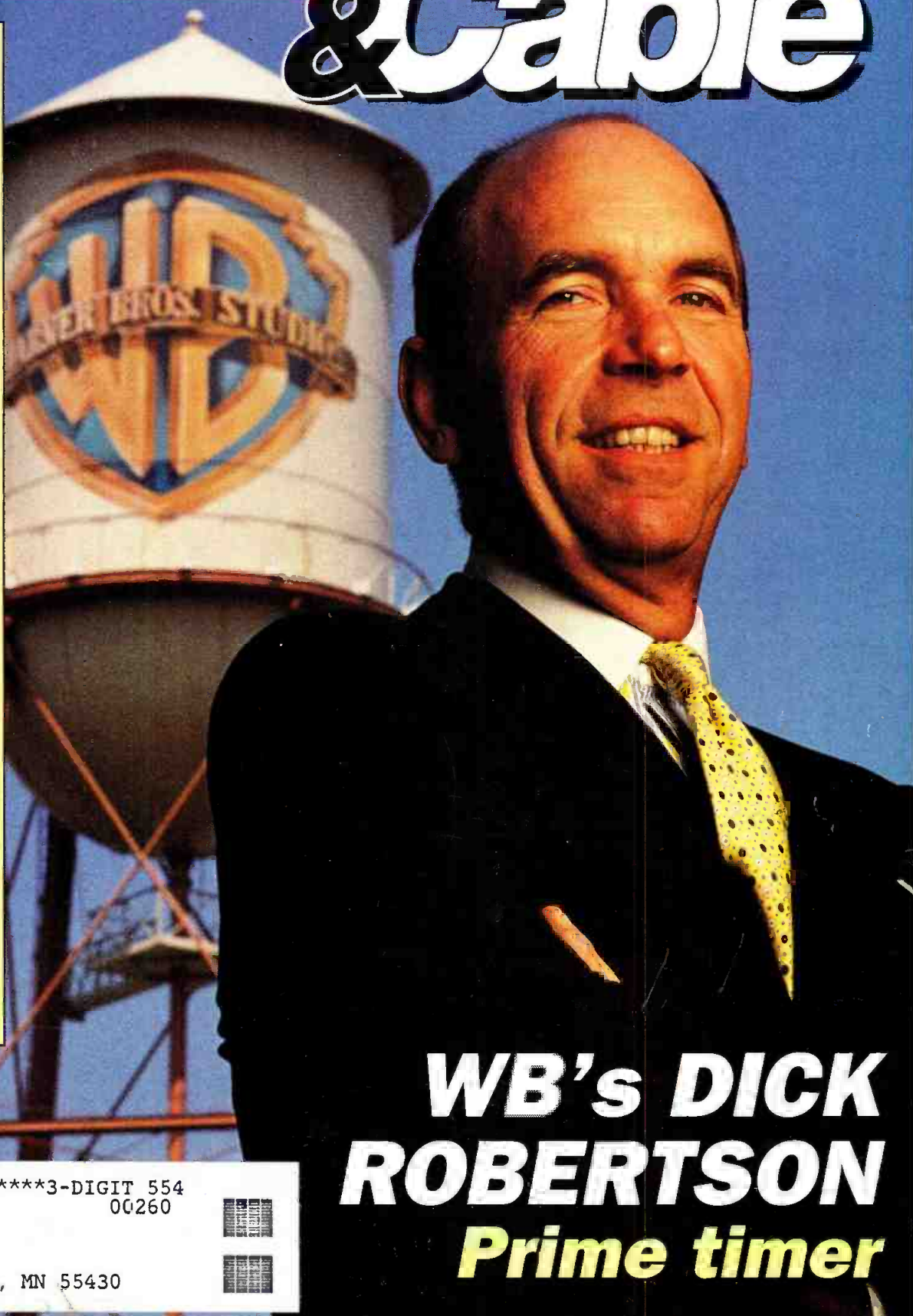
*****3-DIGIT 554
00260

BROOKLYN CENTER, MN 55430



WB's DICK ROBERTSON

Prime timer



A "LETHAL" 10% BUY RATE!*



**HIT MOVIES AND A USER-FRIENDLY,
"MOVIE-OF-THE-WEEK MULTIPLEX" PAY-PER-VIEW
FORMAT WILL MAKE YOUR PPV BUY RATES EXPLODE!**

Warner Bros. congratulates Time Warner Cable of New York City for achieving a 10% buy rate* with LETHAL WEAPON 3 on its "continuous hits multiplex" (13% in the QUICS impulse system). "Movie-of-the-Week Multiplex" – the *Lethal Weapon* for dramatically improving buy rates.



*BQ Division – 386,400 subscribers and 100% addressable base.

WARNER BROS. PAY-TV

Fast Track

MUST READING FROM BROADCASTING & CABLE

MAY 10, 1993

FCC THROWS THE BOOK AT CABLE RATES

A cursory glance at the FCC's 586-page order on cable benchmark rates lifted hopes as well as stocks last week, but a more thorough review revealed that rate rollbacks will be "pretty much as advertised," in the words of NCTA President James Mooney. The cable industry promises to use cost-of-service hearings to demonstrate the efficacy of their pricing structures. / 5

ABC, CBS and NBC reported combined TV network profits of \$146 million in 1992, a small return on their total \$8 billion in revenues. / 5

DIRECTV NABS BIG BASICS

The Turner Networks, USA Networks, International Family Entertainment and Group W Satellite Communications signed with direct-broadcast satellite company DirecTV last week, leaving only ESPN, Discovery, Lifetime and A&E among major cable networks still unsigned for either DirecTV or its DBS competitor, USSB. / 10

Warner Bros. Domestic Television Distribution is said to be close to launching one or more syndicated series based on Time Inc. magazines. / 11

Columbia Pictures Television and MCA TV formed barter divisions last week. / 15

TARTIKOFF RETURNS TO THE 'BIG TIME'

Former NBC Entertainment president Brandon Tartikoff is returning to television, developing several shows with broadcasters in New Orleans. The first will be a children's show called 'Big Time TV,' which finished a pilot this month. / 22

Buena Vista opened bidding last week for the syndication of the off-network 'Home Improvement.' The show will debut in fall 1995. / 22

After a disappointing response, MTM Television is pulling 'Evening Shade' from the off-network sales market and retooling the marketing plan. / 24

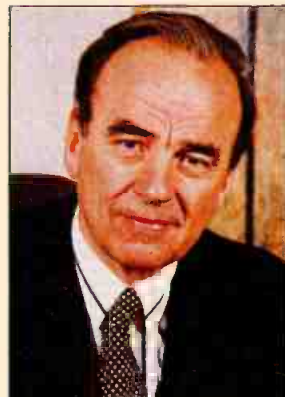
MTV ENTERS PRODUCTION ARENA

MTV is looking to expand into long-form programming for broadcast networks, first-run syndication and cable with the establishment of MTV Productions, to be run by MTV Senior Vice President of Programming Doug Herzog. MTV and Viacom will collaborate on a number of projects. / 25

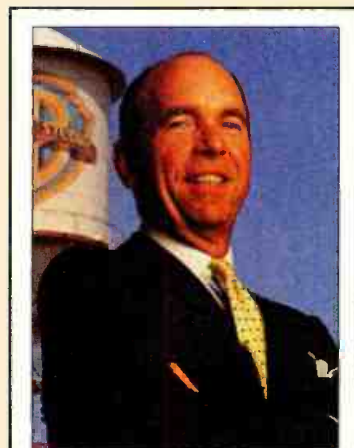
MAJOR LEAGUES HOLD BACK ON PPV

Despite the increasing pay-per-view capabilities of cable systems, professional sports teams, finding that viewers are mostly satisfied with the offerings on free TV, have been slow to embrace the medium. Fewer than a dozen teams have signed on so far. / 26

At the Umbriafiction TV festival in Italy, European broadcasters, eager to expand their worldwide operations, expressed reservations about aggressive foreign projects by U.S. programmers and cable operators. / 27



News Corp. Chairman Rupert Murdoch pitched Fox affiliates on the company's plan to waive retransmission fees in exchange for space for a new cable channel. Murdoch spelled out details on programing, carriage fees and options for affiliates to share in the revenue. / 6



On the Cover

Dick Robertson, president of Warner Bros. Domestic Television Distribution, says "the math is working for both of us" in the company's efforts to build an ad hoc programming network among independents. / 16 **Photo: David Butow/Black Star**

"I've already had breakfast. Big Bird never tasted better."

—Opening remarks of Senator Bob Dole to Public Radio Conference / 34

| | | |
|------------------------|-------------------------|------------------------|
| Ad/Marketing.....40 | Fates & Fortunes.....60 | Radio29 |
| Business31 | Fifth Estater59 | Ratings Week.....28 |
| Changing Hands33 | For the Record53 | Technology44 |
| Closed Circuit.....63 | In Brief64 | Top of the Week.....5 |
| Datebook.....52 | Monday Memo.....58 | Washington34 |
| Editorials66 | Programing16 | Washington Watch ...37 |

FAST TRACK

MAY 10, 1993

MASON TO HEAD GROUP W RADIO

Group W has named Dan Mason, president of Cook Inlet Radio Partners, to head its radio division. Mason faces the challenge of boosting ratings and revenues of the group's FM stations. / 29

STATION ACQUISITION FUND ESTABLISHED

Sandler Capital Management, known for its cable TV and cellular phone financing, is looking to use proceeds on an investment fund as capital for TV station acquisitions and refinancings. / 31

Lancit Media Productions has turned a commitment to produce a children's show for public television into soaring stocks on Wall Street. / 32

CABLE PROTESTS MUST-CARRY, RETRANS TIMETABLES

The cable industry, in comments to the FCC, complained that the three different deadlines for responding to must-carry/retransmission-consent requirements—and the requisite channel repositionings—will result in “disruption and subscriber confusion.” / 34

Expanding the AM band means hundreds of low-power travelers' information stations may have to move to other parts of the dial, and broadcasters are worried about the possible interference the repositionings may bring. / 35

The House Telecommunications Subcommittee last week passed a spectrum auction bill that effectively exempts broadcasters. Senate consideration of a spectrum auction bill was delayed. / 36

International Family Entertainment will join the BSkyB family this fall when the UK Family Channel becomes part of BSkyB's 10-channel “mini-pay” service. / 39

GOOD RATINGS FOR NBA PLAYOFFS

Early results show that NBC's coverage of the pro basketball playoffs is getting slightly better ratings than last year's coverage. Growing fan interest and the increasingly high profile of the star players appear to be fueling the game's success. / 40

ABC SPECIAL HITS THE TARGET

ABC scored a hit among women 18-49 with “We're Expecting,” which followed three couples through the nine months of pregnancy. In an unusual but likely-to-become-common arrangement, ABC picked up the show in a barter deal with Procter & Gamble. / 40

Cable upfront for 1993 is off to a slow start, as buyers wait for signals from the yet-to-start broadcast market. / 41

Elusive “techthustlants,” computer-literate technology junkies representing perhaps one-fifth of the adult population, may offer fertile ground for advertisers and marketers. / 42

Avld Technology is leading a drive to develop standards that will allow computer users to communicate easily, no matter what kind of computer or software they may be using. / 45

An Iowa company thinks it may have an answer to unsightly parabolic-dish satellite antennas. It offers a flat antenna that can be nailed to a wall, laid on a roof or even set on the ground. / 46



BIG BAND PLAYS ON: *New York's legendary WNEW-AM may be gone, but it's not forgotten. WQEW-AM has revived WNEW's big-band and cabaret format, and the Big Apple seems to be responding. / 30*



COMPUTERS MEET TV: *California company SSI has introduced the System 5000 Multimedia Processor, a box that will serve as the nerve center of a computer-driven home entertainment center. An IBM-compatible version should be ready by September. / 44*

Top of the Week

Rate rules 'pretty much as advertised'

Initial elation over impact of FCC formulas dissipates upon thorough study of 586-page order; systems promise to use cost-of-service hearings to show that prices are justified

By Joe Flint

The FCC's long-anticipated order on cable rates did little to clear up what the new world of regulation will mean to the industry.

The reaction of cable stocks to the regulations symbolized the confusion over what the impact on cable's bottom line will be: on Tuesday, several cable stocks jumped for the first time since the FCC said last April that 75% of all systems would have to lower rates and that the industry could face a loss of subscriber revenue of around \$1.5 billion.

But Wall Street's elation was misguided. Apparently some analysts misinterpreted just how the rules would work and concluded that cable did better than expected. Once the report was given further study, the stocks quickly reverted to their early April levels.

"It was the most depressing thing in the world. The stocks did a total U-turn, largely due to the reality of the details," one analyst said.

By week's end, analysts had given up trying to divine the impact. "Essentially, it will take some time for the individual cable companies to analyze

the full impact of the regulations," said Chris Dixon, analyst, Paine Weber.

National Cable Television Association President James Mooney said the NCTA's initial analysis shows the complex regulations will result in the \$1.5 billion rollback the FCC claims. "We think it's pretty much as advertised," he said.

The cable industry blasted the commission's rules and promised that systems would use their right to cost-of-service hearings to convince cities and

Continues on page 14

CBS edges out NBC in TV network revenue



| | Revenue (000) | % chg from '91 | Profit (000) | % chg from '91 |
|-------------------|------------------|-------------------|-----------------|-------------------|
| Radio networks | \$141,600 | -7% | \$24,500 | -37% |
| Radio stations | \$175,000 | -1% | \$38,500 | 12% |
| TV network | \$2,510,000 | -5% | \$92,000 | -23% |
| Owned TV's | \$767,000 | 1% | \$385,000 | -3% |
| Video enterprises | \$672,000 | 9% | \$127,000 | 4% |
| Total broadcast | \$4,265,600 | -1% | \$667,000 | -7% |



| | | | | |
|-----------------|-------------|-----|-----------|-----|
| Radio networks | \$57,000 | -8% | (\$5,000) | NM |
| Radio stations | \$207,000 | 13% | \$27,000 | -8% |
| TV network | \$2,736,000 | 14% | \$5,100 | NM |
| Owned TV's | \$503,000 | 24% | \$175,000 | 25% |
| Total broadcast | \$3,503,000 | 15% | \$202,100 | NM |



| | | | | |
|-----------------|-------------|------|------------|-----|
| TV network | \$2,698,000 | 8% | \$51,000 | NM |
| Owned TV's | \$585,000 | 5% | \$245,000 | 12% |
| Cable | \$80,000 | 129% | (\$37,000) | NM |
| Adjusted cable | \$80,000 | | \$18,000 | NM |
| Total broadcast | \$3,363,000 | 8% | \$259,000 | -2% |

By Geoffrey Foisie

The good news for the broadcast TV network business remains just around the corner. BROADCASTING & CABLE's analysis of the big three's operating performance reveals a combined TV network profit in 1992 for ABC, CBS and NBC of \$146 million, a paltry sum considering it came on revenue just shy of \$8 billion.

Even if combined as an inseparable unit with the owned stations, the three broadcast TV networks reported 1992 operating income of \$949 million, less than 10% of the network/station combined revenue. By contrast, the cable systems owned by Tele-Communications Inc. alone had slightly more operating income and bragging rights to a 28% margin. The outlook for big-three profits in 1993 should be much better on the network side but possibly

Continues on page 15

Fox pitches cable channel to affiliates

Offers cash and/or piece of the action; affiliates form committee to respond to proposal; executives cite excessive program costs, weak syndication market as motivation

By Joe Flint

Fox's plans for a basic cable network became clearer last week following a meeting of top executives and a group of affiliates in Los Angeles.

As reported (BROADCASTING & CABLE, May 3), in return for the channel, Fox would not ask cable systems to pay a retransmission-consent fee to Fox owned-stations or affiliates who go along with Fox's cable plans.

According to several sources, Fox, which plans to spend \$50 million to program the channel, is hoping to get 25¢ per subscriber from cable operators. Affiliates would have the choice of either 5¢ and an ownership interest in the channel or 7½¢.

Under the former scenario, News Corp. would create a subsidiary company to operate the channel, 25% of which would be owned by the affiliate body. Down the road, affiliates could convert their interest to News Corp. stock or cash it in.

In the meeting, Fox executives, including News Corp. Chairman Rupert Murdoch and Fox Broadcasting Presi-

dent Lucie Salhany, said excessive programing costs and a weak syndication market are the motivations behind the channel. The alternative to tapping into the cable revenue stream, they told the broadcasters, is 15 hours of reality programing on the Fox network, referring to the relatively low budget of such programing.

The executives assured affiliates that the broadcast network would still be the main priority, comparing the \$50 million cable programing investment with the \$500 million spent on the broadcast network.

In addition to the Fox film library, the network is said to be considering such shows as *Anything but Love*, pulled from the syndication market last year, and *In Living Color* as shows that may do better on a cable network than in syndication, although there was no suggestion that the network run of *In Living Color* would migrate to the channel.



News Corp. Chairman Rupert Murdoch makes his case for cable channel.

Murdoch told affiliates he is close to a deal with the nation's largest system operator, Tele-Communications Inc., for Fox's owned stations and has had promising talks with other major operators.

Murdoch's goals in negotiations with TCI, according to sources, include a guaranteed VHF channel position for the owned stations and affil-

iates and a low channel position for the Fox cable network.

Of particular concern to affiliates is that there be no multiplexing of Fox programs on the cable channel. Affiliates also are concerned about Fox's promotion of the cable channel on the affiliates and would like limitations placed on cross promotions and no promotion during prime access when Fox network programing is not on.

Overall affiliates are willing to listen to Fox and are setting up a committee to respond to Fox's proposal.

Concerns exist that the 7½¢ or 5¢ rate for the cable channel may hurt all broadcasters when it comes to retransmission-consent negotiations.

Said one affiliate: "I am concerned it sets a low benchmark on value. Are they [cable operators] paying 7½¢ for my new channel or my current channel? I don't think we should gouge cable operators, but I do think Fox is worth 10¢-25¢."

And while affiliates understand Fox's concern over growing programing costs, especially license fees, some would like to see that method of business changed. "Creating additional channels is accepting a concept that is wrong. We need to tell Hollywood that we need to break even, at least on the front end," one affiliate said.

Some Wall Street analysts wonder if Fox's demands on cable are too high. Said one: "From an operator perspective, I'm facing a rate rollback and retransmission-consent costs. It's unlikely they'll get close to what they are asking for. I don't think operators could bear this." ■

Lack shakes up NBC News

After three weeks on the job, newly installed NBC News President Andrew Lack is already starting to make his mark on the news division, with key assignment changes and the scrapping of a prime time magazine concept that was to have launched next month.

The network confirmed last week that Steve Friedman will return to the *Today* show as executive producer with responsibility for the weekend versions of the broadcast as well. Friedman steered the show to the top of the morning news show ratings in the 1980's, but left in 1987 to develop and launch *USA Today on TV*. Two years later he rejoined NBC as executive producer of *Nightly News*. He was also involved in the development and oversight of *NBC Dateline*.

Today executive producer Jeff Zucker will move to the executive producer slot at *Prime Story*, which Lack has decided will be reformatted and retitled before airing later this summer. Lack decided to scrap the planned format for the upcoming newsmagazine, developed by Friedman and Paul Greenburg, in favor of a more traditional approach. The format had called for three anchors—Mike Schneider, Faith Daniels and Fred Francis—but they will now be reporters, and Katie Couric and Tom Brokaw will anchor. The plan for single-issue episodes is also out, and Greenburg remains with the new program in a "top senior editorial role."

Meanwhile, word is that Lack is close to signing ABC News's Jeff Gralnick as executive producer for *NBC Nightly News*, a post that's been vacant since March. Lack could not be reached for comment. —SM

**If You're
A Broadcaster
Concerned
About Changes
In Your Lucrative
Late Night Line-Up,
We Have Two
Words of Advice...**

JANE W

And We Have Two Important Facts

- NIGHTTALK Is Already Proven Against Late Night Entertainment And Talk Competition.
- NIGHTTALK Is Available Now To Build Throughout The Summer.

And A Couple Of Columns Of Outstanding Success

NIGHTTALK's Increase Over Prior Late Night Programming. Women 18-49

| Market | Time | Increase | Market | Time | Increase |
|--------------|----------|----------|---------------|---------|----------|
| Los Angeles | 11:30PM | +75% | Kansas City | 1:00AM* | +125% |
| Philadelphia | 1:30AM | +100% | Milwaukee | 1:00AM* | +167% |
| Boston | 12:30AM* | +170% | Orlando | 12:00M | +157% |
| Atlanta | 12:30AM | +136% | Indianapolis | 1:00AM | +76% |
| Houston | 1:00AM | +133% | Nashville | 1:30AM | +6% |
| Cleveland | 12:30AM* | +73% | Norfolk | 12:00M | +40% |
| Miami | 12:00M | +180% | Oklahoma City | 1:00AM | +9% |
| Sacramento | 12:30AM | +50% | Green Bay | 12:00M | +43% |
| Phoenix | 12:00M | +900% | La Crosse | 12:30AM | +49% |
| Portland | 12:00M* | +2700% | | | |

Source: W18-49 TSA Shares, Feb. 93 vs. Feb. 92 NSI, *ARB

NIGHTTALK

JANE WHITNEY



TELEPICTURES
productions
IN ASSOCIATION WITH
SCRIPPS-HOWARD
PRODUCTIONS



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company

© 1993 Warner Bros. All Rights Reserved

WHITNEY



DirecTv snares USA, Turner networks

Family Channel, Nashville Network also sign on; TBS deal includes MGM PPV movies

By Rich Brown

A year from now, it's going to be a lot harder for cable operators

to lure subscribers with exclusive programming. Many of the nation's top cable networks—including USA, CNN, superstation WTBS(TV) Atlanta, The Family Channel and The Nashville Network—last week signed deals with DirecTv that will allow their programming to be sold through the upstart direct-broadcast satellite company.

GM Hughes Electronics subsidiary DirecTv moved a step closer to its April 1994 launch by signing distribution deals with Turner Broadcasting System (including CNN, Headline News, The Cartoon Network, WTBS and, where available, TNT); USA Networks (including USA Network and the Sci-Fi Channel); Group W Satellite Communications (including The Nashville Network and Country Music Television) and International Family Entertainment (The Family Channel).

One plus for cable networks signing with DirecTv is that the company will pay a few cents per month per DBS subscriber, said Eddie Hartenstein, president, DirecTv. That could be particularly enticing for cable networks, since some multiple system operators are talking about a possible switch to à la carte pricing.

"They're in the business of eyeballs," said Hartenstein of the basic cable networks. "The more eyeballs they get, the better, in terms of subscriber revenue and advertising revenue."

Cable networks also had little choice in the matter considering that deregulation calls for some programming services to be offered to competing

services. Cable networks are already available via such alternative services as wireless cable and TVRO.

"I don't think it's any surprise,"

DBS programmers signed so far

DirecTv

CMT: Country Music TV
 CNN
 The Cartoon Network
 The Family Channel
 Headline News
 WTBS
 TNN: The Nashville Network
 TNT (where available)
 USA Network
 The Sci-Fi Channel
 The Disney Channel
 Paramount Pictures
 Sony Pictures Entertainment
 (Columbia TriStar Intl. TV)

USSB

MTV
 Nickelodeon/Nick at Nite
 The Movie Channel
 HBO Multiplex
 Cinemax Multiplex
 Showtime
 VH-1
 Flix
 The Movie Channel



said one top MSO executive who asked not to be identified. "Operators know this is the new law, and it's probably something the programmers would have done anyway. It's a competitive world."

DirecTv plans to offer about 150 channels, and subscribers will be able to receive the programming through a \$700, 18-inch satellite-receiving system. Subscribers will also pay an as-yet-undetermined fee for the programming.

None of DirecTv's programming so far duplicates any program offerings by United States Satellite Broadcasting, the competing DBS service that Hubbard Broadcasting will offer beginning next year. USSB has so far signed deals with Viacom International (including MTV, Nickelodeon/Nick at Nite, VH-1, Showtime, The Movie Channel and Flix) and Home Box Office (including HBO multiplex and Cinemax multiplex).

Hartenstein said none of the DirecTv or USSB programming deals are exclusive, but he added that it "wouldn't seem to make a lot of

sense" to have duplication of programming on the two DBS services.

All the DirecTv programming involved in last week's deals will be included in the package of basic channels to be marketed in rural areas under an agreement between DirecTv and the National Rural Telecommunications Cooperative. The NRTC will exclusively market DBS to territories covering 8 million-10 million homes. It is hoping for 25%-30% penetration.

DirecTv's programming deal with Turner Broadcasting last week does not give the DBS service access to Turner Network Television in all regions. TNT has a series of deals with some cable operators for exclusivity in certain regions of the country. Hartenstein said many of those contracts are expiring.

"This was a big and important group of people," Hartenstein said of last week's programming announcements.

"But we are by no means finished with making programming announcements."

Hartenstein said additional DirecTv programming announcements will be made at the Consumer Electronics Show this summer in Chicago. Among the top networks that have yet to sign a DBS deal are ESPN, The Discovery Channel, Lifetime and Arts & Entertainment Network. Executives at those networks say that talks are ongoing.

DirecTv executives plan to acquire approximately 1 million subscribers in the company's first year of operation and 10 million by 2000. Plans call for the service to be marketed through TVRO dealers and consumer electronics retailers, with customer service being handled by Cincinnati Bell subsidiary Matrixx Marketing.

The newly signed networks join a list of programmers on DirecTv that includes The Disney Channel and movies distributed by Paramount Pictures and Sony Pictures Entertainment (Columbia TriStar International Television). Last week's deal with Turner will also allow DirecTv to offer classic MGM movies on a PPV basis. ■

Time magazines headed for syndication

Signing of Nuell to long-term development deal and link with Westin considered key components in possible launch of 'infotainment' strip in '94

By Mike Freeman

Ever since the merger of Time Inc. and Warner Communications nearly four years ago, there has been talk of unleashing the "massive resources" of Time's print properties to generate TV programming. With veteran TV producers Av Westin and David Nuell in lead creative roles for the new Time Telepictures Television production division, industry sources say Warner Bros. Domestic Television Distribution is poised to launch one or more syndicated series tied in with *Time*, *People*, *Entertainment Weekly*, *Life*, *Sports Illustrated* and possibly other Time Inc. magazines.

According to several Hollywood production sources, Westin, Nuell, Telepictures President Jim Paratore and WBTD President Dick Robert-

son have been quietly developing a fall 1994 reality-based "infotainment" magazine targeting early fringe and prime access time periods. One source, who recently questioned a senior WBTD executive on the reported project, claimed that the studio was preparing to commit \$24 million-\$25 million for the first-year's production of a "day-and-date" reality strip.

Although the title is not known, sources suggest it may incorporate *Time*, *People* or *Entertainment Weekly* under a hybrid banner to enhance its marketability as a lighter, topic-driven newsmagazine. A chief concern, says a source, is to avoid being perceived as "too broad-based," which proved the undoing of the highly touted but ill-fated *USA Today: On TV* in 1988.

It is assumed that Nuell, who will serve as a Los Angeles-based execu-

tive producer, will oversee the entertainment-related production on the West Coast, while Westin, TTT's New York-based senior vice president of development and production, has been formulating a strategy to tap the print journalism resources at the various magazines.

Nuell, who most recently served as executive producer of Paramount's *Entertainment Tonight* syndicated strip for six years, said he is working on a "daytime" reality magazine, and that he has had contact with the editorial personnel at *Entertainment Weekly*, *People* and *Life*. "When you look at the depth of reporting and the reach of the sources feeding these publications, it's like King Solomon's mine," he said. "I'm so pumped. What we're looking to do is so stylistically different." ■

Advocacy groups/industry clash over kids TV

Children's television advocacy groups told the FCC that broadcasters should be required to set aside at least one hour a day for children's programming that is educational and informational.

The FCC is already considering the one-hour requirement as a means of enforcement of the Children's Television Act.

Led by the Center for Media Education, the coalition also told the FCC it should "refine its definition of 'educational and informational' programming to close the regulatory loophole that permitted stations to cite *The Jetsons* and *The Flintstones* on their license renewal applications."

The coalition was responding to the FCC's call for comments on how to clarify the 1991 Children's TV Act. A study by the Center for Media Education had shown that broadcasters used the above-mentioned cartoons as examples of educational programming and led to congressional hearings calling for stricter enforcement from the FCC.

"It's no coincidence that recent announcements of new educational shows on the network fall schedules came out within weeks of the congressional oversight hearings and in the middle of the FCC's inquiry.... The FCC shouldn't be fooled into thinking the problem has been solved," CME said.

Walt Disney Co., which proclaimed in its comments the company "knows children's programming," said the "commission's proposal to require the primary purpose

of a program be educational, with the entertainment value relegated to secondary status, will unwittingly frustrate" the goal of the Children's TV Act—educating children and encouraging them to learn.

"Few resources are devoted to the production of educational programming, which has largely been seen as uninteresting and therefore unlikely to attract many viewers.... We will not spend our time and resources to produce programs children will not watch."

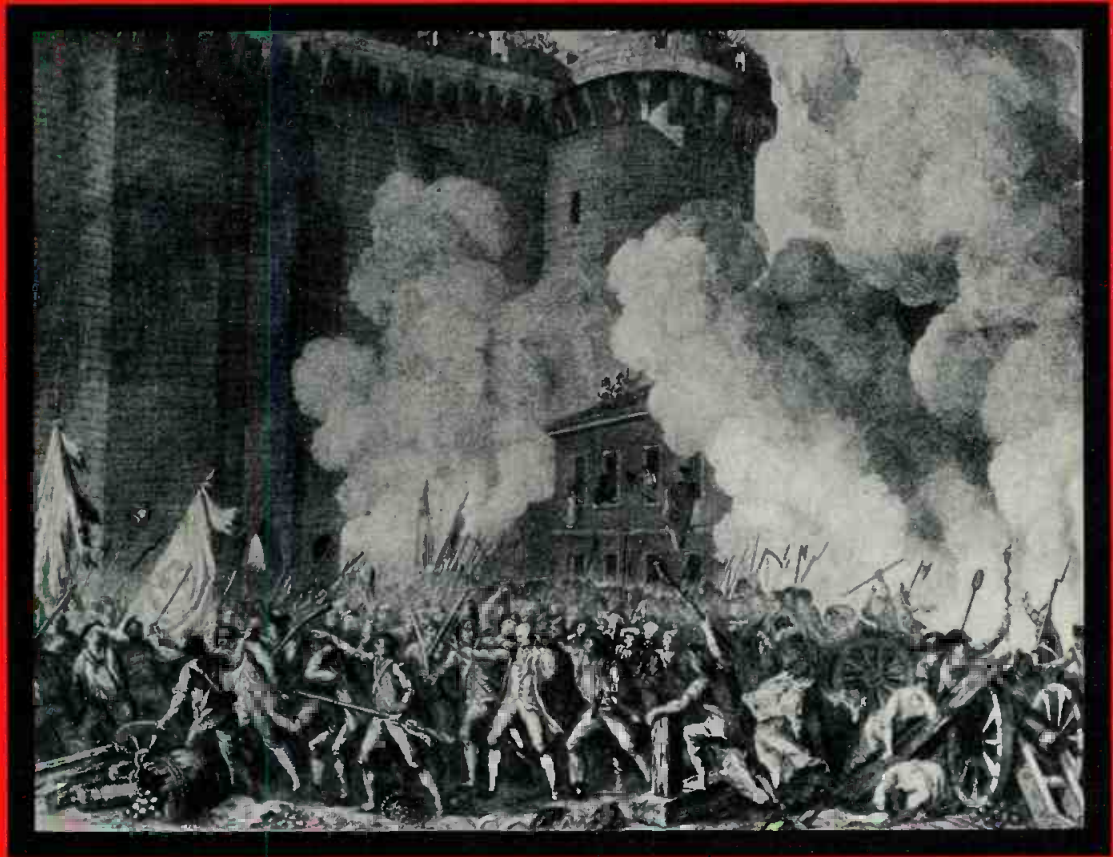
Instead, Disney stresses that children's programming can be educational and entertaining. "We have long held that the normal gap between what is generally regarded as 'entertainment' and what is defined as 'educational' represents an old and untenable viewpoint."

Broadcasters, Disney added, should be allowed to "rely on a program if they make a reasonable, good-faith judgment that a significant (as opposed to primary) purpose of the program is educational."

NAB told the commission the law is working and no content rules are needed. The association also cited First Amendment concerns over the possibility of content regulations.

Fox, too, added there seems to be "no widespread pattern of abuse that would warrant additional commission intervention at such an early juncture" and expressed concern about First Amendment violations.

Fox also said there is not sufficient product now available to meet the core requirement. —JF



There are people who believe Bravo is more than entertainment. They believe it is a positive force in their community. That it has a place on their system. They are the people the FCC call the local authorities. People who act. People who will be heard.

Bravo

Cable's most influential audience.

Bravo is a registered service mark of Bravo Company. All rights reserved. © 1993 Bravo Company

Cable rates

Continued from page 5

the FCC their rates are justified and should not be subject to rollbacks.

It also promised to seek relief from the FCC, the federal courts and even Congress, which spawned the new round of rate regulation with passage of the 1992 Cable Act.

Mooney, in a May 6 letter, urged House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) to hold oversight hearings to review the FCC's implementation of the act. The FCC has "misconstrued" the act, Mooney wrote. "In particular, we believe that in ordering across-the-board rollbacks of rates for upper-tier or cable programming services the commission has disregarded Congress's instruction...that such rates be regulated...only in response to complaints, and in each case taking into account six specific criteria."

The rollbacks "may financially destabilize many of our companies, endangering their ability to provide quality service, including new services, to their subscribers," he said. "We are concerned that the indiscriminate nature of these rules could well drive thousands of cable systems into lengthy and expensive cost-of-service hearings before the FCC."

Cable's belief that the FCC overstepped its statutory authority in order-

ing the upper-tier rollback could form the basis for the court appeal, Mooney said. The industry could also challenge the rules on First and Fifth Amendment grounds, he said, although such claims are "long shots on economic regulations."

But lawyers representing the cities held a different view. "Except for those cities with extreme rate increases, this benchmark does not appear to show a 10% rollback," said Nick Miller of Miller & Holbrooke, who represents several municipalities. Miller also was disturbed by what he felt was a "misuse of the price caps mechanism by unbundling some, but not all, costs. These rules appear to protect the monopoly profits of cable."

Arnold & Porter's Norm Sinel, who represents the National League of Cities, the U.S. Conference of Mayors and the National Association of Telecommunications Officers and Advisors, among others, said many cities have been "taken a little off guard by the complexity of the FCC's tables." He said it would take some time to figure out how to make it all work. Nevertheless, Sinel said, it was more than likely that cities would make the case that a 30% rollback of cable rates is still needed.

Amid last week's confusion, the *Washington Post* touched off a crisis for cable with a May 6 story saying the cable industry planned to frustrate

administration of the regulation by swamping cities and the FCC with cost-of-service filings.

Mooney countered with a May 6 letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), saying he and Tele-Communications Inc. President John Malone were quoted out of context and the story was just "plain wrong." "Anyone who believes that commercial enterprises could think it in their interest to stage a traffic jam in front of a regulatory agency knows little about either business or the motivations of business people," Mooney wrote.

At the heart of the 586-page order were the formulas and benchmarks for calculating how much of a rollback those cable systems not faced with "effective competition" from other multichannel video providers would have to make.

The FCC mandated that all systems that raised rates after Sept. 30, 1992, roll back rates to those levels.

From there, operators are to use benchmarks—prices gleaned from cable systems in competitive markets—to figure out how much further they may have to reduce rates, an amount that could be as high as 10%. Taken together, the two rollbacks are expected to cost the typical system between 10% and 15%.

Because the formulas required proprietary information on revenues garnered from "equipment" (remotes, converters, second outlets, connects and disconnects), it was impossible for outsiders—and, according to cable operators, for insiders as well—to calculate the rates. "Most operators don't have a lot of these [equipment] numbers, and the commission acknowledges that," one industry executive noted.

"What is the cost of doing a disconnect? A number of smaller systems don't even perform disconnects or keep records. There are requests on the forms that even large systems will have trouble coming up with," the executive added.

The rules contain some anomalies, cable sources say. For starters, cable operators who raised rates excessively over the last several years may fare better under the FCC's new rate regulations than those operators who kept rates relatively stable.

According to the commission's report, an operator whose rates are over

NAB blasts campaign ad plan

President Bill Clinton last week unveiled his campaign finance reform package that among other things, "opens up the airwaves to all candidates."

Under the proposal, broadcasters would have to make nonpreemptible commercial time available to candidates at the lowest unit rate. However, candidates who agree to spending limits would receive "communications vouchers" from the government good for radio and television airtime.

Senate candidates that comply, however, could purchase broadcast time at one-half the lowest unit rate. And House candidates who are opposed in ads financed by third parties could demand equal time at no charge. Moreover, stations would be required to make time available to Senate candidates immediately following third-party ads.

Broadcasters reacted hostilely to the President's proposal. "The Senate's extra 50% discount for broadcast time, and the House's requirement that broadcasters pay for candidates' time to respond to third-party ads deemed 'negative' can only be described as punitive toward broadcasters," said James May, the NAB's executive vice president of government relations. May said the provisions were "blatantly unconstitutional" and NAB "will strongly oppose them." He also characterized the proposal as a "Washington classic—politicians using a perceived public concern to guarantee themselves additional benefits."

—KM

Columbia and MCA both form barter units

By Steve McClellan

Two major studios formed barter divisions last week: Columbia Pictures Television Distribution and MCA TV. Columbia's entry comes a year after the formation of its first-run division, which is about to launch its second project, the cash-barter talk show *Ricki*. Earlier, the company used outside barter companies, including One World and Tribune, to sell barter. And Group W sold *Beakman's World* to CBS.

MCA had been a partner with Paramount in Premiere Advertiser Sales, but the relationship dissolved last year. Before forming Premiere, MCA sold its own barter.

Karen Zollman (formerly of MTV Networks and NBC Cable) will run the new in-house MCA TV Advertiser Sales as senior vice president, advertiser sales, reporting to MCA TV Executive Vice President David Brenner.

The new unit has already sold most of the time in the

cartoon *Exosquad*, which bows next fall. MCA has committed \$100 million to the venture and has agreements with stations in eight of the top 10 markets.

The MCA barter unit will also sell the national time available in the off-network *Northern Exposure* and *Coach* packages, both of which debut in fall 1994. *Exposure* is straight barter; *Coach* has a minute of national time.

Columbia Television Advertiser Sales will sell the barter in all future CPTD programs, including *Ricki*, which debuts in September. The company's next big sitcom in the off-network pipeline is *Seinfeld* in 1995.

In addition to CPTD's own product, the barter unit will handle ad sales for shows from co-owned TriStar Television and Merv Griffin Enterprises, plus off-network product from Castle Rock Entertainment, Brillstein-Grey Entertainment and HBO Independent Productions. One World will continue to sell *Married...with Children* and Tribune will continue to sell *Designing Women*. ■

the commission's benchmark figure can lower their rates to either the benchmark or 10%—whichever cut is less. But operators who are below the commission's benchmark figure cannot raise their rates to that level.

The order also established rules for a price-cap formula on future rate increases. That formula will allow an operator to pass through to subscribers cost increases, taxes, franchise fees and the cost of inflation.

Cable operators, if not subscribers, were given a break on retransmission consent. Although operators are prohibited from passing on to subscribers the cost of retransmission consent in the first year, the commission said that increases in the second year and beyond can be passed on to subscribers after Oct. 6, 1994 (when the first year of agreements expires).

That may well mean that many operators and broadcasters will negotiate agreements that call for rate increases after the first year. For example, if a system pays a station 50 cents per subscriber in the first year and 55 cents in the second, the five-cent increase can be passed through to the consumer.

The commission warned, though, that it will monitor initial retransmission-consent agreements and their potential impact on subscribers, and if retransmission-consent costs are having too dramatic an impact on subscribers, then the pass-through could be revoked. ■

Big 3's finances

Continued from page 5

worse on the station side.

In fact, the three-network profit figure would have been worse had not CBS earlier written down its sports rights contracts, thus artificially boosting 1992 operating income by \$160 million and allowing the network to report a profit. Excluding the specialized accounting adjustments for both 1992 and the prior year, the three networks combined probably had an income improvement of only \$50 million—and that in the peak of the four-year cycle.

As for comparisons between the three, CBS surpassed NBC this year and became the number-one billing network with just over \$2.73 billion. NBC was second with just under \$2.7 billion, while ABC, the only network without an Olympics, had \$190 million less.

The radio networks, also a national business, fared worse, in part because of weaker pricing by their television brethren. The CBS radio networks suffered a loss estimated at roughly \$5 million, while the profit of the ABC radio networks, although still significant, slid more than 30%.

On the TV station side, two of the three groups reported significantly higher profit, largely because of the Olympics, for which the station groups bear little of the cost. CBS also

had almost a full year to benefit from its acquisitions of WCCO-TV Minneapolis and WFRV-TV Green Bay, Wis.

On the radio station side, CBS station acquisitions were the sole reason for the increase in revenue. Cost controls helped the ABC station group turn in a 12% profit gain on a revenue decline.

The GE annual report said that cable operations had their "first full year of operating profit." But that did not include NBC's loss share—at least \$50 million—from the summer Olympics pay-per-view offering. Revenue included a full-year contribution from the FNN acquisition versus a half-year's results in 1991. ABC's video enterprises turned in modest profit and revenue increases.

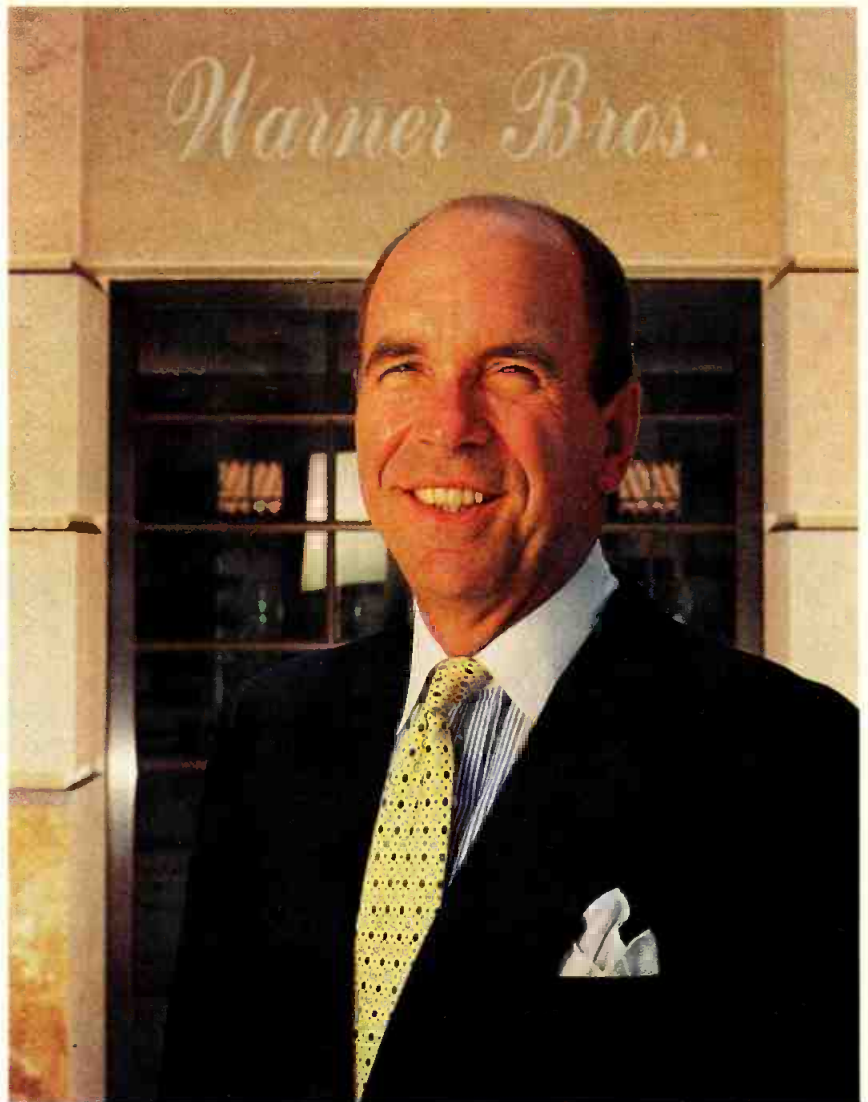
Editor's note: Television network revenue is net of agency commission and may include international, home video, color-insertion and other ancillary revenues. Owned-TV stations revenue does not include compensation from TV networks. Broadcast segment profits for Capital Cities/ABC and NBC each include roughly \$50 million of non-cash merger-related goodwill "expenses" that accounting rules require, but which are added back here to give a better picture of operating profit. The adjusted cable profit line for NBC excludes losses the company incurred on the Olympics that were allocated to its pay-per-view joint venture. Some percentage changes may not correspond to previously reported totals due to changes in methodology. ■

For More Late-Breaking News, See "In Brief," Pages 64 and 65

Programming

THE BUSINESS BEHIND THE SHOW IN BROADCASTING/CABLE

Warner Bros. Domestic Television Distribution President Dick Robertson believes ad hoc programming blocks can give stations the brand identification necessary to get noticed in a 500-channel future while still allowing them programming flexibility and control. Although buoyed by the performance of the Warner-supplied Prime Time Entertainment Network, Robertson concedes that insuring the viability of long-term syndicated franchises provides a new set of challenges: "It's big-pockets time," he says. "It's not for the faint of heart, this business." Robertson provides his take on the state of the syndication business in this interview with BROADCASTING & CABLE's Mike Freeman.



The Prime Time of Dick Robertson

Now that you've pretty much got the first season of the Prime Time Entertainment Network under your belt, how would you rate the success of the ad hoc barter concept? Will it open the door to other action hours?

The primary reason [stations] did this was to have programming that gives them an identity in the so-called 500-channel future. What has happened with PTEN is that our ratings have been ahead of our expectations in terms of the demographics that these stations are trying to reach, which are young men, up 30% and 40% over the time period ratings, but they're giving up 60% of their inventory. The revenue

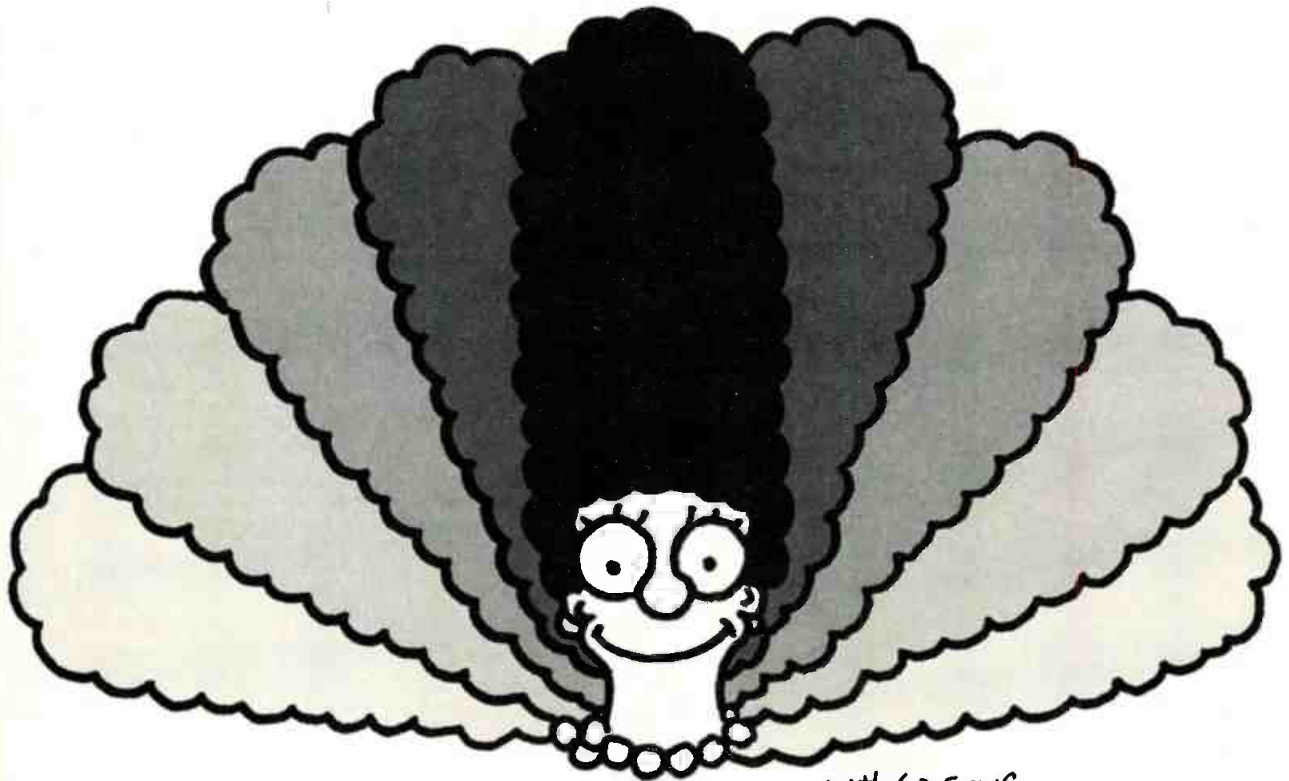
that they can make is about the same, but what they see is these ratings growing, maybe opening up a second night. That's why they're doing it and that's why we're in the process of talking about renewal for next year, whether we go with two shows or three or four or a couple more two-hour movies or another miniseries. All of these things are in discussion right now.

Have the ratings made the economic equation work for Warner Bros. and the stations?

The ratings work, and the advertisers love the quality of the shows. We de-

COVER STORY

WE'RE PROUDER THAN A PEACOCK!



TM ©1993 Twentieth Century Fox Film Corporation. All Rights Reserved.

MATT GROENING

A little birdie just told us...

- 66% more households in Augusta, Georgia watch WFXG-TV FOX 54 than the local "peacock" station, WAGT!*
 - 50% more households in Columbus, Georgia watch WXTX-TV FOX 54 than WLTZ, the local NBC affiliate.**
- PLUS, WXTX has increased its viewing audience 50% in one year!**

* Source (SNAP, NSI, Feb. 93 HH Share, Sign-on to Sign-off.)

**Source (ARB, Feb. 93 HH Share, Sun-Sat 9am-Midnight)

Represented Nationally by



THE LATEST RATINGS ARE ANOTHER FEATHER IN OUR CAP!



livered what we promised. From a standpoint of how programs get made in the future, this is a textbook case of how to efficiently produce and distribute television programming, because we've eliminated the middleman. The producer and distributor have gone directly to the exhibitor without the middleman, and it's saving us \$300,000 to \$400,000 an episode. The math is working for both of us. In other words, what we're able to sell the barter time for is covering the cost of the shows. And we've worked out an arrangement with the stations on the back end that makes it ultimately a profitable business for us and the stations.

The PTEN executive committee is apparently happy with *Kung Fu: The Legend Continues*, but word has it there is some concern about *Time Trax*. What are the prospects of that show coming back? Is there something else in the hopper?

There are lots of other things in the hopper. We have 14 different projects in development. We presented every one

*"I expect that
you're going to see
the network
affiliates starting to be
pursued in a more
aggressive way
by those of us who
produce and
distribute this kind
of product."*

of them in detail with the producers to the executive committee. *Time Trax* did not have the benefit of an underlying property or a prior history like *Kung Fu*. It wasn't spun off from a successful movie. It was just this great idea out of the mind of [executive producer] Harve Bennett and that production team. Through the February book, the time periods in the young male demos versus what all these stations were running in those time periods last year is up by almost 40%. We feel *Time Trax* has been a real big success and expect it to come back.

If either of those two shows is picked up for a second season, would stations automatically option the back-end licensing terms?

Yes. It's really a great way to do a business deal because they can't just say, "We want to do this and we don't want to do that." They have to negotiate all this stuff with us. It's not like a network just saying, "Here it is, boys, you're running it. We're calling you all out here to tell you what you're going to be running in September." It's not that way at all. The stations come in and have a direct hand in picking

the shows in a consensual decision-making process with us. So we don't tell them what they're running, and they don't tell us what we're making. We both have to agree on it and the business terms and the back-end terms and all that.

If they renew the series, would that be for a three-year or four-year back-end hitch?

Under our current agreement, it would trigger a back-end commitment for the first two seasons.

Will *Babylon 5* [a two-hour, back-door science fiction pilot that scored well during the February sweeps] serve as the anchor if you expand to a second night of programming next season?

Yes. *Babylon 5* actually did a higher rating than either of the two-hour premieres of *Kung Fu* and *Time Trax*, so both the executive committee and Warner Bros. are very high on *Babylon 5*. The prospects for a series look very promising.

What are the odds of PTEN expanding to a second evening?

Fifty-fifty. We all have to agree on what shows, how much we're going to spend. With eight people on the executive committee, and all of us at Warner Bros., it's somewhat a cumbersome process, but it's working. It's moving forward. [Chris-Craft/United TV president] Evan Thompson's our point person here in L.A. We'll all probably meet again there in the near future to make our final choices as to whether we go with two shows, three shows, four shows, whatever.

PTEN has improved the independent stations' year-ago time period performance, but do you think its numbers can convince affiliates to abandon network fare?

I think we'll see network affiliates begin replacing their weak network hours around the country with these PTEN and syndicated hour-type shows more and more because they can make so much more money. We ran some math in Dallas to see what would happen if a network affiliate took off its two lousiest hours and replaced them with a syndicated show where they retain five minutes [of local barter advertising time] within the show. We were very conservative in this analysis. We're not comparing it with *Roseanne* or *Home Improvement* or *Murphy Brown* but with the weakest show, and it only did 80% of the rating of the weakest link in the chain. That station in Dallas would make \$2 million a year more in cash flow. And a Dallas network affiliate is worth about 10 times its cash flow when you sell it, so just by doing that you've added \$20 million to the balance sheet or to the asset value of that television station, if you were going out to sell it. In this day and age, where network affiliates are feeling the pinch more than anybody else in the broadcasting business, they're going to take a very serious look at clearing shows like *Kung Fu* and *Time Trax*, *Deep Space Nine* and *The Untouchables* in prime time on their network affiliate. We haven't really done as heavy a push on the network affiliates in this area as we could. I expect that you're going to see the network affiliates starting to be pursued in a more aggressive way by those of us who produce and distribute this kind of product.

In a recent interview with BROADCASTING & CABLE [March 11], Fox Broadcasting Co. Chairman Lucie Salhany warned that Fox and non-Fox affiliates would be in danger by giving up local advertising inventory to first-run-hour suppliers, who will keep demanding more local barter time to cover front-end production deficits. Is there any validity to that argument?

If you're a Fox affiliate, aren't you reliant on Fox for all

SHARK



Some people think that when it comes to building news ratings, you have to think like a shark.

Not now. Not in the '90s. Today promoters and marketers like Marshall Hites know it takes more than a good story angle to increase local news ratings. It takes a strategy that includes promotion and marketing plans that will deliver results. And when success is in the pocket, it's no accident.

Every year, experts like Marshall join promotion and marketing executives from 28 countries around the world to find new ways to improve ratings and revenues.

For four days they study their problems, exchange intelligent solutions and return home with actionable ideas that are ready to work.

Take a cue from Marshall Hites. Register today for the BPME/PROMAX & BDA Conference & Exposition, June 13-16 in Orlando. Call 213-465-3777.

It's good business in the '90s.

Marshall Hites
VP Advertising & Marketing
KCAL-TV, Los Angeles

P R O M A X

INTERNATIONAL

PROMOTION & MARKETING EXECUTIVES IN THE ELECTRONIC MEDIA
(THE NEW BPME)

your programing? You don't even have a say in what shows you get from Fox. They just tell you this is what you're getting. In terms of the split, right now PTEN keeps seven minutes [of ad time] and the stations get five minutes. Fox keeps eight minutes and only gives their stations three. You can only get what you can negotiate in the free-and-open marketplace with the station, and what they're willing to give to you in terms of what makes good business sense for both parties. Right now, syndication in terms of the barter split stations get locally from PTEN is a much better deal than what they currently trade for from Fox. There's not one station carrying *Star Trek: Deep Space Nine* [from Paramount] that I'm aware of that would be making that business deal if it didn't make sense. It's a real successful show, and they are only too happy to give Paramount whatever they're getting because they're making a lot of money on it.

With the FCC revamping the financial interest and syndication rules, did Warner Bros. find any consolation in the fact that the broadcast networks are prohibited from distributing first-run programing? Also, as a major supplier of off-network sitcoms, does Warner Bros. consider it a worse set-

“What would ‘The Cosby Show’ have been worth if they hadn’t been able to start syndicating it after the fourth season? If NBC owned that show, they would have decided to wait until the seventh season...”

back in that the networks can obtain a financial interest in programing that aired on their networks?

It was a pretty dark day around here when that decision came down, and it still is, because it's also a dark day for the independent television stations who are the primary buyers of off-network programing. Independents, and rightfully so, have a great concern about getting access to this product. If a network has a sufficient enough financial interest in the show that we may share, they could conceivably even keep us from taking it out [in off-network syndication] after four years [on the network]. The networks may want to keep it on the shelf for five, six, seven years. Okay, now go sell it after it's cold and it's dead on the network. What would *The Cosby Show* have been worth if they hadn't been able to start syndicating it after the fourth season? If NBC owned that show, they would have decided to wait until the seventh year to start syndicating it.

Why would a network want to warehouse a highly rated sitcom? Wouldn't they be shooting themselves in the foot?

Well, it depends on what the financial situation is with that

particular program. It could be seen as shooting themselves in the foot. It depends what the deficits are. It depends what the strategy is. Fox has stations all over the place, and so one of the biggest problems you have when you're selling stuff to multiple group owners is trying to keep everybody happy because they have different degrees of leverage. Can you imagine going and selling to people where they had a station in every market funded by the network? So here's CBS who owns the show, and you're a CBS affiliate. You have *Murphy Brown*, and the CBS guy comes into town to sell *Murphy Brown* [for back-end syndication]. Is your network going to sell it to the independent station? Look around the country. See how many Fox affiliates had a chance to buy *The Simpsons* in New York, L.A. and Chicago. How many non-Fox affiliates had a chance to buy that show in all these different cities? [Twentieth Television syndication president] Greg Meidel goes into a market like San Francisco: If [KTVU-TV general manager] Kevin O'Brien wants that show, he's gonna get it. I don't care how much money KPIX or KRON want to pay for that show, if he wants it, it's his. [O'Brien] has got too much of a symbiotic relationship with Fox. He clears all their network shows. He is their life blood. He's their reason for being. That's what scares the independents more than anything else: the affiliate favoritism issue of this legislation.

But in Sacramento, for instance, the Fox affiliate (KTXL-TV) did not win the bidding for the show. It went to KCRA-TV, the NBC affiliate.

You're going to pick a half-dozen cases you can hold up and say: “Well, what about Sacramento?” Well, big deal, what about New York, L.A. and Chicago, Dallas, Houston and Salt Lake City, where [other non-Fox stations] never even got a chance to bid. The Fox O&O's bought it. It was over before it began.

There was nothing illegal about Twentieth selling *The Simpsons* to the Fox-owned stations.

They're not a public utility. They can do anything. That's the whole point. They can do business with anybody they want, including themselves, because they're in the business. Warner Bros. can do business with anybody it wants. It's not a public utility, either. However, we don't own a bunch of television stations or control the programing on all these television stations. We sell in the open, free marketplace. It's a big difference. The men and women at the FCC who made this decision, I don't think got the not-so-subtle aspects of that, but they'll see.

So the key issues are program diversity and availability?

Access to programing, period. I think what will happen is that access to this product by the end-user will be materially diminished.

Acting FCC Chairman Jim Quello is said to be considering relaxing the TV ownership and duopoly rules. As you know, Abry, Renaissance and a few other station groups have expressed interest in either owning two UHF's in a market, or a UHF and VHF in a market. Are program suppliers concerned about the possibilities of having fewer broadcast outlets to sell to?

In a sense that's already happening. There's the good news and the bad news about that. Ultimately, what Warner Bros. is interested in is having a healthy, free and open marketplace in which to sell its product. If you have a really sick customer who ultimately isn't going to pay his way, then what's the point of having that customer? Or, if it's a

customer who is paying his bills but losing money, he isn't going to be around long. There are certain situations out there—as a result of just too many television stations being built in the 1980's—where you have a lot of guys hanging on by their fingernails either losing money or not making any money. Therefore, there are those situations in markets where a station is economically unfeasible, because of that particular market's dynamics, where it may make sense for them to combine forces either through a duopoly or a local management agreement. We don't see all the markets in the country going from five-station markets to four-station markets, and the four-station markets going to three-station markets. If, by combining, everybody gets stronger, it may ultimately be better for us. I think where we would probably have a problem with that is if WPIX(TV) and WWOR-TV [New York independent stations] decided to get together and become a duopoly and then buy programing under one banner.

One other piece of legislation some off-network suppliers say is going to be modified or repealed is the prime time access rules. Buena Vista is testing the waters with top-50 market affiliates to see if they would be interested in acquiring *Home Improvement* for prime access. As a major suppli-

*“If two companies,
King World and
Paramount, control the
whole first-run [prime
access] business, where
is the diversity? It's a
joke, there's no
diversity.”*

er of first-run programing as well, does Warner Bros. share Disney's fervor for repeal of PTAR?

We strongly support a revision of the current PTAR provisions to allow us to sell our sitcoms to network affiliates in the top 50 markets. We think PTAR is a good rule, but we think that aspect of it should be modified, that's all. We are optimistic that this will happen. If you look at our business, our customer base might be shrinking, and the networks are continuing not to pay as much for the shows and the deficit problem is getting bigger and bigger. We have to have access to these markets. Back when this went into law [in 1970], it was to allow independent producers to have access to this hour [7-8 p.m.] before prime time, and it was also to protect the growth of independent television in this country. If two companies, King World and Paramount, control the whole first-run [prime access] business, where is the diversity? It's a joke, there's no diversity.

Speaking of off-network programing, what is the progress of station clearances for *Family Matters*, particularly since it is the second all-barter sitcom offering to enter the market

since *Designing Women*? Also, have you presold much of the national advertising inventory?

We just sold about 30% of our inventory in the kids [upfront] marketplace. We converted it to a household [ratings] guarantee because we'll have a large kid and teen audience in that show. It's great, because we sold about a third of our inventory to nontraditional buyers of off-network sitcoms. It means we can be a little more cautious as to our pricing structure with the remaining inventory.

Have you formulated the marketing plan for the launch of *Roc*?

We're looking at fall 1995 for *Roc*, but we haven't even addressed the marketing plan. *Fresh Prince* is the one we're still involved in through 1994. We're about two-thirds of the way through our *Fresh Prince* sales effort. And when we pretty much clean that up, we will most likely make *Roc* our next one. I think we're going to get a lot of late-night time periods.

Over a year ago, you chastised broadcasters who had used a “quick trigger” mentality in pulling first-run syndicated strips after one or two major sweeps periods. *Jenny Jones* was one talk show suffering at the time, and you made a plea to stations not to “throw the baby out with the bath water.” With the show making a strong upturn in the ratings this season, do you feel somewhat vindicated?

Absolutely. I'm glad you remember that. When you have so many more channels—the average home gets 38 channels on average nationally—it takes longer for shows to catch on. We realized that in the first year with *Jenny Jones*. We just kept testing and testing off the charts on Jenny's personality. I've never seen research come back showing me how positively people responded to her personality. If we could just fix the show that was surrounding her. That's what I kept saying about not throwing the baby out with the bath water. We changed the bath water and kept the baby. We seemed to have found a [issue-oriented] formula that's working. She's getting better, and the show's getting better. The fact that we're doing this kind of a rating on this kind of a lineup is so frustrating because if we were on that original lineup we would be doing almost a 5 rating.

How far are you willing to deficit-finance a first-run syndicated strip before you know that you have a series that can survive and eventually turn a profit?

Let me just say it like this: The people that I work for at this company make the ultimate call on how much money we're going to invest in various projects. I make my recommendations; I do the math. Our division prepares all the pros and cons. The guys that actually make the call believe so deeply, as do I and [WBTD Senior Vice President] Scott Carlin, in the future of first-run television that they were willing to stick with *Jenny Jones*, which was a huge, huge financial commitment. And I'm very happy to say that we are, as a result of their confidence in this business and in the show and in Jenny, about 50% ahead of our business plan that we went into this year with. It's a risk-taking management that I work for. They stepped up and stuck with us, on [talk show strip] *The Jane Whitney Show*, too. When we went into producing *Tiny Tunes*, then *Batman* and now *Animaniacs* [animated strips for The Fox Children's Network], we have, out of our own pocket, put up millions of dollars of advertising and promotion money to back those with major national co-op plans and major national cable buys. You have to make a leap of faith. It's big-pockets time. It's not for the faint of heart, this business. ■

Tartikoff returns to 'Big Time TV'

Children's variety show is being produced at WNOL-TV New Orleans for possible Fox prime time slot or syndication

By Steve McClellan

For the last nine months, former NBC Entertainment president and Paramount studio chief Brandon Tartikoff has been developing several shows with a number of local New Orleans broadcasters.

One program has just come to fruition in the form of a new children's entertainment program called *Big Time TV*, which Tartikoff has described as "Saturday Night Live meets Ed Sullivan."

The program is being produced with Quincy Jones's WNOL-TV New Orleans and David Salzman Productions. After months of tryouts by young New Orleans-area music and dance talent, the pilot was shot just over a week ago at Fox affiliate WNOL, and Tartikoff is pitching Fox this week for a pick-up of the show in early prime time.

If Fox passes, he said, the next stop would probably be Warner Bros. Domestic Television Distribution, to gauge that company's interest in syndicating the show. Time-Warner is the principal backer of both Jones's and Salzman's production companies.

Tartikoff said the show stems from an idea he's had for a long time for a show with the variety of acts that *The Ed Sullivan Show* provided but with a cast of regulars.

Why New Orleans? "It's a city with a genetic pool of music and dance talent that's probably five generations deep," he said. "It's a city that's untapped and underexplored" in terms of entertainment. Tartikoff relocated to the Big Easy last summer after resigning from Paramount to be with his wife and daughter, who is undergoing treatment there for a head injury she sustained in a car accident two and a half years ago.

The producers started in February with an open call of around 4,000 area kids, which over several months was whittled down to about 30 children (and 15 acts) who would perform each week.

Tartikoff said the show was not conceived with the new Children's Television Act in mind. But, he said, "it has some essential vitamins and



Some cast members of 'Big Time TV' join (front row, l-r) Brandon Tartikoff, executive producer; Madelyn Bonnot, general manager, and Jim Gabour, director.

minerals tucked into the entertainment package," including dramatic readings (the pilot includes a reading of some Malcolm X works), a classical pianist and cultural dance. "Sure, it has rap, rock and our version of the Fly Girls," he said, "but it also has

the classier side of performance as well."

If the weekly hour program goes to series, it would continue to be based in New Orleans, said Tartikoff, with budget and production site to be finalized later. ■

'Home' up for sale

BVT opens major market bidding for off-network syndication launch of hit sitcom 'Home Improvement'

By Mike Freeman

Buena Vista Television opened sales presentations last week in four markets—New York, Los Angeles, Chicago and San Francisco—for the fall 1995 off-network launch of *Home Improvement*.

BVT President Bob Jacquemin said several marketing plans are being floated in hopes of developing a consensus plan for the rest of the country. However, several New York station reps and station executives believe BVT has a specific marketing plan in mind to draw top dollar for the sitcom.

As reported in BROADCASTING &

CABLE (April 19, May 3), *Home Improvement* is widely rumored to have a minimum four-and-a-half-year cash and barter license term (124 episodes initially). Sources further report that an automatic nine-month extension is included in the contracts for each year that *Home Improvement* remains in production beyond the first five years. It will be sold on a per-episode cash basis as opposed to a weekly license fee.

BVT is also seeking to attach a sixth-day straight barter run, with stations retaining four minutes and the syndicator holding on to three minutes of time for the first two years. Stations

can also delay triggering the show for a year (until 1996), but BVT would look to charge more.

BVT may also attach one minute of national barter time for the first four years of the initial cycle. A shared cable window the last three years of the overall licensing term is also being considered (similar to BVT's launch of *Empty Nest* next season).

Bids from stations in New York and Los Angeles are said to be due this week. "We are in the earliest embryonic stages of the rollout," Jacquemin said.

"We have a market price and we'll revisit each of those markets to negotiate the pricing. If they agree to the terms, we'll then get to talking about the prices."

Whatever final marketing plan takes shape, several New York station rep sources estimated that *Home Improvement* will surpass the \$1.2 million per-episode cash licensing benchmark set by *Roseanne* two years ago and that it could go as high as \$1.5 million per episode nationally. Said one New York rep: "They are going to have no problem getting multiple bids in mar-



BVT opened the bidding for its hit sitcom *'Home Improvement'* last week.

kets. It will be an easy sell."

In an effort to gain access time periods, sources say BVT is prepared to add a written provision to the deal for top-50 market affiliates in which they can void their contracts if the FCC doesn't act to modify or throw out the prime time access rules by a specified time (possibly fall 1994).

However, when asked if Buena Vista will have a strong shot at getting many network affiliates to commit prime access slots, one rep said the initiative was a long shot.

"It's going to take a wing and a prayer for Buena Vista to convince stations to give up two first-run shows that may generate \$5 million a year in [ad] revenues to give up a slot to air a sitcom," the rep said. "You can bet the house that King World and Paramount will do whatever is in their legal means to protect the stranglehold they have in access."

Nonetheless, Jacquemin is confident the FCC will have no choice but to act on PTAR now that the commission is putting the finishing touches on the virtual elimination of financial interest and syndication rules.

"There are affiliates who would like the option of being able to choose their own programming," Jacquemin said. "I just see no reason in the new regulatory environment why PTAR should remain and why affiliates should be held at the competitive disadvantage to the independent stations." ■

SINGAPORE BROADCASTING CORPORATION

INVITATION FOR PROPOSALS

The Singapore Broadcasting Corporation (SBC), the national broadcaster of Singapore, invites proposals from consultancy firms or individuals to assist it in setting up Breakfast TV. Consulting groups or individuals with at least 5 years' relevant experience in Breakfast TV programming at a senior management level are invited to submit proposals.

The scope of the consultancy includes formulating an implementation plan for the setting up of SBC Breakfast TV and the organisational structure for the production of SBC Breakfast TV; designing the format of the show and advising on the programme development and production aspects of the show.

Interested consultants/individuals may request detailed Tender Specifications from :

Head (Tender Unit)
Singapore Broadcasting Corporation
Andrew Road Caldecott Hill
Singapore 1129
Attention : Mr Ow Kee Hong
Tel : (65) 3503434
Fax: (65) 2537736

Deadline for submission of proposals is 21 June 1993.

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Abetting the enemy

The Box, the music video network that allows viewers to use their telephones to pick the videos they want to see, recently showed up on rival network MTV. An advertisement for The Box, taking swipes at other music video networks, aired during an episode of *MTV News* on Time Warner Cable of New York City. The ad featured music video clips with a voiceover saying, "Time was, music television told you what was cool. Times change. On The Box, you control the cool. Don't let music television put limits on your life. Control the cool. Get into

The Box. Music television you control."

If they had a hammer

Buena Vista Television began opening the top four markets for sales presentations last week on *Home Improvement*. The Disney Studios syndication division is launching a novel tease campaign to drive home the message that it has the first must-buy premium off-network sitcom since the launch of *Roseanne* two years ago. Major station group and New York station reps opened their mail last week to find they had

received a velvet-lined box containing a two-pound roofing hammer with an engraved plaque and *Home Improvement* star Tim Allen's autograph. According to BVT President Bob Jacquemin, the limited-edition collector's items, which are numbered and certified, come from The Disney Archives merchandising division.

"We thought it would be a unique sort of gift that would attract attention in the marketplace," Jacquemin said. "It could also come in handy for station executives when they sit down for their budget meetings."

ago, it was a cash-plus-barter deal for a minimum of 125 episodes over an initial five-year term and a maximum of 200 episodes over eight years (triggered for each additional season CBS renewed the first-run series). MTM also set aside one minute of national barter ad time to be retained by the distributor for the initial two years of the contract.

"The marketing plan was out of kilter with what stations are paying for other premium sitcoms being sold for 1994 or 1995 launches," said Larsen, who declined to identify the stations signed under the original terms.

"Let's just say the maximum of eight years was too big a commitment to ask of stations, and the lukewarm reception reflected their response. We'll likely reduce the entire term to three or four years, as well as the number of runs. The stations that have already signed contracts say they are thrilled they will automatically be extended a much less onerous contract term," he said.

To make up what will likely be reduced revenues from a shorter first-cycle syndication run, Larsen confirmed that a subsequent basic cable window will follow the initial term.

When asked if parent company International Family Entertainment's The Family Channel could be considered a strong candidate, Larsen emphasized that no talks with any cable networks have taken place while the marketing plan is being reformulated. He said MTM will likely roll out the new plan within the next few months.

In the first-run arena, Larsen acknowledged that production deficits on *WKRP in Cincinnati* have him "on the fence" regarding whether to renew the series for a third season. As the only first-run syndicated sitcom, *WKRP* has been averaging a respectable 3-5 rating over the last two seasons, but Larsen claimed that several major advertisers have expressed interest in helping finance some of the front-end deficits in return for percentage stakes in the back-end syndication of the series. A decision on the series' fate should come within the next few weeks, he said.

As for *Xuxa*, over 100 stations representing more than 80% U.S. coverage are set to clear the fall 1993 strip, with production slated to begin July 5. Station clearances, according to Larsen, are about evenly split between early morning and early fringe. ■

MTM retools marketing plan for 'Evening Shade'

Will offer on shorter, 'station-friendly' terms; fate of 'WKRP' still on fence, cable window will follow initial term

By Mike Freeman

Chuck Larsen, newly installed president of MTM Television Distribution, is pulling *Evening Shade* from the off-network sales market to retool its marketing plan. Larsen is also deliberating whether or not first-run production of *The New WKRP in Cincinnati* will resume.

The good news is that while he's putting his own house in order, Larsen inherits nearly completed station sales of the first-run *Xuxa* kids strip and off-network *Rescue 911*.

During the last several weeks, Larsen began informing stations picking

up the sitcom (for fall 1995 with an option to trigger the series in fall 1994) that the show was being pulled and supplanted by a new "station-friendly" deal currently in the works.

In a letter informing New York station reps of the move, Larsen, who characterized the previous sales effort as a "disappointment," wrote that he still believes *Evening Shade* has "solid potential for station syndication." He said the old marketing plan was "out of step with today's marketplace."

When the sales campaign for *Evening Shade* was unveiled nearly a year

MTV launches production unit

Eyes theatrical, network, syndication marketplaces

By Rich Brown

MTV is looking to expand on its success as a music video network with a new unit, MTV Productions, that will produce projects for theatrical release, broadcast and cable networks, syndication and the international marketplace.

The new unit plans to work on "just a handful" of projects each year, according to Doug Herzog, newly named president of MTV Productions. (Herzog, a nine-year MTV veteran, will also continue in his role as senior vice president of programming for the MTV network.)

"We are going to choose things carefully," said Herzog. "We don't want to take our eye off the ball in terms of MTV."

Programming and talent from the MTV network are expected to find their way into several MTV Productions projects. One project already in the works is an as-yet-unnamed collaboration between the MTV News department and Viacom Entertainment. MTV Productions, a division of Viacom International, will work with Viacom Entertainment on a number of projects. In return, Viacom Entertainment will have a first look at programming for the broadcast networks, first-run syndication and cable networks other than MTV.

MTV Productions will also look to the MTV network for ideas for theatrical releases that will be produced by the division and financed and distributed by motion picture companies. One project already in development is a feature-length film based on *Joe's Apartment*, an animated live action short that has aired on MTV.

"MTV Productions will provide our people with a place to spread their wings and grow creatively while remaining with the MTV family," said Judy McGrath, executive vice president and creative director, MTV.

The new unit plans to develop and produce a variety of genres, including films, music specials, variety specials and commercials. ■



Broadcasting & Cable

Top Cable Programs

April 26-May 2

The following are the top 40 basic cable programs, ranked by total number of households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

| | HHs. (000) | Rtg. | Program | Time (ET) | Network |
|-----|---------------|------|-----------------------------|-------------------|---------|
| 1. | 2,327 | 3.8 | NASCAR Racing | Sun. 2-5:40p | ESPN |
| 2. | 2,031 | 3.4 | MLB (Pirates vs. Braves) | Mon. 7:30-11:15p | TBS |
| 3. | 2,011 | 3.4 | NBA Bonus Coverage | Fri. 10:15-10:45p | TNT |
| 4. | 1,974 | 3.3 | Pro Boxing | Tue. 9-11p | USA |
| 5. | 1,926 | 3.2 | Monday Night Raw | Mon. 9-10p | USA |
| 6. | 1,922 | 3.3 | NBA Playoffs | Fri. 10:45p-1:15a | TNT |
| 7. | 1,921 | 3.2 | Murder, She Wrote | Mon. 8-9p | USA |
| 8. | 1,901 | 3.1 | Murder, She Wrote | Tue. 8-9p | USA |
| 9. | 1,877 | 3.1 | MLB (Pirates vs. Braves) | Tue. 7:30-10:45p | TBS |
| 10. | 1,804 | 3.0 | Murder, She Wrote | Wed. 8-9p | USA |
| 11. | 1,783 | 3.0 | Ren & Stimpy | Sun. 11-11:30a | NICK |
| 12. | 1,711 | 2.8 | Murder, She Wrote | Fri. 8-9p | USA |
| 13. | 1,677 | 2.8 | Uncle Buck (movie) | Sat. 8-10p | USA |
| 14. | 1,648 | 2.7 | Thunderball (movie) | Wed. 8-10:45p | TBS |
| 15. | 1,604 | 2.7 | Ren & Stimpy | Sat. 9-9:30p | NICK |
| 16. | 1,555 | 2.6 | NBA Playoffs | Sun. 9-11:45p | TNT |
| 17. | 1,535 | 2.5 | Earthquake (movie) | Sun. 10:30a-1p | TBS |
| 18. | 1,524 | 2.6 | Rugrats | Sun.10:30-11a | NICK |
| 19. | 1,514 | 2.6 | Clarissa Explains It All | Sun. 12-12:30p | NICK |
| 20. | 1,502 | 2.4 | MLB (Rockies vs. Marlins) | Sun. 8-11:06p | ESPN |
| 21. | 1,495 | 2.5 | Maximum Overdrive (movie) | Sun. 7-9p | TBS |
| 22. | 1,481 | 2.5 | Salute Shorts | Sun. 11:30-12n | NICK |
| 23. | 1,478 | 2.5 | NBA Playoffs | Fri. 8-10:15p | TNT |
| 24. | 1,467 | 2.4 | The Finest Hour (movie) | Sun. 8-10p | USA |
| 25. | 1,461 | 2.5 | NBA Playoffs | Thu. 8-10:30p | TNT |
| 26. | 1,428 | 2.4 | Clarissa Explains It All | Sat. 8-8:30p | NICK |
| 27. | 1,411 | 2.4 | Are You Afraid of the Dark? | Sat. 9:30-10p | NICK |
| 28. | 1,400 | 2.4 | Statler Brothers | Sat. 9-10p | TNN |
| 29. | 1,388 | 2.4 | Rugrats | Sat. 7:30-8p | NICK |
| 30. | 1,368 | 2.3 | NBA Playoffs | Sat. 9:45p-12:15a | TNT |
| 31. | 1,362 | 2.3 | You Only Live Twice | Wed. 10:45p-1:15a | TBS |
| 31. | 1,362 | 2.3 | Roundhouse | Sat. 8:30-9p | NICK |
| 33. | 1,357 | 2.2 | Iron Eagle II (movie) | Fri. 9-11p | USA |
| 34. | 1,343 | 2.2 | MLB (Cardinals vs. Braves) | Sun.1-4p | TBS |
| 35. | 1,322 | 2.2 | MLB (Marlins vs. Braves) | Thu. 7:30-11p | TBS |
| 36. | 1,293 | 2.1 | MLB (Cardinals vs. Braves) | Fri. 7:30-10:30p | TBS |
| 37. | 1,286 | 2.1 | The Finest Hour (movie) | Wed. 9-11p | USA |
| 38. | 1,277 | 2.1 | Summer Job (movie) | Fri. 11p-1a | USA |
| 39. | 1,270 | 2.1 | World Wrestling Federation | Sun. 12-1p | USA |
| 40. | 1,259 | 2.1 | Boxing/MacGyver | Tue. 11-11:15p | USA |
| 40. | 1,259 | 2.1 | NBA Bonus Coverage | Sat. 9:30-9:45p | TNT |

Sports teams aren't picking up PPV ball

Fewer than dozen major league teams have local pay-per-view deals

By Rich Brown

Despite growing pay-per-view addressability on systems around the country, professional sports teams are proving slow to embrace the concept on a local or national level.

The number of subscribers able to receive PPV programming has risen in the past year as a result of last summer's ambitious Olympics Triplecast. But there are currently fewer than a dozen major league teams involved in local pay per view, roughly the same as about a year ago. And none of the major sports leagues are talking about any solid plans for PPV.

"Most everybody is staying away from it because it really hasn't been a success for us," said David Alworth, director of broadcast, Major League Baseball. "There's such a long season and a team invariably has a certain number of free games available. There's really not an incentive for the consumer to spend money to get a single ballgame."

There are two fewer baseball teams offering their games locally via pay per view this season than there were last year. Both the California Angels and the Los Angeles Dodgers no longer offer PPV games as a result of the collapse of SportsChannel Los Angeles late last year.

Three baseball teams—the San Diego Padres, the Cincinnati Reds and the Minnesota Twins—continue to offer games via pay per view. The Padres, the first baseball team to try local PPV about 10 years ago, over the years has been able to attract between 10,000 and 18,000 buys on a typical game depending on how the team is performing, according to one area cable operator.

Alworth, who is currently negotiating MLB's new network TV deals, said it does not look as though there will be a pay-per-view element any time soon in any national baseball contract. MLB's high-profile post-season games would be the most likely candidates for pay per view, he said, but PPV telecasts of those games would not guarantee the wide audience that MLB is looking for. Alworth



said MLB wants as many people as possible to see those games because they help build the audience for the final games.

"You never want to say never, but in this go-around it appears unlikely," Alworth said of the possibility of any PPV in the next MLB contract. "It's not a viable strategy for us. The teams are proving this for us on their own."

Pay per view also does not appear to be an imminent option for the National Football League, which will enter negotiations on its new national contract later this year.

"It's not in our current plans; we won't be doing any experimenting this year, nor are there plans thereafter," said Greg Aiello, an NFL spokesman. But he added that "pay per view, as a supplemental feature, is something we're going to have to consider."

The National Basketball Association continues to keep an eye on PPV, but there are no definitive plans for the association to sign a national PPV deal at this point, said Ed Desser of NBA Television Ventures. Meanwhile, the NBA just locked up a \$750 million over-the-air network deal with NBC and is negotiating with TNT to extend

PPV packages in pro sports

| Team | No. of games | Offering |
|-----------------------|------------------|---|
| San Diego Padres | 50 | \$4.95-\$6.95/game; \$149.95-\$169.95/season |
| Cincinnati Reds | 35 | \$4.95/game; \$39.95/season (\$49.95/season if purchased after April 1) |
| Minnesota Twins | 50 | \$7.95/game |
| Sacramento Kings | 4 | \$8.95/game |
| Houston Rockets | HPGs | \$14.95/game |
| San Antonio Spurs | 23 plus HPGs* | \$14.95/regular game season; \$19.95/playoffs |
| Seattle Supersonics | HPGs | \$21.95/game (\$26.95 on game day) |
| Portland Trailblazers | 20 plus HPGs | \$24.95/game (round one) \$26.95/game (semifinals) \$30.95/game (conf. finals) \$21.95/game for full package |
| Chicago Blackhawks | HPGs | \$15.95/game; \$12.95 each when purchased by round |
| Pittsburgh Penguins | 6 | \$9.95/game |
| Detroit Redwings | 11 | \$9.95/game |

*Deals generally involve games that would not otherwise appear on free TV in those markets. Data represent current or most recent season. Prices may vary slightly from system to system. *Home playoff games.*

its national basic cable network contract.

"We think pay per view has limited applications in certain local situations," said Desser. For example, he said, Portland Trailblazers games have worked locally on PPV because there

is no regional sports network serving the Portland area and the team plays in a very small arena. The Trailblazers are also the only professional team in the area, he said.

There are now five NBA teams offering local PPV packages, including

the Houston Rockets, the San Antonio Spurs, the Seattle Supersonics, the Sacramento Kings and the Trailblazers. The Los Angeles Clippers, like the Angels and Dodgers, lost their PPV package this year with the demise of SportsChannel Los Angeles. ■

Continental divide: old Europe, new tech

Amid Renaissance surroundings, TV executives ponder programing in a high-tech world

By Meredith Amdur

Catching their breath from the commotion of international program trading at MIP-TV the week before, attendees at the third annual Umbriafiction TV festival and forum in Italy focused on the weighty matters of a global technological revolution.

Seated in a Renaissance hall beneath frescoed ceilings, leading European and American TV executives provided their visions of the future. The setting, the medieval town of Perugia, heightened the contrast between well-entrenched European culture and the high-tech future of entertainment.

As U.S. programmers continue to increase foreign sales in new territories, and U.S. cable networks jockey for transponder position on the new Astra 1C satellite, prospects for international growth have never seemed brighter. But Europe's somewhat reluctant response to an American-led incursion was evident, as national broadcasters schooled in the public service ethic considered the prospect of commercial expansion into their once cozy monopolies.

Not to be left behind, however, Europe's TV establishment—both public and private—is anxious to find its place in the world of multiplying channel capacity. It could be an imposing task.

According to Luigi Mattucci, vice director general of Italian public broadcast company RAI, many European countries are still struggling with prohibitive national legislation, delays in cable distribution and the linguistic and cultural barriers to a unified market.

For the Americans in attendance, the emphasis was on increasing their presence in the European market. "The boom years for U.S. program sales are over—the balance is shift-



TCI Executive Vice President Fred Vierra

ing," said MTV Networks President and CEO Tom Freston. The new

guard of telcos and cable companies moving abroad are investing for the long haul and focusing on national markets. MTV's "think globally, act locally" philosophy ruled the day.

"Worldwide multimedia brings with it globalization and new opportunities to reach audiences," said BBC World Service director general Hugh Williams. "The BBC is now part of the great global rollout," said Williams, and is "well placed to compete in the global marketplace and compete with groups such as CNN." In France, where the state exercises an unusually high degree of editorial control over the entertainment industry, TV entrepreneurs are looking beyond debates over program quotas and pro-

Continues on page 38

Broadcasting & Cable

April 26-May 2

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TBS 1,463

2.4/4.1

USA 1,459

2.4/3.9

TNT 1,108

1.9/3.1

ESPN 892

1.4/2.4

NICK 601

1.0/1.7

All prime time 8-11 p.m. data supplied by outside sources based on Nielsen Media Research. Ratings and shares based on coverage households of each network.

TV Ratings Week

The Broadcast World According to Nielsen, Apr 26-May 2

| | abc ABC | CBS | NBC | FOX |
|---------------------|---|---|---|----------------------------------|
| MONDAY | 8.7/15 | 11.6/19 | 11.8/20 | NO PROGRAMING |
| 8:00 | 58. FBI: Untold Stor 8.7/15 | 36. Evening Shade 11.1/19 | 13. Fresh Prince 13.2/23 | |
| 8:30 | 67. This Just In 8.1/13 | 43. Bob 9.9/16 | 30. Blossom 11.6/19 | |
| 9:00 | | 20. Murphy Brown 12.9/21 | | |
| 9:30 | 54. Homefront 8.8/15 | 25. Good Advice 12.2/20 | 32. NBC Monday Night Movies—Blind Side 11.5/19 | |
| 10:00 | | 29. Northern Exposure 11.7/20 | | |
| 10:30 | | | | |
| TUESDAY | 12.2/21 | 10.6/18 | 9.1/16 | 3.6/6 |
| 8:00 | 14. Full House 13.1/23 | 14. Rescue: 911 13.1/23 | 65. Reasonable Doubts 8.3/14 | 95. Class of '96 3.1/5 |
| 8:30 | 24. Hangin' w/Mr. C 12.3/21 | | | 92. Tribeca 4.0/6 |
| 9:00 | 7. Roseanne 17.0/28 | 49. CBS Tuesday Movie—The Price She Paid 9.4/16 | 38. Dateline NBC 10.8/19 | |
| 9:30 | 22. Delta 12.7/21 | | | |
| 10:00 | 50. We're Expecting 9.1/16 | | | |
| 10:30 | | | | |
| WEDNESDAY | 11.0/18 | 10.6/18 | 13.8/23 | 9.3/15 |
| 8:00 | 63. Wonder Years 8.4/15 | 58. How'd They Do That? 8.7/15 | 20. Unsolved Mysteries 12.9/22 | 40. Beverly Hills, 90210 10.1/18 |
| 8:30 | 71. Home Free 7.6/13 | 44. In the Heat of the Night 9.7/15 | 10. NBC Movie of the Week—Moment of Truth: Why My Daughter? 14.2/23 | 61. Melrose Place 8.5/13 |
| 9:00 | 5. Home Improvmt 18.7/29 | 12. 48 Hours 13.3/24 | | |
| 9:30 | 8. Coach 15.0/23 | | | |
| 10:00 | 66. Sirens 8.2/14 | | | |
| 10:30 | | | | |
| THURSDAY | 13.4/22 | 8.1/13 | 15.1/24 | 9.8/16 |
| 8:00 | | 72. Top Cops 7.5/13 | 30. Cheers 11.6/20 | 25. The Simpsons 12.2/21 |
| 8:30 | 14. Matlock 13.1/21 | 69. Street Stories 7.8/12 | 14. Wings 13.1/21 | 34. Martin 11.3/18 |
| 9:00 | | 52. Picket Fences 8.9/15 | 2. Cheers 20.8/32 | 61. ILC: Grtest Bits 8.5/13 |
| 9:30 | | | 3. Seinfeld 20.1/30 | 75. ILC: 1st Season 7.1/11 |
| 10:00 | 11. Primetime Live 14.1/24 | | 23. L.A. Law 12.4/21 | |
| 10:30 | | | | |
| FRIDAY | 12.2/23 | 6.4/12 | 8.7/17 | 6.6/13 |
| 8:00 | 28. Family Matters 11.8/24 | 74. Golden Palace 7.3/15 | 87. Secret Service 5.8/12 | 79. America's Most Wanted 6.8/14 |
| 8:30 | 27. Step By Step 11.9/23 | 84. Dudley 6.3/12 | 40. NBC Movie of the Week—Perry Mason: The Case of the Poisoned Pen 10.1/19 | 83. Sightings 6.5/12 |
| 9:00 | 37. Getting By 10.9/20 | 82. Designing Wm 6.6/12 | | 86. Sightings 2 6.1/11 |
| 9:30 | 46. Where I Live 9.5/17 | 78. Good Advice 6.9/13 | | |
| 10:00 | 9. 20/20 14.6/27 | 88. Bodies of Evidence 5.7/11 | | |
| 10:30 | | | | |
| SATURDAY | 7.5/14 | 10.0/19 | 8.3/16 | 8.2/15 |
| 8:00 | | 32. Dr. Quinn, Medicine Woman 11.5/23 | 89. Nurses 5.4/11 | 67. Cops 8.1/16 |
| 8:30 | 79. Matlock 6.8/13 | 75. In the Heat of the Night 7.1/13 | 84. Nurses 6.3/12 | 52. Cops 2 8.9/17 |
| 9:00 | | 34. Walker, Texas Ranger 11.3/21 | 46. Empty Nest 9.5/18 | 63. Code 3 8.4/16 |
| 9:30 | | | 44. Mad About You 9.7/17 | 73. Code 3 Two 7.4/13 |
| 10:00 | 54. The Commish 8.8/16 | | 46. Sisters 9.5/18 | |
| 10:30 | | | | |
| SUNDAY | 10.2/16 | 15.9/26 | 16.5/27 | 6.7/11 |
| 7:00 | 54. Am Fun Hm Video 8.8/17 | 4. 60 Minutes 19.7/36 | 69. NBA Playoff 7.6/15 | 94. Parker Lewis 3.5/7 |
| 7:30 | 75. Dinosaurs 7.1/13 | 6. Murder She Wrote 17.7/29 | 42. I Witness Video 10.0/16 | 91. Shaky Ground 4.5/8 |
| 8:00 | 79. Day One 6.8/11 | 14. CBS Sunday Movie—Blind Spot 13.1/20 | 1. NBC Sunday Night Movie—Fried Green Tomatoes 23.8/38 | 50. In Living Color 9.1/15 |
| 8:30 | | | | 58. Roc 8.7/14 |
| 9:00 | | | | 39. Married w/Childn 10.3/15 |
| 9:30 | 14. ABC Sunday Night Movie—Total Recall 13.1/20 | | | 54. Herman's Head 8.8/13 |
| 10:00 | | | | 90. Flying Blind 5.0/8 |
| 10:30 | | | | 93. The Edge 3.7/6 |
| WEEK'S AVGS | 10.7/18 | 10.7/18 | 12.1/21 | 7.3/12 |
| SSN. TO DATE | 12.3/20 | 13.1/22 | 11.0/18 | 7.6/12 |

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Group W taps Mason to run radio group

Picks experienced programmer, head of Cook Inlet, to replace Jim Thompson

By Peter Viles

Group W last week announced the selection of Dan Mason, president of Cook Inlet Radio Partners, as the new president of Group W Radio, the 16-station radio group.

Mason, 42, succeeds Group W veteran Jim Thompson, who resigned in April to join Liberty Broadcasting, a newly formed group that is shopping for radio stations.

Mason will take over a group that is among the oldest, proudest and highest-billing in radio, but which has been somewhat overshadowed recently by the financial burdens of its corporate parent, the Westinghouse Electric Corp. Those troubles have resulted in some cost-cutting as well as some speculation that Westinghouse was considering selling its radio and television stations. But Westinghouse has consistently denied those rumors, and they have not surfaced recently.

Mason has been programming or running stations for 18 of his 42 years, beginning with a position, at age 24, as program director of WZGC-FM Atlanta. He became president of Cook Inlet in 1988, and departs after the company decided last year to sell three of its seven stations to Infinity Broadcasting.

Mason will begin his duties at Group W June 1.

"Dan Mason is an experienced radio professional with an impressive record of success on both the operation and the entrepreneurial side of the business," said Bill Korn, president of Group W. "He is also an inspired leader who is dedicated to the traditions and principles that characterize Group W's stature in the industry."

Korn added, "He enjoys a track record of ratings successes in classic rock, adult contemporary, contempo-



Job One for Mason: improving performance of Group W's FM stations, which lag its AM's in ratings and revenues.

rary hit radio, country, oldies and urban formats, and has consistently achieved results improving the performance of the stations under his guidance."

Mason's biggest challenge at Group W will likely be improving the performance of Group W's FM stations, which have tended to lag behind the company's workhorse AM's in ratings and revenues.

Among the first decisions that Korn and Mason must make is whether Group W will move aggressively to take advantage of the new ownership rules that allow a group to own up to two FM's and two AM's in major markets. Most industry observers believe that if Group W is going to play the duopoly game, it will make a seri-

ous bid for Viacom's KIKK-AM-FM Houston, a country station that is for sale and which would both complement and protect Group W's country station in Houston, KILT-AM-FM.

A spokesman for Group W, Gil Schwartz, said the company would not discuss its duopoly strategy. But one source familiar with the sale of KIKK said Group W has expressed an interest in the station, and Group W was also said to have expressed an interest in WYNY-FM New York when that property was for sale.

As for Cook Inlet, some observers see Mason's departure as a sign the company will sell its remaining stations, a group that includes WPGC-FM, Washington's highest-rated station. In a statement announcing Mason's departure, however, Cook Inlet Chairman Roy Huhndorf noted that the company is "entirely debt-free" and "is considering several exciting options, including a substantial expansion in radio."

According to *Duncan's Radio Market Guide*, Group W's 16 stations billed \$201.2 million in 1992, up slightly from \$200.6 million in 1991 and second in the radio industry to CBS. The company's highest-billing stations include all-news WINS-AM New York (estimated billings in 1992, according to *Duncan's*, \$30 million); KFNB-AM Los Angeles (\$20.8 million); WMAQ-AM Chicago (\$20.2 million); WNEW-FM New York (\$19 million), and KYW-AM Philadelphia (\$17 million). ■

Errata

The New York radio station sponsoring a controversial advertising campaign was incorrectly identified in a photo caption that appeared in the May 3 issue. The call letters are WQHT-FM, not WHTZ-FM.



Bodow: on the side of the accountants



Schwartz: heart and mind of the sound

The music skips, but it doesn't stop

New York's legendary WNEW(AM) born again, farther up the dial, as WQEW

By Peter Viles

When Westwood One, seeking to reduce its debt, decided to sell off WNEW(AM) last year, many in New York and throughout the radio industry feared the worst: another of radio's great but faded jewels would be lost forever.

Those fears deepened with the sobering news that the buyer of WNEW planned to silence the sounds of Sinatra and Ella Fitzgerald and turn WNEW into an all-business-news station.

Thanks to another decision based more on the bottom line than on sentimentality, that's not how the story has turned out.

The format has been rescued and rejuvenated on a new station. And the new owner, The New York Times Co., says even though the format has a long way to go, it has already posted two profitable months on its new home, WQEW(AM).

"While the decision appeared to be on the side of the angels, it was even more so on the side of the accountants," says Warren G. Bodow, president and general manager of WQXR-FM and WQEW.

Those two stations, formerly WQXR-AM-FM, had been a 24-hour simulcast of classical music until December 1992. During an 18-month search for a new format for the AM station, Bodow says he ruled out a children's format and a business news format,

settling instead on an updated version of the WNEW sound.

Much of the decision was based on the expected sales synergies of combining the new AM station, WQEW, with WQXR-FM to form a combination that would deliver an audience of upper-income listeners to advertisers.

"The way we position it is that one phone call can deliver New York's only FM-AM upscale radio combination," Bodow says.

In addition, by sharing studio facilities with WQXR, Bodow says, WQEW can operate at a fraction of the cost of a standalone AM station. He says WQEW probably will not bill as much in 1993 as WNEW did in 1992, but he adds that with lower operating costs the station will be more profitable.

The station's first Arbitron book contained generally good news. WQEW garnered a 1.4 share of listeners 12-plus, which means the station was able to attract roughly 80% of WNEW's audience. Most important for The New York Times Co., the combined share of its New York stations increased from 1.8 in the fall survey to 2.8 in the winter survey. Meanwhile, the replacement for WNEW(AM) on the dial, all-business WBBR(AM), did not register enough listeners to show up.

One key to keeping alive the luster of WNEW was to retain the services of Jonathan Schwartz, the disc jockey who had worked at WNEW since 1971. Relentlessly opinionated, and drawing

on an encyclopedic knowledge of American music, Schwartz had come to personify WNEW in the '70s and '80s, with urbane delivery and a weekly Sinatra program his trademarks.

"To most WNEW listeners, Jonathan Schwartz was the heart, and possibly the heart, of that operation," says Bodow. "And to us, he was the linchpin in building credibility for this new station."

Schwartz himself was lining up investors to purchase a station and thus preserve the format when he decided to sign on with WQEW. "I told them the only trouble I would cause would be if somebody tried to make me play bad music," Schwartz says. "Lucky for me, Stan Martin showed up."

Schwartz was referring to WQEW's program director, who joined the station from WPEN(AM) Philadelphia, perhaps the nation's most successful big band/nostalgia station. Owned by Greater Media, WPEN attracted a 4.8 12-plus share in the Arbitron winter survey, making it the sixth highest-rated station in Philadelphia.

Schwartz acknowledges WQEW will never regain the popularity that WNEW enjoyed decades ago when it was the city's top-rated station. Still, he says, the music and the format will endure. "Our music now is clearly not the music of the streets. It is the music of the soul. And, as music of the soul, it will go on forever." ■

Television stations get a second look

Sandler Capital Management, known primarily for cable and cellular phone financing, says it has increased interest in affiliates; raises \$135 million for 'mezzanine' fund

By Geoffrey Foisie

In yet another sign of increased interest in TV station acquisitions, New York-based Sandler Capital Management, primarily known for its cable TV and cellular telephone financing, is looking to invest in affiliate TV stations with the proceeds of a "mezzanine" investment fund, on which it has just completed a \$135 million "first closing."

The Sandler Mezzanine Partners fund is intended to provide capital below the senior-debt level, but with a priority claim on dividends and liquidation proceeds above that of common stock. Managing Partner John Kornreich said that, of the fund's hoped-for 25% annual rate of return, perhaps a third to a half would come from fixed income, with the remainder provided by capital appreciation. Convertible preferred debt issued by a station or cable operator is typical of the security through which Mezzanine Partners would consider investing. The investment could be part of an acquisition or a refinancing, he said.

Investing in TV stations is not entirely new for the firm. Its previous fund, Sandler Media Partners, has an equity investment in WWL-TV New Orleans, which earlier underperformed initial projections. The station, said Kornreich, is now doing well: "It is comfortably in double-digit revenue growth and even more so in cash-flow growth." The earlier fund, whose other investments included station rep Katz Television and the Montgomery County, Md., Cablevision system being sold to Southwestern Bell, is headed toward a 35%-40% rate of return, he said.

Kornreich said the firm views the present time as a "window of opportunity" to make TV acquisitions: "Once the advertising recovery is clear-cut, sellers will want more." Based on a

revenue recovery trend that is only several months old, he has forecast that affiliate TV revenue is "finally about to emerge in new-growth 5%-7% revenue over the next five years, compared to next to no growth over the past few years." Fox affiliates, he suggested, were "slightly overvalued."

Sandler also expects the fund to consider investments in other media, including cable. Kornreich said the recent reregulation of the industry has caused "some chaos in the capital markets.... Some MSO's have had to cancel public offerings, or can't get

money from the banks." That situation, he said, provides investment opportunity.

Investors in Sandler Mezzanine Partners include insurance companies such as American International Group and private money managers, including London-based Rothschild Capital. Sandler's own four partners—Kornreich, Harvey Sandler, Barry Lewis and Michael Marroco—have themselves put \$10 million into the new fund.

The fund could reach \$150 million by the time of a second closing early this summer, said Kornreich. ■

First-quarter television sales by daypart for ABC, CBS, NBC

(Net revenue from time sales; dollars in thousands)

| | First quarter 1993 | % increase (decrease) from 1992 | First quarter 1992 |
|------------|--------------------|---------------------------------|--------------------|
| Prime Time | \$849,789 | 16.1 | \$731,969 |
| Late Night | 67,113 | 10.11 | 60,950 |
| A.M. | 53,786 | 12.63 | 47,753 |
| Daytime | 199,612 | (3.67) | 207,218 |
| Children | 26,033 | 30.47 | 19,953 |
| Sports | 402,799 | (34.77) | 617,547 |
| News | 166,921 | 10.88 | 150,536 |
| Total | \$1,766,053 | (3.81) | \$1,835,926 |

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

Ad revenue for the ABC, CBS and NBC television networks was down in the first quarter of 1993 versus a year ago, when the first quarter contained the winter Olympics. Figures released by the Broadcast Cable Financial Management Association showed sports was also down, as was daytime (NBC dropped an hour since the prior-year period). Children's revenue jumped almost 31%, in part due to increased CPM's in last year's upfront.

The private profit of public television

Lancit Media Productions stock soars on expected merchandising and licensing deals

By Geoffrey Foisie

How does Lancit Media Productions get a stock market capitalization of more than \$40 million on net revenue of less than \$3 million and a net loss for fiscal 1993 and the prior two years? The answer may be hard to believe: Lancit has a commitment to produce a children's series for public television. With government and corporate largess covering production costs and Lancit keeping merchandising, licensing and foreign broadcast rights, the public TV business has never looked so lucrative.

Or so thinks Wall Street. Investors have bid up the price of Lancit's stock by more than 100% in the past six weeks (see chart) and that of its warrants by almost fourfold.

Much of the investment optimism derives from *The Puzzle Factory*, a preschooler's show that, beginning in late 1994 or early 1995, will air several times a day, seven days a week, on approximately 320 PBS stations. Lancit's \$13 million out-of-pocket production costs will essentially be covered, or so it is hoped, by underwriting commitments. It has already been promised \$3.5 million from Southern California Edison and \$4.5 million from the Corporation for

Public Broadcasting.

With the "riskiest part" of Lancit's outlay covered by underwriting, said

Investors have bid up the price of Lancit's stock by more than 100% in the past six weeks and that of its warrants by almost fourfold.

Gary Stein, executive vice president, the company and its production partner, noncommercial KCET-TV Los Angeles, can exploit their ownership of the show's ancillary possibilities, including merchandising the show's six puppet characters.

Ancillary rights, the company's "investor relations counsel" writes, include: foreign broadcast, book and music publishing, home video, video games and interactive software, "as well as the wide array of merchandising rights involving the show and its characters (toys, games, apparel, etc.). Lancit has been approached by virtually every major toy and licensing

company in the country to discuss *Puzzle Factory* product licensing."

How big is that market? One recent article suggested that another PBS preschoolers' show, *Shining Time Station*, generated \$175 million in wholesale toy revenue for the privately held company that produces the show.

Founded by two public TV veterans, Laurence Lancit and Cecily Truett, who are also husband and wife, Lancit intends to apply the same bottom-line strategy to other shows as well. With proceeds from a secondary stock offering completed less than a year ago, Lancit plans to establish its own in-house merchandising and licensing operation. It hopes to make announcements on that project in the next 60 days, said Stein.

Lancit is discussing with both public and commercial networks a show it has in development *Backyard Safari* already has a \$1.7 million production commitment from the National Science Foundation. The investors relation report says, "Lancit anticipates that a wide range of ancillary products such as activity books, instructional classroom and home video, interactive software and a line of science and nature toys and games will be based on this show."

Another show, which has already run on PBS as *Reading Rainbow*, will be repackaged for foreign distribution, tentatively titled *Z.Z. Express*. The company's report says, "Puppet characters will be used as hosts in order to maximize merchandising opportunities for the show and strengthen its appeal in foreign broadcast markets."

Lancit's executive ranks now include two former network executives: Alyce Myatt, director of PBS's children's programming until last September, and Jozie Emmerich, ABC senior VP, daytime programming.

Stein acknowledges that PBS, in particular, may soon want in on the ancillary market, in which case, Lancit might have to give up some of those rights. But so far, he said, the company is in good shape: "Based on what the company has in-house, we should be able to grow revenue at 75%-100% per year over the next few years." ■





Walt Disney Studios President Rich Frank received the Legend in Leadership Award, given by the business school of Emory University, Atlanta, to a business leader who has made significant contributions to his industry and to "building or rebuilding a domestic enterprise." Frank (l) is shown here receiving his award from David Salzman, president, Salzman Entertainment.

Changing Hands

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

WTXL-TV Tallahassee, Fla. □ Sold by ET Broadcasting Inc. to Media Venture Management Inc. for assumption of approximately \$5 million in debt. Station was acquired in 1991 for \$5.35 million ("Changing Hands," July 22). Seller is headed by F. Tracy Lavery and Elio Betty and has no other broadcast interests. Buyer is headed by Brian Cobb, broadcast broker with Media Venture Partners. Cobb also has interests in WFKX(FM) Henderson, Tenn., and WAVK(FM) Marathon and WKRY(FM) Key West, both Florida. WTXL-TV is ABC affiliate on ch. 27 with 1,184.7 kw visual, 118.46 aural and antenna 1,041 feet above average terrain.

CP for KMPG(AM) Hollister, Calif. □ Sold by Milo Communications Corp. to Adela Martinez and Rafael Meza for \$550,000. Seller is headed by H. Scott Killgore and has no other broadcast interests. Buyers have no other broadcast interests. KMPG has Spanish format on 1520 khz with 5 kw day.

WKZV(AM) Washington, Pa. □ Sold by U.S. North Broadcasting Inc. to Helen C. Supinski for \$267,000. Sell-

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$1,204,441** □ 7

FM's □ **\$22,500** □ 1

AM-FM's □ **\$0** □ 0

TV's □ **\$5,000,000** □ 1

Total □ **\$6,226,941** □ 9

So far in 1993:

AM's □ **\$16,075,699** □ 80

FM's □ **\$195,426,844** □ 101

AM-FM's □ **\$255,653,250** □ 74

TV's □ **\$979,529,866** □ 25

Total □ **\$1,446,685,659** □ 286

For 1992 total see Feb. 1, 1993 BROADCASTING.

er is headed by trustee Harry J. Cancellmi Jr. and has no other broadcast interests. Buyer has no other broadcast interests. WKZV has news-talk format on 1110 khz with 1 kw day.

For other proposed and approved sales see "For the Record," page 53.

CLOSED!

KPLY/KKMR (FM), Reno, Nevada from Jonsson Communications Corporation to New World Enterprises for \$750,000.

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Solutions.

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Washington

Cable protests three-phase repositioning

In comments on FCC's new rules, NCTA, MSO's complain of cumbersome must-carry, retrans timetables, ask for deadline on broadcasters' applications for ADI changes

By Joe Flint

The FCC's rules for must carry and retransmission consent are contradictory to the Cable Act, put unnecessary burdens on cable operators and will need to be changed if they are ultimately implemented, cable operators and the National Cable Television Association said last week.

The rules already have been challenged on constitutional grounds in the courts. Cable lost in U.S. District Court in Washington April 8; the Supreme Court will likely hear arguments in the fall.

In reconsideration comments to the commission's rulemaking last March (BROADCASTING & CABLE, March

15), the NCTA said the commission's schedule—which requires cable systems to start mandatory carriage of local broadcast signals June 2, two weeks before the June 17 deadline for local broadcasters to decide whether to opt for must carry or seek compensation through retransmission consent—will cause “disruption and subscriber confusion.”

“Rather than changing carriage lineups and channel positions once to come into compliance with the new rules, operators will be required to go through this process at least twice, if not three times, in a five-month period,” the NCTA said. The five-month period refers to the Oct. 6 deadline for systems to begin carrying stations with

which they have reached retransmission-consent agreements and thus alter their current channel lineups.

The NCTA is pushing for an Oct. 6 date to carry all stations with must-carry and retransmission-consent agreements.

The National Association of Broadcasters countered that the FCC should clarify that stations electing retransmission consent must be guaranteed must carry until that date.

The NCTA also complained about the commission's refusal to set a deadline for broadcasters to file applications seeking to change their ADI (area of dominant influence) designations for purposes of must carry. “This again places a cloud over cable

Dole offers public radio support, criticism

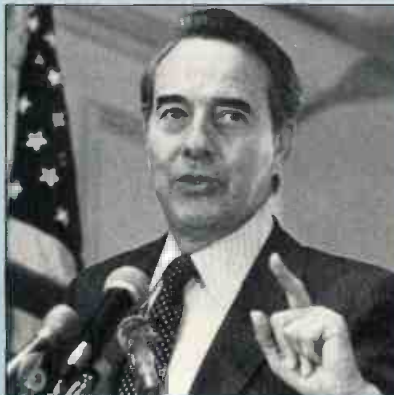
By Joe Flint

Senate Minority Leader Robert Dole (R-Kan.) told public radio broadcasters that—contrary to popular opinion—he is not opposed to public broadcasting.

Dole, keynote speaker at the annual Public Radio Conference held in Washington last week, raised issues of liberal bias but added that last year's debate over funding for public broadcasting was “issue driven.” The issue was the \$1.1 billion committed to the Corporation for Public Broadcasting, which Dole and six other Republicans fought last year.

“I always believe in debates when we are spending more money,” Dole said, adding that when it is deficit reduction time “something has to give. I questioned the demand for a huge increase [in funding]. When everything is being cut back, no federal subsidy can escape cuts by yelling ‘quality.’”

Dole also would like to see more balance in how federal dollars are allocated. “Small stations were being forced into never-ending ‘begathons,’” he said.



“There was too much big-city control at the top. Balance must be the key, not only in programing, but in funding too.”

As to programing balance, Dole said, “There was a myth out there that Bob Dole wants a conservative network. The last thing I want—and the American people want—are public airwaves booming out a single partisan message.

“The most important factor in public broadcasting is not Bob Dole, the Senate or Congress or Bill Moyers or NPR, it's the taxpayers—and that's the bottom line. If they are making an investment of billions and billions of dollars, then they have a right to balance, fairness and access to the system.”

Dole singled out KTFM(FM) Los Angeles as a public station with no balance that, he said, is sending out a “message of hatred.”

“Anti-Semitism and racism may be covered by free speech, but there should not be a free ride when the American public is being asked for it through public service grants.” ■

systems' ability to know, with any degree of certainty, what their must-carry obligations will be," the NCTA said.

The trade association also argued against mandatory on-channel carriage, that is, giving a station the same cable channel position as it has over the air, for UHF stations that would otherwise be outside a system's basic tier. "It imposes significant costs at a time when rates have been frozen, and can technologically degrade cable system operations," it added. The additional costs, the NCTA said, stem from the need of operators to provide additional traps for basic subscribers so that UHF's with high channel positions can be carried.

Newhouse Broadcasting Corp., a multiple system operator, took issue with the commission's decision to require operators who have a retransmission-consent agreement with a local station to carry all of that station's programming.

"Retransmission consent is supposed to be the result of a voluntary bargain between cable operator and broadcaster. To put constraints on it without any clear statutory guidance is an arbitrary decision which does not serve the public policy which retransmission consent itself was designed to implement," Newhouse said. Retransmission consent, Newhouse added, "has nothing to do with must carry [in which complete carriage is required], and there is no apparent public policy which mandates the same type of carriage requirement."

Cable operators again asked the commission to reconsider and exempt them from complying with the network nonduplication rules when it comes to retransmission-consent negotiations. They argued that, in certain situations, the requirement could prevent systems from providing subscribers with desired programming.

Cablevision pointed to its two Connecticut systems as examples. Although they are located in the New York ADI, they also serve about 16 Connecticut communities and about 183,000 subscribers.

"Under the current regulatory regime, if a New York affiliate elects retransmission consent and either Cablevision declines to negotiate or the parties fail to reach a retransmission-consent agreement, the New York affiliate could use the threat of network nonduplication to force Cablevision to

accede to its terms." If Cablevision refused to cave in, the MSO said, then its Connecticut subscribers could not receive their local affiliate.

Another question for the commission: When is a superstation a superstation? Under the commission's rules, superstations such as Tribune's WGN-TV Chicago and Turner's WTBS(TV) Atlanta are prohibited from negotiating for retransmission consent with systems in their local markets.

That, Tribune said, is a misreading

of the Cable Act, because local systems do not pick up the station's signals via satellite.

"Such a broad interpretation of the superstation exception would effectively nullify the ability of a superstation to elect retransmission consent or must-carry status within its home market," Tribune said, adding that local systems "could refuse to negotiate with the station, knowing that it could obtain the station's signal via satellite without the station's consent." ■

Broadcasters wary of plan to move low-power AM's

By Sean Scully

When the FCC opened up a new section of the AM band for public use last month, there was one small problem: it was already occupied.

The new band, extending from the present upper limit of 1605 khz to the new limit of 1705 khz, already contains hundreds of low-power AM stations, broadcasting on 1610 khz, known as travelers' information stations.

These stations, operating at no more than 50 w, offer travelers news and information on attractions and parking and weather at airports, along highways, and in parks all across the country.

Operating at such low power, the stations can be heard only a short distance, but broadcasters worry that they may pose an interference hazard to larger stations.

To ease the congestion on 1610 khz, the commission will allow existing TIS to migrate to other parts of the AM band. National Association of Broadcasters attorney Barry Umanski said the organization is watching the results of this decision carefully.

"The NAB is obviously very concerned about anything that might cause interference to the AM band, especially when this proceeding [opening the band up to 1705 khz] is designed to reduce AM interference," he said.

AM radio, he explained, is an "interference limited" service, meaning a station could carry over very long dis-

tances, even thousands of miles, unless another signal interferes with it. Even these low-power travelers stations, he said, could limit the range of stronger AM signals.

FCC Mass Media Bureau Chief Bill Hassinger doesn't see this as a problem. The low-power stations will be required to operate on a secondary basis, meaning they cannot operate on a frequency that causes interference to a larger station and they must accept without complaint any interference they receive from larger stations.

"We have no reason to believe they pose any danger or threat," he said.

Private Radio Bureau Assistant Engineer Ron Netro said a TIS will not be allowed on or near the frequency of a regular radio station in the area. Before moving to a new frequency, a TIS operator would have to seek approval from the Private Radio Bureau, and the new FCC rules include protections for existing stations.

Netro said the FCC is considering allowing TIS to migrate to 1710 khz, just above the AM band's new upper limit. That would help prevent interference from stations now at 1610 khz. He said it is too early to speculate on how or when the FCC would undertake such a move.

In the meantime, Netro said, the bureau will entertain applications from TIS wishing to move from their current frequencies to other parts of the existing band.

There are two classes of TIS. One is operated by the federal government, the other by local governments. The

FCC does not keep a specific tally of those operated by local governments, but Ron Fuhrman of the commission's licensing division estimated there are several hundred operating either on 1610 khz or on 530 khz, just below the lower end of the AM band.

In recent years, Fuhrman said, the

number of local government TIS has skyrocketed. "[Applications] have been coming in right and left," he said.

Since the FCC does not license the federal TIS, there is no count of those stations.

Frank Wright, the FCC's represen-

tative on a federal interagency committee that coordinates the use of radio frequencies, said there are probably about 400 federal TIS, most of which are used by the National Park Service. A few travelers' information stations are used by other agencies, such as the Forest Service and NASA. ■

Telcomsubcom passes auction bill

Broadcasters would be exempt from having to bid for spectrum

By Sean Scully

A House bill allowing the FCC to auction radio spectrum to the highest bidder jumped its first hurdle May 6, unanimously passing the Telecommunications Subcommittee.

The subcommittee members passed the bill without amendment, sending it to the full Energy and Commerce Committee for consideration this week.

The bill implicitly exempts broadcasters from the auctions, specifying

that only those people who propose to charge customers a fee to use services provided on the spectrum would have to bid. Radio and television broadcasters provide their signals free to the public. The costs of running a station are paid instead by the sale of advertising time.

In the past, the Clinton administration has signaled a desire to make broadcasters compete by auction for the spectrum. Both the House and the Senate, however, have been reluctant to force broadcasters to bid for their

frequencies.

Although the subcommittee vote was unanimous, several members expressed reservations about certain features of the bill. Legislators from rural districts, led by Rick Boucher (D-Va.), said they thought the bill did not adequately promote competition among personal communication providers, such as cellular telephone companies, in sparsely populated areas. Boucher said he would like to see the full committee insert tougher language into the bill to encourage these companies to serve rural communities.

The only subcommittee member to oppose the bill was Mike Synar (D-Okla.). Synar, who left the hearing before the final vote, said he thought the bill would unduly limit the ability of local regulators to control companies providing personal communications. He accused subcommittee Chairman Ed Markey (D-Mass.) of allowing such a radical change without holding hearings. Markey defended himself, pointing out that the subcommittee has had several spectrum auction hearings, including one as recently as last month.

Markey assured the other members that he would work to include their concerns in the bill before the full committee. He agreed that certain areas of the legislation might need improvement, but, he said, the committee is under considerable pressure to get the legislation to the House floor. The Clinton administration is counting on the \$7.2 billion that the spectrum auctions would raise over four years to make the recent budget reconciliation agreement with Congress work.

The Senate Commerce Committee was to have considered a similar bill May 5, but the hearing was canceled. It had not been rescheduled by the end of last week. ■

Broadcasting & Cable

PO Box 6399
Torrance, CA
90504

Save \$54 Off The Newsstand Price —

Yes! Please begin my subscription to Broadcasting & Cable:

- 1 year: \$99 Canadian Rate: \$129 (Price includes GST)
 Foreign Rate (Air): \$300 Foreign Rate (Surface): \$149

ORDER TOLL-FREE USING VISA, MASTERCARD OR AMEX: 1-800-554-5729

Name _____

Title _____

Company _____

Address _____ Home? Yes No

City _____ State _____ Zip _____

Phone _____ SBHA

Please help us by answering the following questions:

1. What best describes your type of business? (Check one)

- TV/Affiliate Radio/TV/Cable Service Library/University/Student
 TV/Network Organization Attorney/Gov't/Trade Organization
 TV/Independent Manufacturer of Radio/TV/Cable Equipment Other (please describe)
 Radio Station Advertising Agency Advertiser
 Radio Network Cable TV Operation

2. What best describes your title? (Check one)

- President/Owner/CEO Program Director
 Vice President News Director
 Director/Manager Chief Engineer/Technician
 General Manager Other (please describe)
 General Sales Manager Station Manager

President Clinton's first 100 days have come and gone with little done on telecommunications policy. He has yet to make any real headway on his promise to overhaul the telecommunications regulations and has moved slowly on key telcom policy appointments. (Senate staffer Toni Cook is still odds-on favorite to get the nod for FCC chairman, but *when* is a mystery.)

The administration's only real initiative thus far has been its proposal to auction new spectrum in hope of raising \$4 billion and trimming the deficit. Congress seems to be going along with the plan, although it may buck the administration by exempting broadcast spectrum from the bidding.

It has taken just the first steps toward developing a regulatory policy aimed at speeding the upgrade of the public telecommunications infrastructure promised during the campaign. John Gibbons, director of the White House Office of Science and Technology, told Congress three weeks ago the administration is assembling a "high-level, interagency" task force, which will work with Congress and with business. Gibbons is expected to co-chair the task force along with Robert Rubin, a top White House economic adviser. But a Gibbons aide says other participants have not been settled and no meetings have been set.

It's not fair to say the Clinton administration has been completely mute on broadcasting and cable issues. The Clinton campaign was on record in favor of the 1992 Cable Act and the Clinton Justice Department did step up in defense of the must-carry/retransmission-consent provisions in court. And let's not forget the administration's support for TV Marti, the Voice of America's beleaguered TV service to Cuba. Vice President Al Gore reiterated two weeks ago a campaign promise to keep the service going, despite serious questions about its effectiveness. "Let's try to make it work," he told the *Miami Herald's* editorial board.

One of the few administration officials to give any serious thought to telecommunications looks as if he may get a big promotion in a White House reorganization the President thinks is necessary to get his agenda moving. According to the *Washington Post*, Roy Neel, chief of staff to Vice President Gore, may be named deputy White House chief of staff, sharing that rank with Mark Gearan, and reporting to Chief of Staff Mack McLarty.

Former FCC Chairman Alfred Sikes and Managing Director Andy Fishel testified April 30 on their role in the General Services Administration's 11th-hour decision not to move the FCC to the Portals office complex in Southwest Washington. The developers of the Portals sued the federal government in the Court of Federal Claims, alleging the GSA had reneged on its initial decision to lease Portals space. An FCC attorney said a ruling by Judge Robert Hodges could come as early as this week, although the parties are still haggling over some legal issues and the Portals's desire to put forth one more witness.

During the four days of testimony (April 27-30), the Portals called nine witnesses—a representative for developers, four GSA officials and four FCC officials. The GSA

contingent was led by former administrator Richard Austin. The other FCC officials were former Sikes Chief of Staff Terry Haines and Deputy Managing Director Alan McKee.

The United States Telephone Association may not have to look far in its search for a new president. The association's chairman, Bob Brown, president of Sugar Land Telephone Co. of Sugar Land, Tex., is considered a strong candidate for the job. Brown, who assumed the chairmanship last October, would likely have the support of small independent telephone company operators. And backing from Bell operating companies would also be forthcoming if Brown agrees to support their initiatives (such as removing legal and regulatory restraints that prevent BOC's from offering long-distance telephone service).

Some say that Brown, whose company was purchased last year by Alltel Corp., is already de facto president. Indeed, he has been deeply involved in USTA administration, engineering reorganization and down-

sizing of the staff.

C-SPAN gives assurance it is not involved in a cable conspiracy to promote cable's interests over broadcasting's in televising anti-retransmission-consent speeches by CATA President Steve Effros and Continental Cablevision Chairman Amos Hostetter two weeks ago. C-SPAN spokeswoman Rayne Pollack says the network routinely and evenhandedly covers broadcasting and cable issues because of intense consumer interest in them. Although the network is supported by cable operators, she says, decisions on coverage are made by an editorial board "completely independent of the industry." C-SPAN regularly covered hearings and markups leading to the passage of the 1992 Cable Act, even though much of what was said was unflattering to cable, she says.

So C-SPAN will be there the next time a broadcaster gives a speech in Washington extolling retransmission consent? Not necessarily, says Pollack. It depends on how important the editorial board deems it and what else is going on at the time. "We don't make any promises," she says.

For those who have not yet figured out the FCC's new cable rate regulations (which is probably almost everybody), the commission staff will hold a workshop on the new rules for the industry, press and public on May 13 in the commission meeting room. Although the FCC will not take questions at the workshop, confused persons can submit questions in writing by May 7 to Bruce Romano, FCC, 2025 M Street, NW, Room 8010, Washington, D.C. 20054. Romano's number is 202-632-5414.

The latest paper by anti-violence group Harry Frank Guggenheim Foundation, "The Problem of Media Violence and Children's Behavior," released last week, registers concern that although network television agreed last year to police itself with a set of television violence standards (BROADCASTING, Dec. 14, 1992) as set forth in the 1990 Television Violence Act, violence on TV has continued to increase. ■



Washington Watch

Edited By Harry A. Jessell

Continental

Continued from page 27

duction subsidies to questions of competitiveness.

According to Jean-Pierre Paoli, director of international relations for leading French commercial broadcaster TF1, the French market will require significant regulatory liberalization before the country is ready to move to the forefront of TV.

While Paoli says TF1 is very interested in the development of new technology, he acknowledges that France is underdeveloped to receive the fruits of the technological revolution: the country claims only 800,000 cabled homes and fewer than 50,000 satellite dish homes.

"Our [TF1's] first goal is to stay the market leader in France, but we know the future belongs to pay TV," said Paoli. "Within 10 years, the majority of revenue will come from subscription, as ad revenue slips to less than 50%."

Paoli will lead a contingent of TF1 executives later this spring on a technological "fact finding" tour of the United States and meet with their counterparts at ABC and Turner Broadcasting.

The technological playing fields may be far from even, but Europe is looking to the gap.

TCl drives technological pace car

TCl Executive Vice President Fred Vierra, whose company hopes to lead American TV's technological revolu-

tion, captured his multinational audience with the image of a transcontinental data superhighway delivering interactive information and entertainment.

"We are now becoming a telecommunications company in the broadest sense," said Vierra. He stressed that the costs of such tandem programming and technological development are so great worldwide that no one company will be able to succeed alone. "We're entering a new era of joint ventures and partnerships," said Vierra. Most important, "to pay the capital costs, we must find product that customers will pay for—the so-called tolls on the information highway."

Now holding investments and major partnerships in numerous international markets, TCl, says Vierra, is trying to

HEAD ENDINGS

A&E powers up

The Arts & Entertainment Network has scheduled 520 hours of first-run series and specials to debut during "A&E Fall Premiere Week," Sept. 5-11. The number of prime time hours of first-run product for the 1993-94 season is up from 447 last year, representing a 17% boost for the network. Joining the A&E schedule will be three new series: *Civil War Journal*, a history series based on archival material, Wednesdays at 8 p.m. ET; *Ancient Mysteries*, Fridays at 10 p.m. and *A&E Mystery Movie*, Tuesdays at 9 p.m. Special programming for the fall will include *Framed*, a two-part made-for-TV suspense movie starring Timothy Dalton, premiering Sept. 19 and 20; *A Year in Provence: Fall*, Oct. 3, and *The Story of Dogs*, Dec. 5.

All in the channel

The Family Channel has renewed five original series for fall 1993, representing 143 additional episodes for prime time. Returning are 52 additional half-hours of *African Skies*, starring Catherine Bach and Robert Mitchum; 26 new episodes of *That's My Dog*; 28 new episodes of *Big Brother Jake* and 20 new episodes of *The Legend of Prince Valiant*. The six animated *Madeleine* specials that previously ran on the network will be joined by 20

new episodes to create a weekly half-hour series this fall. *Maniac Mansion*, *Rin Tin Tin K-9 Cop* and *The Adventures of the Black Stallion* will be stripped on a weekday basis.

Cable calling

Southwestern Bell Corp. and Cox Cable Communications have completed an agreement to provide cable TV and telephone services in Britain. As part of the deal, Cox will hold a 25% stake in existing cable TV and telephone operations owned by Southwestern Bell International Holdings LTD.

New stripe

News America has named Joseph W. Cece executive vice president of News America Publishing, where he will be responsible for the development and implementation of *TV Guide On Screen* and will assist in evaluating new business opportunities for the company.

In the works

Lifetime has begun production in Vancouver on a new original movie, *Other Women's Children*, starring Melanie Mayron and scheduled to debut on the cable network in October.

'Equal Time' for CNBC

On May 24 CNBC will debut a new Washington-based talk show, *Equal Time with Mary Matalin and Jane Wallace*, which will air live seven nights a week at 8:30-9 p.m. ET. The issues-oriented show will be co-hosted by Matalin, former deputy campaign manager for President George Bush, and Wallace, veteran broadcast journalist and talk show host most recently seen on Lifetime and KYW-TV Philadelphia.

Country growing

Country Music Television broadened its reach in April to more than 18.9 million subscribers, crossing 31% penetration of U.S. cable TV households, according to A.C. Nielsen Co. data supplied by the network. The country music channel has grown 9.5% since December 1992.

From InSight to StarSight

Fremont, Calif.-based InSight Telecast, the interactive electronic program guide and one-touch VCR recording system set to launch later this year, has changed its name to StarSight. The privately held company is backed by Viacom International, Tribune Co., Times Mirror Cable Television, KBLCOM, Spelling Entertainment, Sumitomo and PBS.

replicate its U.S. success internationally. Already the largest cable operator in the UK, TCI hopes to wire Europe as it plans to do America. "TCI will build in Europe based on 21st-century technology," said Vierra. The U.S. telcos' primary laboratory is the UK, where TCI is building its cable territory with fiber optics. "[The UK] is the only market where you can offer phones and video; our success there has spurred us to roll out similar technology in the U.S." At the same time, Europe stands to benefit from TCI's trailblazing.

Vierra said: "The U.S. can serve as a prototype for telecommunications networks. Europe may be a decade behind us in development, but it won't necessarily take that long to catch up."

While digital compression and video on demand dominate planning agendas these days, Europe's TV executives still must contend with programming shortages. "In Europe, new technology should be a secondary concern right now," Vierra admitted. "There is a critical need for the programming that will drive the business." Despite the potential of hundreds of TV channels, Vierra maintains that the real breakthrough will be the microprocessor in the home that will allow viewers to customize the network.

Global branding

MTV is one of the largest and most successful international networks, available in 215 million homes in 75 countries. MTV's Tom Freston stressed the idea of global networks based on single brand names, as well as the emergence of broad, multinational corporate affiliations and joint ventures to build such regional outlets.

And countries that try to restrict international broadcasts may be fighting a losing battle. Freston noted that in China, the satellite boom is bypassing governments and turning consumer heads. "Dictatorships are not what they used to be; satellites broke down terrestrial boundaries," he said.

Also living off a strong brand identity, Walt Disney is moving cautiously into international waters. "We've been accused of rushing to the edge of the water and refusing to jump in," said Disney's vice president of worldwide pay TV, Hal Richardson. "We will, at some point, launch a channel in Europe, but it's an expensive proposition; our first desire is to increase awareness of Disney product." ■

IFE, BSkyB to merge

UK Family Channel to be part of 'mini-pay' package

By Meredith Amdur

International Family Entertainment will join British satellite pay service BSkyB when its UK Family Channel takes to the air this coming fall on Astra 1C.

In an effort to secure adequate subscription revenue for its first international launch, the channel will form part of Sky's planned "mini-pay" package of up to 10 channels, which reportedly will cost up to £4.99 per month (\$7.85). BSkyB now reaches roughly 3 million of the UK's 22 million TV homes via satellite dish and cable.

Discovery Europe, Bravo, the Children's Channel and Sky One are also expected to be part of BSkyB's basic tier.

According to Michael Quintana, manager of European Business Development for The Family Channel, adequate subscription revenue is essential to the channel's eventual profitability because of the relative size of the domestic advertising market. "The big difference between here [the UK] and the United States is that at home, our ad revenue is 50% higher than subscriber fees; here it will be just the opposite," Quintana says. Since BSkyB currently holds a virtual monopoly over encryption technology (supplied by sister News Corp. affiliate News Datacom), Family had little choice but to join the UK satellite package.

IFE has made its move on the European market with a major investment in an overseas company, having acquired former ITV broadcaster TVS along with its wholly owned Los Angeles-based production company MTM for \$93.6 million in February. The merger of the two companies has resulted in a potent programming base from which to launch the UK channel. MTM, a loss leader for TVS, has a library of 2,000 hours, while TVS's own library contributes 800 hours of British production.

Having recently received its broadcast license from the Independent Television Commission (ITC), The Family Channel hopes to adopt a decidedly British flavor in its program-

ing lineup.

IFE, which is engaged in several international series co-productions, such as *African Skies* with Germany's BetaFilm and *Man from Snowy River* with Australia's Channel 9, will be looking to acquire and eventually commission local British programming as well as pursue further co-production ventures for use on both its domestic and British channels.

"We definitely want more British programs, but no deals have yet been signed," says Quintana.

Prior to the completion of the TVS deal, IFE ran a week-long December trial of its family-oriented entertainment on several British cable systems to assess viewer response and ratings. Airing a mixture of Family Channel originals such as *Border Town*, *Maniac Mansion* and *Big Brother Jake* and acquired classics such as *Bonanza*, the service outperformed UK standards MTV Europe, Discovery, Bravo and Superchannel. Yet the channel will meet stiff competition in viewing share from general entertainment channel Sky One, as well as other expected new channel exports from the U.S.

Unlike other pending European launches such as Turner's TNT/Cartoon Network and USA Network, Family is taking the continent on a more cautious country-by-country basis.

"A lot of people have tried to be Pan-European," says Quintana. "We will be on Astra and thereby have access to dish homes from Iceland to Czechoslovakia, but our core business is the UK. We will work our way into other markets."

Quintana acknowledges, however, that the company is discussing cable and satellite options in other European countries. "We're talking to many different groups and have several options," he says.

In addition, both Asia and Latin America are part of Family's global agenda. International is important to the company's growth strategy, says Quintana: "In the States, with penetration slowing and cable fees curbed, we're saturated; international is the place to be." ■

Advertising & Marketing

Early NBA playoffs show ratings bounce

Media blitz around name players just one factor cited for growing attraction and audience for basketball

By Jim Cooper

Preliminary overnights for the National Basketball Association playoffs that began May 1 on NBC show ratings up slightly from last year.

The first of the two playoff games on Saturday got a 5.2 rating, flat from last year. Ratings for the second game rose from 4.9 to 5.3. Sunday's three games received 6.6, 8.1 and 8.8 numbers. Only two games were played on Sunday last year—their numbers were 5.9 and 6.8.

The playoffs are "becoming an event," said John Kosner, the NBA's vice president of broadcasting, adding that playoff ratings in the early 1980s were "far from memorable."

CBS's NCAA coverage, which enjoyed strong ratings among young male viewers, left high expectations that the NBA playoffs would attract that audience plus other less traditional basketball viewers.

TNT has also been pleased with its numbers during the first round of the playoffs. The ratings as of early last Tuesday showed viewing through nine games averaged a 2.6 rating, reflecting 1.5 million cable-viewing households. That is up 18% from last year's average 2.2 (1.2 million cable-viewing households). This is the fourth year in a five-year contract between TNT and the NBA.

"We're on the brink of our best year," said Kevin O'Malley, senior vice president, Turner Sports. He said the high early numbers should go even

higher as the elimination rounds heighten the excitement.

"Basketball is booming," said Kosner, describing an increasingly strong relationship between the sport and large sponsors such as Nike and Pepsi that are "pouring money" into advertising and expanding the audience. "People pick up on that," Kosner said.

Andrew Giangola, a Pepsi spokesman, said a joint summer ad campaign with Reebok International Ltd. was launched during the first games of the playoffs. "It will be the centerpiece of

our summer campaign."

The \$60 million campaign features Orlando Magic star Shaquille O'Neil. "Picking up the NBA playoffs is an environmental buy, and Shaq is the newest marquee buy," said Giangola.

Created by Omnicom Group's BBDO, New York, the ads will run in a mixture of 60- and 30-second spots, said Jeff Mordos, senior vice president at the agency.

With ratings for football and basketball flagging, the strong NBA numbers have caught the attention of advertisers.

"It has been marketed very successfully," said Bill Sherman, vice president/network supervisor at McCann-Erikson. He said professional basketball players such as O'Neil have begun to take on "bigger than life" stature and attract enormous media attention.

The NBA is "no longer just a group of teams," he said. ■

ABC special hits the target

P&G show may indicate new trend: advertiser-furnished programs that are not movies; 'We're Expecting' delivered target audience of women 18-49

By Christopher Stern

It would probably be hard to come up with a television program better suited to selling diapers than *We're Expecting*, which explains why Procter & Gamble was willing to sponsor what amounts to a reality show.

The program, which aired on ABC at 10 p.m., Tuesday, April 27, followed three couples through the nine months of pregnancy up to, and including, the birth of their babies.

While the 9.1 rating/16 share may have disappointed some, the program scored a direct hit with its target audience—women 18-49.

It aired as part of a barter deal in which ABC gave sponsor P&G the time slot in return for half the commercial time. P&G used half its time for five Pampers spots and sold the other half to Prudential Insurance.

Ira Bernstein of Reeves Entertainment arranged the deal, which he says is indicative of a new trend in advertiser-furnished programs that are not

movies.

We're Expecting was created by the same producer, New Screen Concepts, that provides Procter & Gamble with *What Every Baby Knows*—a daily program on Lifetime Television.

Reeves and New Screen first worked together two years ago on another program for ABC—*Brides: A Tale of Two Weddings*. Bernstein said *We're Expecting* was originally going to be a sequel to *Brides*.

ABC liked the concept of *We're Expecting* but decided to pass on the project, saying it did not want to pay

production costs, according to Bernstein. That's when he began to organize the barter deal.

Estie Todtman, senior vice president, director of national broadcasting at Lowe & Partners, says that "advertiser furnished" programs are "definitely a trend." Todtman's firm represented Prudential in the purchase of its quarter of the advertising time on *We're Expecting*, the first time Prudential had participated in an advertiser-produced program.

Todtman says she was pleased with the strong showing among women 18-

49, although she would have liked a higher rating. "It was my first attempt, so of course I wanted a blockbuster." But *We're Expecting* was number one with women during the hour in every demographic area, including those 18-34. New parents, according to Todtman, are the perfect target for Prudential.

Bernstein says *We're Expecting* may possibly air a second time on ABC, although that remains to be determined. He is also working on a home video and on a possible repeat showing on cable, he said. ■

Cable upfront still up in the air

Little action so far; observers expect market to move when broadcast upfront is over

By Christopher Stern

Several of the largest cable networks, including Nick at Night, MTV and A&E, have made large-scale, ballroom-sized presentations, but there is still little indication about the pace or value of this year's upfront market.

Advertising agencies and networks expect this year's upfront to be a drawn-out affair, similar to last year's. Network sales executives and agency people alike say the market will begin moving in earnest after the broadcast market has moved, possibly in mid-June.

Both Betsy Frank of Saatchi & Saatchi and Jack Deitchman of Ogilvy & Mather said separately they expect this year's cable market to be a reflection of last year's in terms of pace. Its value will be determined by the broadcast market, which will begin moving this week.

Some cable networks, such as A&E and Comedy Central, say they are close to closing isolated deals but are at least six weeks away from the full-scale upfront market.

Arlene Manos, vice president of eastern sales for A&E, says her network believes this year's market is stronger than last year's, and it does not mind the more leisurely pace of cable's upfront. She says some advertisers such as autos move more quickly than others.

The Discovery Networks' Jim Boyle says the upfront market is almost an outdated concept for many

cable networks. "We really do sell all year round," he says.

Boyle says Discovery and the other larger cable networks saw little increase in ratings during the last year. He added that existing networks have to work hard to maintain their current ratings, especially when facing competition from new channels such as Comedy Central, The Cartoon Network and Discovery's own Learning Channel. Boyle estimates it could be anywhere from Memorial Day to mid-July before money begins to move into cable advertising.

Cable has a long way to go before it can compete with the broadcast networks in terms of audience share. The message that networks are trying to bring home at their presentations is the

familiar refrain of the targeted audience. One reason cable networks hold their presentations six weeks before their own upfront market is to make sure that advertising agencies do not forget cable when allotting dollars for the national market. "We can't compete with them, so we like to go before them," says A&E's Manos, referring to the broadcaster's upfront presentations.

The Cabletelevision Advertising Bureau, at least, thinks advertisers should begin considering buys in cable before broadcast. "If you indeed believe cable is the more productive household, why not buy it first?" asked Richard Thorne, CAB's vice president of national sales and marketing. ■

Wollenberg leaves Arbitron

Ken Wollenberg, executive vice president, sales and marketing, Arbitron Co., resigned unexpectedly last Monday, according to the company.

The position held by Wollenberg will be eliminated, said an Arbitron spokesman, who said the move follows the desire of Arbitron President Steve Morris "to build an Arbitron closer to its customers."

The elimination of Wollenberg's position, the spokesman explained, would place one less layer between the company and its customers.

Wollenberg was named to the then newly created position of executive vice president, sales and marketing, in April 1990.

Wollenberg joined Arbitron in 1970 as brand marketing assistant and soon became account executive, advertiser/agency sales. In 1974, he became Eastern manager of that department. He was named vice president, advertiser/agency radio sales in 1977, and then vice president, advertiser/agency television sales in 1980.

—JAC

'Techthusiasts': super consumer group

Agency studies pace-setting fifth of the population; elusive target for mass merchandisers

By Jim Cooper

They can program VCR's without agony and use pagers, cellular phones and camcorders with ease. Fluent in the languages of computers and money markets, they seek out cutting-edge electronic products to satiate a hunger for information, comfort and fun. They are "techthusiasts" and there are 37 million of them in the U.S. (20% of adults).

According to a study just released by Backer Spielvogel Bates, they are a highly selective and affluent niche consumer group. "Techthusiasts will continue to be a dynamic consumer segment well into the next decade," said Craig Gugel, head of media research and technology at Backer and editor of the study. "It's a look into the future" and how advertisers will deliver programming for the next 10 years, he said.

David Poltrack, senior vice president, research and planning, CBS Inc., said "techthusiasts" should be broken into two categories: the videophiles and the generally affluent. Videophiles are innovators, while the af-

fluent create status around a product as it is launched into the marketplace. Poltrack said the public receives status symbol cues from TV advertising. For example, to promote a laser disk player, Poltrack said advertising will not portray an electronics consumer, but instead will show "a beautiful Malibu beach home with a successful-looking couple watching television."

The technically adventurous consumer is always the "first on the block" with the latest products. Advertisers of cutting-edge products, such as portable/cellular phones or personal communications services (PCS) and instant-guide VCR systems that simplify VCR programming, recognize these consumers but generally do not launch ad campaigns targeted only to them.

AT&T's videophone was among the products the BSB study said would attract early purchases by the technically adventurous. Ray Zendetto, public relations director for AT&T Global videophone systems, said, however, the AT&T videophone has been targeted to more conventional family-oriented customers rather than high-tech

mavens. "They [techthusiasts] would be a good barometer for computers and computer data sales," said Zendetto, who added that AT&T videophone is simply a new way to use the telephone.

Nancy Levene, spokesperson for Sharp, agreed cutting-edge consumers do exist and were often early buyers of items that are now commonplace. She said Sharp does not plan to launch ad campaigns that target techthusiasts specifically, but will place ads for products such as camcorders around television programming that techthusiasts are likely to watch, such as The Discovery Channel.

Techthusiasts watch less television than other adults, according to the BSB study, which was conducted with MRI and proprietary Bruskin/Goldring data. The results showed that while their weekly viewing hours are comparable to the rest of the nation in daytime, and slightly lower in prime time, techthusiasts' total viewing hours are about 20% less than for all U.S. adults.

Their comfort with technology also might make these super consumers a challenge for advertisers to reach. Their profile suggests they place a premium on free personal time and will use their technological skills to make sure this time is not interrupted with information about products they deem useless.

Bleeping out commercials from shows taped on VCR's is an example of selectivity that will only increase with the advent of 500 channels. And with interactive television on the horizon, advertisers will have to produce ads as sophisticated as the consumers with whom they interact, concluded the BSB study.

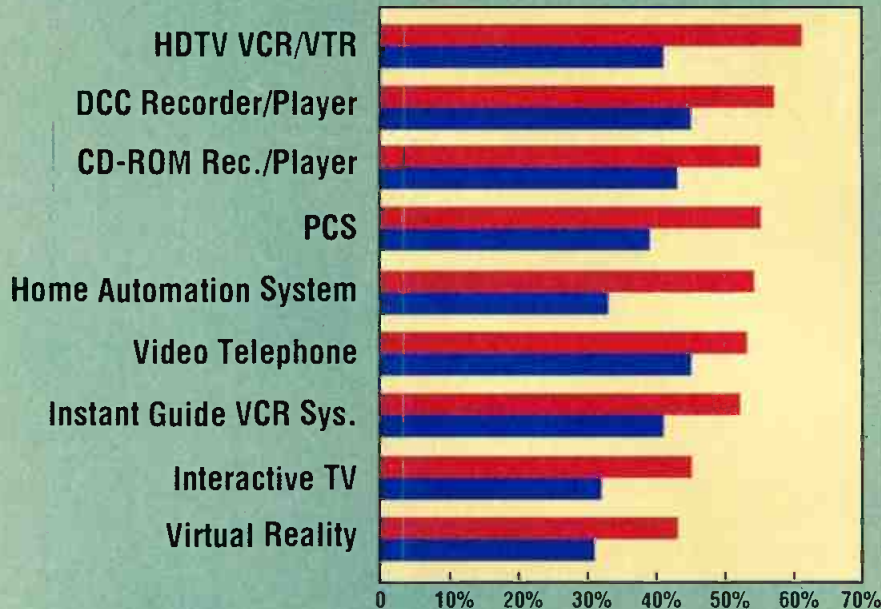
Gugel said high-tech-oriented consumers will still respond to advertising, but only in an environment suitable to their tastes. Interactive media will allow consumers to "pull in the advertising they are interested in," said Gugel.

Compared to the general population, techthusiasts can be described from both demographic lifestyle and technical purchase potential bases. As a group, they have a median household income of \$56,500, giving them

TECHNOLOGY PURCHASE POTENTIAL

TECHTHUSIASTS VS. TOTAL ADULTS — % LIKELY TO PURCHASE

Techthusiasts ■ Adults 18+ ■



Source: BSB Technocom Study, Bruskin/Goldring Research (1992)

above-average spending power. They also have completed 14.1 years of school versus the average 12.7, and at an average age of 38.2 are three years younger than the U.S. adult population. They are more than three times more likely to purchase new electronic audio-video equipment and are twice as likely to buy new food products and new home appliances than the rest of the country.

"They are the elite and the opinion-makers and the adaptors in every community," said Brad Edmondson, editor-in-chief of *American Demographics* magazine, comparing

the techthusiasts to a similar group of community members called "influentials," addressed in a similar study.

Like the influentials, Edmondson said techthusiasts serve as a first filter for products and therefore are a stepping stone into the larger market. He pointed to the fax machine as an item that innovators used decades before it was used in the mainstream. "These are people who like to experiment," said Gugel.

Techthusiasts live throughout the U.S., but are found in greater numbers in cities such as Boston, Houston, Dallas-Fort Worth and San Francisco-

Oakland-San Jose, due to the presence of major universities and technology-related companies in these areas.

"They're just going to have to adapt to it if they want to stick around," said Gugel when asked how advertisers will meet the demands of this generation of super consumers. Gugel also said advertising will have to take more of a directing marketing approach to sell specific products, such as automobile technology (air bags or anti-lock brakes), to a specific consumer niche that is interested in hearing about those products and those products alone. ■

Single source data on hold for now

Media researchers mull future applications for research

By Jim Cooper

How best to chart a course into the future of media planning and buying—and whether electronic single-source data will be a factor—was discussed last week by research and planning executives.

As part of the Advertising Research Foundation's scanner behavioral workshop in New York, the panelists discussed the fall of Arbitron's Scan America system and how and if future single-source data collection will be used.

Led by Alice K. Sylvester, vice president/senior associate media research director, the panel explored how marketers and advertisers use audience measurement techniques.

Sylvester began by asking if single-source data has a future application in media planning: "Is this something people really want?"

"Advertisers are requesting the information and using the data," answered David F. Poltrack, CBS senior vice president, research and planning CBS.

Poltrack said that "there are a lot of closet single-source users out there," but that a "chicken or egg" situation exists where researchers must have willing customers and customers must be confident that the data they are receiving are accurate.

Arbitron's Henry Laura, vice president of sales, advertiser/agency/services, explained how Scan America, Arbitron's now-defunct single-source

system, worked to record cause-and-effect relationships between the stimulus advertisement on television and buying habits. Scan America incorporated a peplemeter on television sets and a scanner wand to monitor items purchased. In a phone interview after the conference, Laura said the combination of peplemeter and wand proved unwieldy for participants who tainted the data by stopping scanning or scanning incorrectly. This, and the high cost of the project, caused Scan America to be discontinued and prompted researchers to consider whether to scrap single-source data.

Asked if he saw a return to single-source data, Laura said: "Certainly not in the short term. From a broadcast perspective, a lot of money saw no return."

The answer to harnessing single-source information, said Poltrack, is to build an analytical framework to effectively use the collected data. He suggested a user-friendly software system for media planners, buyers and researchers.

"It is time to take single source out of the closet and move media research back into the forefront of innovation," said Poltrack. ■

United Airlines takes ESPN flight

ESPN has signed United Airlines for a rotation on its international channel, which serves more than two million people in 75 nations. ESPN International serves Latin America, the Pacific Rim and Japan. United has also signed up for ESPN's multilingual service, which provides simultaneous translations in English, Spanish, Portuguese and Japanese. ESPN International is also broadcast in French, German and Dutch. The simultaneous feed allows viewers in different countries to see the same video while hearing the announcers in their native language.

United will get placements in ESPN programming including spots with the National Football League, Major League Baseball, NBA Basketball and the Brazilian soccer league.

In most of the markets, ESPN provides a mix of local and international coverage, said Michael Fox, director, international sales and advertising. Other American advertisers on ESPN International include Visa, Coca-Cola and Anheuser-Busch.

ESPN International offers viewers five NFL playoff games, more Indie Car racing than airs on ABC, and the NBA finals, said Fox. —CS

Technology

SSI links computers and TV sets

New processor would be nerve center for computer/home theater system

By Sean Scully

The day when your computer and TV are closely linked may be near at hand.

SSI Products of Arcadia, Calif., recently introduced the System 5000 Multimedia Processor, a box designed to be the nerve center of a combined computer/home theater network.

The System 5000 features inputs and outputs for audio, video and computer signals, with the unit functioning as a switch box among the three. The tricky—and interesting—part is that by inserting a special card into your computer, you can use the System 5000 to convert NTSC video to VGA, the signal used by computers, and back again.

Sales Manager Michael Gentry said this leads to some exciting applications. For example, you could plug your NTSC camcorder into the box, convert the signal to VGA, transfer it to the hard drive of your home computer, run the signal through animation programs, convert the signal back to NTSC and record it on your VCR.

You could also use the box to monitor your home computer while you are watching television, or the computer



The System 5000 promises to bridge the gap between television sets and computers, creating a computer-driven home theater.

to monitor the security system at your office. If a fire or break-in occurred while you were watching television at home, the computer could flash a box on the screen, alerting you to the problem and reporting the current situation.

SSI is working with a company called "Air Mouse" to develop a wireless mouse that could control a

home computer from the TV screen.

The NTSC-VGA converter card will be available for IBM-compatible PCs about September. A Macintosh version might be available next year, Gentry said.

The System 5000 is an effort to get a jump on some emerging trends, he said. "Around the turn of the century, judging by what the market is doing, you're going to go home and go into virtual reality, versus watching a movie now. You may be able to rent a reality like you watch a video."

Of course, this is more than simply a business decision, he said. "I'm a real game player," he admitted. "I'm looking forward to virtual reality games, driving and flying."

Gentry said he and his colleagues looked at the possibility of creating an interface between computers and video and discovered it wouldn't be that difficult.

"We were actually very surprised, because it's so easy to do," he said. "We're thinking maybe we found a niche here." ■

TI debuts compression chip

Texas Instruments will offer a single dedicated chip for use in audio compression and decompression. Company spokesman Ron Slaymaker said the chip will allow electronics and computer manufacturers to begin putting compressed audio into consumer products. Unlike other compression and decompression products, he said, the new DSP TM320AV110 will offer MPEG-2 compatible service within a single unit. Since the chip is dedicated, meaning it cannot be reprogrammed, the software within it can be very precise and virtually tamper-proof. Slaymaker would not say how much the chip will cost, but it will be available for mass production in the third quarter of 1993. TI is introducing the chip as the first in a family of audio and video compression semiconductors for consumer electronics, computers and telecommunications. —SS

Standards are operating procedure for computer graphic, editing companies

Companies work to make hardware and software compatible

By Sean Scully

As computer graphics and editing become more available and accessible to broadcasters and the public, some companies are beginning to explore ways to make hardware and software more compatible.

At the NAB convention in Las Vegas, many computer companies displayed products that are interoperable with products from other companies. It appeared to be part of a larger movement to set industry standards, much in the same way that de facto industry standards emerged in the personal computer market in the late 1980's.

Possibly the largest such attempt to set a standard was led by hardware manufacturers Avid and Silicon Graphics. The two companies have been working together since last summer to create the "Open Media Framework Interchange" standards unveiled at this year's NAB.

Avid Corporate Communications Manager Mimi Englander explained that Avid and Silicon Graphics are trying to bring together all the various hardware and software systems in use by broadcasters and producers.

"What we're saying with Open Media Framework is it doesn't matter what platform you're using," she said.

The basic standards for OMF are free and available to the public. They specify basic elements to be included in software to insure compatibility between the participating systems.

Getting involved in OMF is quite simple, said Avid Marketing Engineer Fady Lamaa. Manufacturers need only call Avid to get the specifications to write their own OMF code. For only \$25, however, Avid will send a copy of the code already written and ready to use on most common computer platforms, such as Macintosh and Silicon Graphics. For more complicated or exotic computer systems, Avid will provide the source code, again written and ready to use, for \$250. With the source code, Lamaa said, a programmer can fit his software into any computer

system.

The price is a one-time fee, Lamaa said, and the manufacturer is thereafter free to use it in any way he sees fit. A manufacturer using the OMF code is free to use the trademarked "Open Media Framework Interchange" name on a product package as long as proper credit is given, Lamaa said.

Unfortunately, the full set of prepared codes is not quite ready. While

Avid and Silicon Graphics are trying to bring together all the various hardware and software systems. "What we're saying with Open Media Framework is it doesn't matter what platform you're using."

Avid's Mimi Englander

the specifications are already available, the object and source codes will not be ready until June. Even so, Englander said, about 100 manufacturers are participating in the OMF. Ten of them took part in a large-scale demonstration of OMF prototypes at the NAB convention.

As OMF develops, Lamaa said, Avid may set up industry review groups to study the standards. In the early development phase, there was a large working group to advise the company on the standards. For the moment, though, Avid is relying on users to offer input directly by telephone and fax. OMF is still a new concept, so Avid isn't quite sure how it will develop.

Lamaa said Avid was driven to take the lead in this project partly as a cost-

saving move. Avid customers would call and ask how to interconnect Avid products with other systems. Avid engineers would spend time interconnecting machines on a case-by-case basis. Lamaa said the cost in engineering time began to mount, and it became obvious that some sort of compatibility would save time and money.

"[We said] we know what the solution is, so why not?" he said.

Among the companies supporting OMF is computer animation software manufacturer Alias. President Phil Neray said the company is attempting to make its powerful animation packages—which have been used on several high-profile Hollywood films, including "Terminator 2" and "The Abyss"—more accessible to users. In addition to subscribing to OMF, Alias is introducing the 3DCD, a CD-ROM library of three-dimensional models, textures and animation sequences that a user can call upon to create his own animation.

The beauty of such a library is that users no longer have to build animation from the ground up—a casual user can call on the library for a template, a human figure for example, then modify it and make it do whatever is necessary. This fits in with a general trend several people pointed out at NAB. Animation and computer graphics, like personal computers, are becoming more complicated yet easier to use. A person can now sit at a computer or graphics workstation and run programs of incredible complexity and power without knowing a single line of computer code.

Among other manufacturers supporting the OMF are Xaos Tools, which produces character generator nTITLE and animator Pandemonium, and Accom, which produces a Silicon Graphics-based real-time optical disk recorder called Work Station Disk. Also supporting OMF are such high-profile names as Abekas, Apple Computers, AT&T, C-Cube Microsystems, Chyron, Digital Equipment, Grass Valley Group, Hewlett Packard, JVC, Mitsubishi, Polaroid, Studer, Kodak and Thomson Broadcast. ■

Cyclesat hopes dish market is flat

Company will market flat antenna that can be nailed to wall or set on roof or ground

By Sean Scully

The satellite dish has become a familiar—and some say unsightly—part of American life in the past few years. An Iowa company says it has a product that may make those dishes disappear.

Cyclesat, based in Forest City, is preparing to market a flat satellite antenna that can be nailed to a wall, set on a roof, or even laid flat on the ground, said President Loren Swenson.

The antenna is a half-inch-thick circular sheet of injection-molded plastic. The receiver, the LNB, is suspended in front of the antenna on a metal tripod, much as it is in a conventional parabolic dish. Unlike parabolic antennas, which focus the signal on the LNB with the curved sides of the dish, the flat antenna focuses on the LNB by simply reflecting the signal. The internal structure of the plastic can be used to direct the signal at the LNB, Swenson said. In installing the antenna, you have only to make sure the plastic dish is oriented properly to maximize reception from a specific satellite.

Since the antenna doesn't need to be focused narrowly on a single point, as does a parabolic antenna, it may be possible to receive signals from several satellites at once, he said. Cyclesat is experimenting with multiple LNB arrangements.

The antennas can easily be disguised, Swenson said. The plastic can be painted without affecting its performance as an antenna.

The first unit, due in September, will be a single-satellite, Ku-band, one-meter antenna. Later the company will add larger antennas and probably will make C-Band models.

Instead of selling the antennas on the consumer market, Cyclesat will concentrate first on selling to large-volume users of antennas, such as direct-broadcast satellite companies and network operators. Later, if business is good, the flat antenna may be available on the home market.

While the cost is still under study, Swenson said, it seems fair to estimate that each one-meter, single-satellite

antenna will cost between \$300 and \$400. "There aren't many parabolic dishes of any kind out there for less than twice that much money," he said.

Swenson said he first saw the antenna demonstrated by Flat Antenna Company, Ltd., the British company that owns the patent. A demonstrator tossed the antenna on the ground and, holding an LNB in his hands, focused on a satellite signal that Swenson used in his business. Swenson was so impressed by the performance and the projected cost of the unit that he gained exclusive North American rights to the product.

Cyclesat will manufacture the antennas in North America through plants owned by its parent company, Winnebago. He pointed out that Winnebago, a well-known name in the manufacture of mobile homes and recreational vehicles, has plenty of experience with plastics.

Swenson himself will be a customer once the dishes go on the market, he said. Cyclesat specializes in delivering commercials from ad agencies to a network of stations across the country. He said he has considered expanding into the radio market, and a cheap and efficient antenna like this could bring start-up costs to a manageable level. ■

Paving the road to HDTV

Manufacturers unveil advanced TV advances

By Sean Scully

Although no broadcast standard has been established, many transmitter companies are already thinking about high-definition television.

At the National Association of Broadcasters convention in Las Vegas last week, the largest antenna and transmitter companies displayed products that they say will ease a broadcaster's transition to HDTV.

Andrew, for example, displayed a new side-mounted antenna to handle whatever tomorrow's HDTV signal may be. Business Unit Manager Barry Cohen said side-mounted equipment is important for broadcasters, since stations are in a tough position: they will not have enough space or money to build new HDTV transmitter towers, yet they will not be able to turn off their NTSC transmitters for years. Unfortunately, NTSC transmitters occupy the tops of existing towers. The broadcaster, therefore, will have to resort to side-mounted antennas to transmit HDTV until NTSC is phased out. The latter can also be used today to transmit standard NTSC signals.

Since the tower itself can block the signal from side-mounted antennas, Engineering Manager Ed Ostertag

said, Andrew will also help clients place the antennas correctly so as to reach their intended audiences.

Jampro, meanwhile, is offering an antenna that will replace current side-mounted units. Using an improved version of the standard panel antenna, Jampro's JDMP Dual-Mode Panel Antenna will allow broadcasters to transmit HDTV and NTSC signals simultaneously. For broadcasters with top-mount, omni-directional antennas, Jampro offers the JDMB Dual-Mode Batwing Antenna, which, like the panel antenna, allows simultaneous broadcast of HDTV and NTSC.

Transmitter manufacturers are also thinking ahead. Harris-Allied has designed the Sigma series of transmitters using two 30-kw Inductive Output Tubes. The Sigma transmitters can deliver up to 60 kws of NTSC signal. When a station converts to HDTV, the broadcaster can install one 60-kw NTSC tube and one 60-kw HDTV tube, allowing one transmitter to send out both signals simultaneously.

Also entering the world of HDTV transmission is Acrodyne, of Blue Bell, Pa. At the NAB, Acrodyne unveiled ADAM (Acrodyne's Digital Amplitude Modulation), basically an RF powersource cycled at a rate high enough to transmit a digital signal. ■

Classifieds

See last page of Classified Section for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

Sales manager: KFAM is a 50kw AM radio station in the Salt Lake City market. We are looking for the right person to manage our sales dept. Please send application to PO Box 700, Bountiful, UT 84010. EOE.

Liggett Broadcast Group flagship WFMK is still seeking a top notch GSM. Send resume to: VP/GM, WFMK, PO Box 991, East Lansing, MI 48826. EOE.

Roth Communications has openings for a general sales manager at two of our radio stations. Prior successful sales management track record is a must. If you are a motivator, and enjoy selling send your resume to Peter S. Crawford, Executive Vice President/Group Manager 3 Woodland Road, Stoneham, MA 02180. EOE.

General sales manager wanted: KHTX/KRSO Riverside/San Bernadino seeks general sales manager. Minimum 5 years sales management experience required in top 30 market, preferably in Southern California. Resume to Jeff Salgo, VP & General Manager, PO Box 50005, San Bernadino, CA 92412. 909-384-9750. EOE M/F.

General manager: SE Arizona AM/FM, soon an AM/FM/FM. 40,000 main market, additional 10,000 in new market. These top stations need sales oriented GM to achieve next level. Strong references a must. Interest in ownership a plus. EOE. Resume to GCS Broadcasting, 2325 East Grant Road, Tucson, AZ 85719.

GM, immediate opening, salary, commission on gross, buy-in option. 2-station, small market group. Rush resume. WSJR-AM/WLVC-AM, 6 Tenth Ave., Madawaska, ME 04756. Great first management/ownership opportunity. EOE.

HELP WANTED SALES

Sales position: Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (40 years). Radio sales management experience required—full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Resume and recent picture to: John Gilmore, President, CCA, PO Box 151, Westport, CT 06881. EOE.

General sales manager for successful state radio news, agri-news, and sports networks. Three-five years successful track record as manager necessary to apply. Send letter and resume to Vice President/General Manager, PO Box 3691, Baton Rouge, LA 70821. EOE.

Rock & Roll radio account executive: WXTB-FM/98Rock, Tampa, has an opening for an experienced radio rep with one to three years of experience and a proven track record with direct retail & some agency accounts. If you can sell current based Rock & Roll, want to live in a great climate & work for a great company, send cover letter and resume, including references to: General Sales Manager, WXTB-FM, 2 Corporate Drive, Suite 550, Clearwater, FL 34622. No phone calls please. WXTB-FM is owned and operated by Great American Television and Radio, Inc., an equal opportunity employer.

Director of sales development: Our sales volume is growing, our sales staff is expanding. We are looking for an experienced sales professional to take on the responsibility of training and developing our new sales hires. Success in this position will lead to sales management. We are a major group operator so there is ample opportunity for advancement. Our executives know about this ad. Please write in confidence to Box C-8. EOE/MF.

GSM: We've ripped the lungs out of the heritage AOR, and now we want to win on the streets! Poughkeepsie NY Z Rock affiliate is accepting resumes for aggressive, street smart, no B/S sales leader. Packaging and creative concept sales ability a must. Train young dedicated sales crew to next level of sales success. Resume and cover letter outlining your sales concepts to: WBWZ, GSM Opportunity, PO Box 984, New Paltz, NY 12561. EOE M/F.

Top rated Classic/AOR rocker in Southwest growth market interviewing for dynamic general sales manager. Demonstrate a proven track record at building winning sales organizations. Include your resume and an outline of how you did it, and the results you achieved. You'll work in a quality atmosphere, earn top pay, receive good benefits and be eligible for promotion to general management. All replies confidential. Reply to Box C-9. M/F EOE.

National sales manager: Do these questions describe you? Do you have three or more years of experience in selling to advertising agencies? Are you a natural at building a convincing case for your station with each customer? Can you be direct and convincing when you know it's right for the client? Are you driven to be the best? Do you always live up to your commitments even if it means going the extra mile? Do you have the natural ability to get others to like you? Are you a highly disciplined individual who always sees projects through to completion? If so, WGAR, Cleveland's top-rated radio station may have a position for you as national sales manager/new business development manager. We're part of Nationwide Communications Inc., a company focused on excellence and committed to the development of its people. We offer an excellent compensation plan with incentives, comprehensive benefits package and a chance to join a secure company with a strong sense of customer mission. Thorough knowledge of Arbitron is a must. The ability to create solutions, and the willingness to explore new areas of revenue are also critical. If you're ready to make a long-term commitment and want to know more about this opportunity, call John Blassingame, 216-328-9950, Monday-Friday, 9am-5pm EDT. WGAR-FM, Nationwide Communications Inc., is an equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED TECHNICAL

Radio chief engineer: Major market AM/FM combo seeks highly skilled broadcast chief engineer with top notch organizational, technical and communication skills. Individual must possess qualifications and abilities in all aspects of broadcast engineering including design, installation, maintenance and repair of studios for AM directional and FM transmission facilities. Minimum of Associates in Engineering, FCC General Telephone license, SBE certification and/or IEEE membership a plus, computer skills needed. Send letter and resume to Box L-3. EOE.

Technical: 9 station PA/WV/OH radio group seeks experienced engineer. Must possess qualifications and abilities in all aspects of broadcast engineering, including installation, maintenance and repair of studios & AM/FM transmitters, hands-on skills mandatory. Send detailed resume with references and salary history to: Niltany Broadcasting, Box 888, State College, PA 16801. EOE.

HELP WANTED NEWS

Looking for strong anchor and solid journalist with midwestern roots. Minimum 5 yrs experience; college degree preferred. Send resume, tape and writing samples to: Kit Borgman, News Director, WCCO-AM, 625 Second Ave. So., Minneapolis, MN 55402. 612-690-0690. EOE.

News personality for Country FM zoo. Females encouraged. Entry level near Phoenix. Short money long hours, creative? Excellent opportunity to develop future. Sales required. Tape, photo, resume returned. Box 292, Miami, AZ 85539. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/announcer (2 positions): Degree in broadcasting, communications or related field, or commensurate experience preferred. Two to four years of active radio broadcasting experience preferred. Working knowledge of music (Jazz), extensive radio production skills, FCC rules and regulations, PC experience preferred. Knowledge and experience with National Public Radio and public broadcasting as well as good communication skills desirable. Responsibilities: On-air duties including hosting jazz programing; extensive production work including local and remote programs, features and promos. Salary competitive with excellent fringe benefits. Send cover letter, resume and audition tape (on standard cassette, non-returnable) to: General Manager, West Michigan Broadcasting, 301 W. Fulton, Grand Rapids, MI 49504-6492. Candidates must be willing to work nights, overnights, weekends and holidays as needed. Deadline for applications: May 21, 1993. EEO/AA/ADA.

Program manager: Degree in broadcasting, communications or related field, or commensurate experience preferred. Two to four years of active radio broadcasting experience preferred. Working knowledge of music (Jazz), extensive radio production skills, FCC rules and regulations, PC experience preferred. Knowledge and experience with National Public Radio and public broadcasting as well as good communication skills desirable. Responsibilities: Supervise programing and production operations of WGVU AM/FM including music, news and talk formats. On-air duties as required. Coordinate operations with other departments within West Michigan Public Broadcasting. Salary competitive with excellent fringe benefits. Send cover letter, resume and audition tape (on standard cassette, non-returnable) to: General Manager, West Michigan Public Broadcasting, 301 West Fulton, Grand Rapids, MI 49504-6492. Candidate must be willing to work nights, overnights, weekends and holidays as needed. Deadline for applications: May 21, 1993. EEO/AA/ADA.

HELP WANTED ANNOUNCERS

Programing/announcer: PD needed for market leader CHR in central PA smaller market. Seeking dynamic PD/AM or PM drive announcer to keep us top rated and reach higher goals. Must know promotions, music, and have people skills plus an intense desire to win! Send T&R plus salary history to Box C-10. EOE.

HELP WANTED PERSONALITY/TALENT

WNAW... A small market, full service, community radio station has an immediate opening for an on-air talent with a strong news background. We expect applicants to have a college degree, some commercial experience, and a desire to learn. EOE. Send resume and tape to: Berkshire Broadcasting Co, PO Box 707, North Adams, MA 01247. Attn: Cory Thurston.

SITUATIONS WANTED MANAGEMENT

Group owners: Profit oriented GM and/or COO. Currently employed; 20+ years major market management, sales, programing, LMA, ownership experience. If you need to add leadership, stability and superior people skills to your group, let's talk. Equity participation considered. Call 1-800-723-4666.

18 yr. vet. small market GM, looking for "last" move. Hard-working, can do it all. 8 years at present GM job. Prefer Southeast, especially Carolinas. Reply to Box C-11.

SITUATIONS WANTED CRITIC

"The movie guy" supplies customized radio film reviews with crystal-clear movie sound. Call Paul Chambers at 214-352-3232.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer seeks work in New York state, NYC, New England, NEPA, or NJ. Full or part time. Call 919-643-3614.

SITUATIONS WANTED NEWS

Experienced sportscaster is anxiously waiting for your call. Call Mike 618-654-5064.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award winning copywriter and producer looking for position. Have production director experience. Prefer Midwest, will consider all. Send station and salary info to Box C-4.

Unplayed records don't have grooves. Agree? Don't hire Janet Lynch 502-895-5888. Management—6yrs. marketing entrepreneur 3 yrs. pt announcing, research. Wannabe PD announcer.

TELEVISION**HELP WANTED SALES**

Account executive wanted for CBS affiliate in top 50 market located in the Southeast. Candidates must be aggressive and possess good presentation, negotiation and closing skills. Should have at least 3 years broadcast sales experience. College degree preferred. Affiliated is owned by a major broadcaster. Reply to Box C-13. EOE.

Local account executive: Leading NBC affiliate in SE is seeking an experienced local salesperson. Strong new business development skills a must. Experience with TV Scan, Marshall Marketing, BAR a plus. Minimum three years experience. Send resume to Penny Henderson, HR Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. No phone calls please. EOE.

Account executive: Minimum three years experience. Motivated individual with proven track record. Willing to develop new business in a stable Northeast market. A Viacom owned and operated station. Qualified applicants should send their resume to Box C-5. EOE.

HELP WANTED MANAGEMENT

President and general manager: Great Dayton Public Television. The Board of Trustees of Greater Dayton Public Television (GDPT) invites applicants for president and general manager. The organization is licensee of two CPB qualified public television stations (WPTD/Channel 16 in Dayton, Ohio and WPTO/Channel 14 in Oxford, Ohio) and a multi channel ITFS system. All operations are controlled from GDPT's TeleCenter in downtown Dayton, a contemporary administrative, production and teleconference facility recognized for both architectural and technical design. The successful candidate will have significant experience in senior administrative capacity in the telecommunications industry and/or experience as a chief executive officer. Public broadcasting experience a plus. Strong management and communications skills are important as is the ability to work with the board of trustees, the staff and volunteers to pursue a strategic direction of meeting critical educational and public service needs by building on a tradition of excellence. Bachelor's degree is required, graduate and post graduate degrees are a plus. Competitive salary and benefits. Please respond as soon as possible by sending a letter of application, resume, references to: Doris Poniiz, Chair of Search Committee, Greater Dayton Public Television, TeleCenter, 110 South Jefferson Street, Dayton, OH 45402. Applications must be received by 5:00 p.m. May 26th. Great Dayton Public Television is an equal opportunity employer.

National sales manager: Top 40 Eastern market. FOX affiliate. Prefer NSM sales experience. Reply to Box C-12. EOE.

HELP WANTED TECHNICAL

Chief engineer needed for upstate New York, VHF affiliate. Strong personnel, administrative and hands-on technical skills required. Send letter and resume to Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Highly motivated chief engineer needed for growing UHF independent in Las Vegas NV. Must have a minimum of 3 yrs experience in the repair and maintenance of Sony 3/4" VTRs and UHF transmitters. Send resume and salary history to KFBT, 3840 S. Jones Blvd., Las Vegas, NV 89103. EOE.

Maintenance engineer: KSBW-TV in Salinas, CA is looking for a maintenance engineer with a minimum of 2 years experience. Applicant should have experience with broadcast and industrial VTRs and be able to trouble shoot to the component level. A FCC license is preferred. Send resume to CE, KSBW-TV, PO Box 81651, Salinas, CA 93912. EOE. No phone inquiries.

Computer training support: Put your news experience to work in a rapidly growing company Softech Systems, Inc. is looking for an experienced news person to provide training and technical support for its premier automated newsroom system, NewsView. Position is in the Washington, D.C. area. Send resumes and salary requirements to: Michael Carque, Softech Systems, 9640 Green Gable Court, Charlotte, NC 28270. EOE.

HELP WANTED NEWS

Weekend news producer: #1 station wants aggressive producer who thinks "outside the box" and takes control of the newscast. No stackers. Minimum 3-years experience. Send resume and references to Matt Silverman, WKRC-TV, Cincinnati, OH 45219. EOE. No tapes.

Entry level reporter: Send non-returnable tape to: WQWL TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls. EOE.

News producer we want it all. We're looking for a producer who is a newsroom leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. If that's you send a non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: News producer. No phone calls please. WSYX is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

News anchor: KESQ-TV/Palm Springs (ABC affiliate) is looking for a dynamic anchor to add to our five and six o'clock newscasts. Applicant will compliment established male anchor in those time slots and produce the 5 pm newscast. BA/BS required along with at least one year of commercial anchoring and producing experience. No beginners. Minorities encouraged to apply. Send non-returnable tape resume and cover letter to Mr. Dana C. Beards, News Director, KESQ-TV3, 42-650 Melanie Place, Palm Desert, CA 92260. No phone calls! EOE.

Regional bureau anchor/reporter/photographer: NBC affiliate, WNDU-TV is looking for a journalist to operate state-of-the-art regional bureau. One person operation requires daily anchoring, reporting, shooting and editing of news segments. Send resume and non-returnable 3/4-inch tape to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Producer/associate producer: Major midwest station looking for producer/associate producer. Must have degree and experience producing newscasts, hands-on experience coordinating microwave and satellite shots, editing videotape. Strong emphasis on creative, understandable writing. Minorities and women are encouraged to apply. Send resume to Box C-14. EOE.

Network O&O seeking candidates for future openings for newscast producer and executive producer positions. Successful applicants must have major market experience, sound news judgment and exhibit innovative producing techniques. College degree required. Computer knowledge preferred. If qualified send resume to Box C-15. EOE.

Anchor/reporter: Reading, writing, and responsibility... those are the keys to landing an anchor/reporter position at this #1 network affiliate in a southeast capital city. In addition to 1-2 years anchoring experience, the successful candidate must also be able to handle producing or assignment desk duties as needed. Live reporting experience and computer knowledge are pluses. This position might require night or weekend work. Send resume and writing samples (no tapes yet) to: Box C-16. EOE.

WTLV is seeking a strong, creative candidate to help lead an aggressive news team. Two to three years front line newscast producing experience is required. No beginners. Send a non-returnable tape with your resume and newscast philosophy to Vicki Montet, Executive Producer, WTLV-TV, PO Box TV-12, Jacksonville, FL 32231. EOE.

Producer: All news channel seeks top line producer for its national news programs. Minimum five years experience producing. Excellent writing and editorial skills required. Ability to be creative for television news. Resume, tape and your best writing samples to Mike McIntee, Conus Communications, 3415 University Ave., Minneapolis, MN 55414. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Paintbox artist: WLS-TV in Chicago is seeking a part-time graphic artist with experience on Quantel Paintbox. Send resume and demo reel ASAP to: Fran Preston, Director of Creative Services, WLS-TV, 190 N. State Street, Chicago, IL 60601. 312-750-7303. EOE.

Executive producer: Supervise work of news department staff, including reporters and anchors. Coordinate news coverage and special projects with assignment editors and producers. Supervise the production aspects of the newscast. Work with the newscast producers to maintain a consistent on-air look, including formats, graphics, writing, etc. Assist in formulating policy, evaluating personnel. Must have "people skills" to work with people and lead by example. Must be willing to perform reasonable additional duties as assigned by the news director. College degree preferred in journalism or communications. Minimum three years experience at a commercial television station as producer. Please apply to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

Promotion director KOAT-TV Albuquerque. New Mexico. We are looking for an organized individual with excellent leadership skills to manage our promotion department. The successful candidate must have strong on-air creative skills & sales promotion experience. The successful candidate will be an individual committed to continued excellence in the promotion of Albuquerque's number 1 television station. A desire for mild weather & breathtaking Southwestern sunsets is helpful, but not required. No phone calls! Send resume & salary requirements to Peter Smith, Vice President/Promotion, Pulitzer Broadcasting Company, 101 South Hanley Road, Suite 1250, St. Louis, MO 63105-3428. KOAT-TV is an equal opportunity employer.

Director/TD: Southwest Louisiana station is seeking a technical director with 2+ years solid on-line experience in producing and posting commercial TV spots. Excellent execution in the operation of Ampex AVC-33 switcher, Ampex ADO, Ampex ESS-3 still storer and knowledge of character generator required. Position requires some newscast directing, the ability to work well with people and good organizational skills. College degree also required. If qualified, send letter, resume, recent non-returnable tape, and salary history to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Production manager: Tropical booming Pacific Rim location, island of Guam. Manage a staff of 15 who produce an award winning 1 hour nightly newscast daily, and weekly call-in talk show, local live sports broadcasts, elections, parades, and much more. Excellent wage and benefit package for an intense highly motivated, experienced person. Contact: Harrison Flora, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

Camera person-travel assignment: Producers of travel-related programming seeks camera person for unique, short-term assignment (1-6 mths). Need quality, BETACAM footage (no audio) from cities around the world in exchange for expense-paid travel (airfare, hotel, daily allowance). Please forward a non-returnable VHS copy of resume reel to: TMC, PO Box 4000, Plymouth Meeting, PA 19462. EOE.

SITUATIONS WANTED MANAGEMENT

Consulting, trouble shooting, training, etc. Former traffic manager with eight years experience, all aspects Columbine traffic system. Reasonable rates. Also available for temporary work. Call Flo. Compu-Con Plus. 508-673-7483.

SITUATIONS WANTED NEWS

Unique interviewer Mike Wallace said it would be "utterly fascinating" to see Jan interview the political leaders of our nation. Send for a tape of Senator Biden, Congressman Hyde, Mike Wallace or others to see for yourself. Call Jan Helfeld 809-791-5664.

Entry-level reporter. Need Asian male journalist? I'm fresh from extensive 18-month internship with San Diego's NBC affiliate. Can report, write, shoot, edit. Great voice, delivery and degree. Will relocate. Take a chance! David deFiesta-Mance 619-423-6225.

MISCELLANEOUS

Sportscaster opportunities nationwide! Television/radio. Anchors, reporters, talk show hosts, play-by-play (including minor league baseball and major college football/basketball). Referral and agent representation also available. Media Marketing/THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

HELP WANTED ADMINISTRATION

Roy H. Park School of Communications: Director Ithaca College Communications program in Los Angeles. Ithaca College invites applications for the position of director of the Ithaca College Communications program in Los Angeles. It is a twelve-month administrative position reporting to the Dean of the Roy H. Park School of Communications, and begins July 1, 1993. The director will work with the dean, faculty and staff of the Park School of Communications in the academic and administrative coordination of its Los Angeles program. Specific responsibilities include coordination of student academic affairs, including advising, orientation, registration, course scheduling, performance review, and student records; curriculum development; develop and supervise required internships; develop and maintain industry contacts in communications; supervise assistant to the director; recruit, supervise and evaluate faculty and staff; establish and maintain contracts for housing and other services. The successful candidate will possess effective organizational and communication skills. A terminal degree (Ph.D., M.F.A. or Ed.D.) in communications or related field is required. Successful teaching and administrative experience, as well as demonstrated knowledge of media industries in Los Angeles, desirable. Salary is competitive and rank will be commensurate with qualifications and experience. Ithaca College is the largest private, residential, four-year comprehensive college in New York State with an undergraduate enrollment of approximately 6,200 students. The Roy H. Park School of Communications is one of four professional schools within the college and enrolls approximately 1,000 majors in three undergraduate departments (Television-Radio, Cinema and Photography, and Corporate Communication). Major degree programs in Journalism, Media Studies and Telecommunications Management, and a B.F.A. in Film, Photography and Visual Arts are also offered. The Graduate Studies program offers an M.S. in Communications. Send vita, statement of interest, and names, addresses and telephone/fax numbers of at least three current references to Dr. Thomas W. Bohn, Dean, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850; 607-274-3895; (fax) 274-1664. Screening will begin June 1, 1993 and will continue until the position is filled. Ithaca College is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

FINANCIAL SERVICES

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call (1) 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 Eckhart, Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Beta-cam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

Harris MW50B, excellent condition, tuned and tested, lots of spares. Transcom. 800-441-8454. 215-884-0888. Fax 215-884-0738.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

For sale: 500 foot utility tower, 11 years old, in South Texas, call Chris 210-689-3333.

Save on videotape stock: Evaluated broadcast guaranteed great for resumes, editing & dubbing 3/4" 1" & SPs. Custom loaded VHS. Call I.V.C. 800-726-0241 VS/MC.

Jampro antenna: Four years old, directional, channel 49. 713-820-4900 Tim.

Used/new TV/AM/FM transmitters, one watt to 120KW, antennas, cable/rigid line, microwave systems, dishes, MA/COM radios, repair, etc. Save thousands. Broadcasting Systems 602-582-6550, fax 602-582-8229.

Available: Complete corporate audio-video Betacam SP edit suite. Component. Low usage. Could be sold in pieces. Includes Ampex CVR-507 camera package w/zoom, CVR-75 recorders, CVR-60 player, Vista 10 input video switcher, ADO-2000, ACE-200, Trident console, Dubner digitizer, switchers, controllers, editors, monitors, speakers and much more. Call 203-838-2021.

For sale equipment: Sony BVH 2000 one inch video tape machine with internal TBC. Original owner. \$20,000 or best offer. Please call 214-869-7640.

LPTV transmitters TTC 1kw (like new) Ch 59; TTC 100 watt Ch. 38. Scala 4Dr-32N array, Ch. 59; Scala 4Dr-16 array, Ch. 14 407-682-7195.

Sony PVM1270Q Video monitor \$550.00. Sony DXC1800 video camera \$1495.00. Chroma 1000 video pattern generator \$5200.00. TEK 1474 NTSC color sync generator \$1295.00. Wavetek 4500 CATV group delay analyzer \$2450.00. For more specifications/information or a brochure call Advanced Test Equipment Rentals - Sales - Service 800/404-ATEC Ext. 67.

Century21-TM Century Gold Disk music libraries: Combination AC, AC Oldies, Mellow AC, CHR, Classical hits: 232 disks \$6,900.00. Country, Traditional Country: 100 disks \$2,900.00. Urban: 47 disks \$1,400.00. Classical Rock (AOR Oldies): 127 disks \$3,700.00. Everything: \$12,500.00. Phone 713-952-8606.

CABLE

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

Production supervisor for small-market cable access channel. Requirements include all aspects of video production and the ability to coordinate and train volunteers. Salary \$14,560 (plus benefits). Send letter, resume, tape and references to John Rocco, Director, C-NET, 444 East College, Suite 500, State College, PA 16801. EOE. Deadline May 21, 1993.

TELEVISION

HELP WANTED NEWS

Broadcast News

At KCAL-TV in Los Angeles, California 9, we offer a creative environment and the following opportunities:

Infinet Operator

Must have 2 years on-line live News and/or Sports operation experience on Chyron Infinet. Candidate must have thorough knowledge of operation and programming of Infinet, including animation and font creation. A background in design/art is desirable. Excellent typing and spelling skills as well as ability to work well independently and under pressure.

Paintbox Designer

Minimum 2 years on-line Quantel Paintbox experience. Must demonstrate excellent design skills and have extensive background in news graphics. Experience in editing, digital effects, switchers, 3D animation and post-production is highly desirable. Include Tape and Resume.

Excellent benefits and a salary commensurate with your experience. Please indicate position of interest and send resume, salary history and references to: **Human Resources, KCAL-TV, 5515 Melrose Ave., Los Angeles, CA 90028.** No phone calls, please. Equal Opportunity Employer.



HELP WANTED PROGRAMING, PROMOTION & OTHERS



**NOT JUST
A TALK SHOW!**

Looking for very creative producers that can combine the best of talk with the excitement of a game show. TV talk and entertainment experience is essential. If you have great imagination we want to speak to you. EOE M/F/H/V. Send tapes and resume to:
Bob Woodruff — BC14, 445 Park Avenue, 6th fl, New York, New York 10022

MISCELLANEOUS

Creative Audio Service
When it comes to successfully promoting your station...it's not what you say but how you say it! To get an idea of what we are talking about CALL 1 800 831 6378 for FREE DEMO!!

**ALLIED FIELDS
EMPLOYMENT SERVICES**

1-900-40-RTNDA Updated Daily
RTNDA Job Service
85 cents a minute. Listings free.
Call 202-659-6510 (Fax 202-223-4007).
Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036



The Travel Channel, now a part of Landmark Communications, Inc., is a growing dynamic cable television programmer.

Now seeking ...

Manager of Program Planning and Scheduling

In this highly visible position, you will be responsible for program scheduling and planning, working closely with the programming, production, promotion and research departments. Maintain and track program research for current on-air programming as well as for future program acquisitions. A minimum of five years similar experience along with a strong background in research and a dynamic approach to programming strategy are required.

Position will be located in Atlanta, Georgia. Send resume and salary history in confidence to:

The Travel Channel
2690 Cumberland Parkway
Suite 500
Atlanta, GA 30339
Attn: Employment Office
or fax to (404) 801-2130
An Equal Opportunity Employer
M/F/H/V

Media Grapevine You heard it on the grapevine

- Hundreds Of TV/Radio Jobs.
- Jobs In Large & Small Markets.
- Inexpensive And Reliable.

To start subscription today call
1-602-797-2511
\$6.95 1 issue \$19.95 4 issues \$39.95 12 issues
or send check to: Media Grapevine
117 W. Harrison Blvd., Suite R-347 Chicago, IL 60605
For jobs via the phone call
1-900-787-7800
Average call 2-3 mins. Avg Cost \$5.95 \$1.00 per min.
Matches a 24-hour phone and is 18 years or older.

**Correction to EARLY DEADLINE NOTICE of last week
Due to the observation of Memorial Day, the deadline for
the June 7, 1993 issue is Friday, May 28, 1993 at Noon.**

EMPLOYMENT SERVICES CONTINUED

California Broadcast Job Bank
 For application information call
 (916) 444-2237
 California Broadcasters Association

JOBPHONE
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily
 2 Television jobs, updated daily
 3 Hear "Talking Resumes"
 4 To record "Talking Resumes" and employers to record job openings
 5 Entry level positions

1-900-726-JOBS
 \$1.99 Per Minute (5627)

TV JOBS
 Get a job without going broke.

Medialine
 THE BEST JOBS ARE ON THE LINE

for more about how you can get daily updated job information call
800-237-8073
 Since 1986 **900**

TV JOBS

Anchors • Reporters • Producers
 Videographers • Editors • Personalities

DIRECT VIA SATELLITE

Your Tape Uplinked Nationwide to
 News Directors • Agents
 Head Hunters • Programmers

ENTRY LEVEL TO MAJOR MARKET

High Impact • High Visibility
 Low Cost • Tremendous Value

TALENT/INK
 Call Toll Free 1-800-766-3331
 Your Link To A Career

FOR SALE EQUIPMENT

SAVE OUR PLANET, SAVE YOUR MONEY.

Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order:
 (800)238-4300

CARPEL
 VIDEO


FOR SALE STATIONS

S. FLA FULL C FM
HADDEN and Associates
 Orlando
407-365-7832

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
 A Confidential & Personal Service

BURT SHERWOOD INC.
 4171 Dundee Rd., Suite 298, Northbrook, IL 60062
708-272-4970



FOR SALE

50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE. P.O. BOX 25670, HONOLULU, HAWAII 96825.

FLORIDA

- * Major AMs full & daytime
- * East coast growth area AMs
- * Major AMs Hispanic & Urban
- * Combo Panhandle; FM Keys
- * Also AMs VA & PR; combo TX

BECKERMAN ASSOCIATES
 Box 82784
 Tampa, FL 33682
 813-971-2061

FOR SALE

N. CENTRAL FLORIDA. A POWERFUL AM, NON-DIRECTIONAL, GOOD DIAL POSITION. TOP ANNOUNCERS, LOCAL PROGRAMS AND A MUSIC FORMAT. GOOD SALES HISTORY. AN EXCELLENT FINANCING PACKAGE TO A QUALIFIED BUYER. BROKERS PROTECTED. CONTACT K. PRESSLEY. 9324 RIVERSHORE LN. JACKSONVILLE, FL 32257.

W. John Grandy
 BROADCASTING BROKER
 117 Country Club Drive
 San Luis Obispo, CA 93401
 Phone: (805) 541-1900
 Fax: (805) 541-1906

AM STATION LOCATED IN EASTERN PENNSYLVANIA SERVING ONE OF THE MOST LUCRATIVE MARKETS IN OUR COUNTRY. OWNER REQUIRES DOWN PAYMENT, WILL FINANCE BALANCE. INTERESTED PARTIES PLEASE FURNISH RESUME OF PAST HISTORY AND EXPERIENCE.

RESPOND TO: OWNER, BOX C-17.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information call 1-800-554-5729.

Datebook

MAY

Now-June 13—*The Museum of Television and Radio* screens seven original *Honeymooners* sketches not seen publicly since first broadcast in 1951 and 1952. Museum, New York. Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

May 10-12—*Cable Television Administration and Marketing Society* pay-per-view conference. Hyatt Regency, New Orleans. Information: (703) 549-4200.

May 10-12—"Learning Solutions," interactive exhibition of advanced satellite and interactive technologies sponsored by *PBS*. Rayburn House Office Building, Washington. Information: Eric Thomas, (202) 822-9491 or Robb Deigh, (703) 739-5392.

May 11—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Hyatt Regency, Irvine, Calif. Information: Terry Wojahn, (212) 205-8900.

May 12—*International Radio and Television Society* Annual Meeting Luncheon honoring CBS News correspondent and *60 Minutes* co-editor, Mike Wallace with the Broadcaster of the Year Award. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

May 12—"Hijacked by High Tech?" panel dis-

ussion sponsored by *Society of Professional Journalists, Washington Professional Chapter and Washington Association of Black Journalists*. The Freedom Forum, Arlington, Va. Information: (202) 319-5600.

May 13—"Child Care: The Tough Balancing Act for Women, Men and Every Employer," seminar sponsored by *Women in Cable Foundation and Women in Cable, New York chapter*. HBO Media Center, New York. Information: Beth St. Paul, (201) 585-6430.

May 13—"Positioning For The Next 10%," seminar sponsored by *Cable Television Administration and Marketing Society of Florida*. Walt Disney World Resort, Lake Buena Vista, Fla. Speaker: John Cooke, CTAM national chairman. Information: Rob Evanko, (404) 365-5939.

May 13—The first William S. Paley lecture sponsored by *The Museum of Television and Radio*. Speaker: Don Hewitt, executive producer, CBS News's *60 Minutes*. Museum, New York. Information: Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

May 13—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. San Francisco Airport Marriott, San Francisco. Information: Ron Davis, (310) 556-7500.

May 14-15—*Virginia Associated Press Broadcasters* 45th annual meeting and news seminar. Embassy Suites Hotel, Richmond, Va., Information: Heidi Brown, (804) 643-6646.

May 17-18—*National Infomercial Marketing Association* second annual mid-year meeting. Plaza Hotel, New York. Information: David Savage, (202) 962-8342.

May 18—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Silver Spring Holiday Inn, Silver Spring, Md. Information: Janis Rusek, (203) 585-2251.

May 19—*National Media Owl Awards* ceremony sponsored by *Retirement Research Foundation*. Chicago. Information: Mary Schwartz, (312) 664-6100.

May 19-20—*Association of National Advertisers* magazine, newspaper and radio advertising forum. Plaza Hotel, New York. Information: Renee Paley or Roseward Sky, (212) 697-5950.

May 20—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Holiday Inn Crown Plaza, Seattle. Information: Kristen Slosek, (310) 286-3000.

May 24—*Center for Communication* annual luncheon honoring Johnny Carson with the 1993 Communication Award. Plaza Hotel, New York. Information: Irina Posner, (212) 836-3050.

May 25—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Sheraton Needham, Boston. Information: Shelly Hunter, (203) 585-2480.

MAJOR MEETINGS

May 15-19—*Radio Advertising Bureau* spring board meeting. Detroit. Information: (212) 387-2100.

May 16-19—*NBC* affiliates meeting. Walt Disney World, Orlando, Fla. Information: (212) 664-2928.

May 16-19—*Broadcast Cable Financial Management Association* 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

May 19-23—*American Women in Radio and Television* annual convention. Orlando, Fla. Information: (202) 429-5102.

May 25-27—*CBS* affiliates meeting. Waldorf Astoria Hotel, New York. Information: (212) 975-4321.

June 3-4—*Fox* affiliates meeting. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (310) 203-3066.

June 6-9—*National Cable Television Association* annual convention. San Francisco. Information: (202) 775-3669.

June 9-10—*ABC* affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.

June 10-15—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

June 13-16—*Broadcast Promotion and*

Marketing Executives & Broadcast Designers Association annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 18-22—*PBS* annual meeting. New Orleans Hilton Riverside, New Orleans. Information: (703) 739-5001.

June 22-25—*National Association of Broadcasters* board of directors meeting. Washington.

June 23-26—*National Association of Black Owned Broadcasters* spring broadcast management conference. Hilton Head Island Resort, Hilton Head, S.C. Information: (202) 463-8970.

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

July 18-21—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

Aug. 25-27—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 8-11—Radio '93 convention sponsored by *National Association of Broadcasters*.

Dallas. Information: (202) 429-5300.

Sept. 16-20—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Dec. 1-3—*Western Cable Show* sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

For the Record

Compiled by BROADCASTING & CABLE for the period of April 26-April 30 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KEZQ(FM) Sheridan, AR** (BALH930413GE; 102.9 mhz; 50 kw; ant. 488 ft.)—Seeks assignment of license from Omni Communications Inc. to GHB of Little Rock Inc. for \$1.3 million ("Changing Hands," April 12). Filed April 13.

■ **KMPG(AM) Hollister, CA** (BAPL930419EE; 1520 khz; 5 kw-D)—Seeks assignment of license from Milo Communications Corp. to Adela Martinez and Rafael Meza for \$550,000. Seller is headed by H. Scott Killgore and has no other broadcast interests. Buyers have no other broadcast interests. Filed April 19.

■ **KTBG(FM) Paso Robles, CA** (BAPH930405GK; 103.1 mhz; 1.2 kw; ant. 722 ft.)—Seeks assignment of CP from Jean Yang to Andy J. Fakas for \$22,500. Buyer owns 100% of KCAL(AM) Redlands, CA, and owns 10% of voting stock of licensee of KEZN(FM) Palm Desert, CA. Filed April 5.

■ **KKLQ-AM-FM San Diego** (AM: BAL930419EA; 600 khz; 5 kw-U; FM: BAPLH930419EB; 106.5 mhz; 7.4 kw; ant. 1,074 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Par Broadcasting Co. Inc. for \$13.2 million ("Changing Hands," March 22). Filed April 19.

■ **KKGD(AM)-KZKS(FM) Rifle, CO** (AM: BAL930419EC; 810 khz; 1 kw-D; FM: BALH930419ED; 105.3 mhz; 1.8 kw; ant. 1,275 ft.)—Seeks assignment of license from Western Media Inc. to Canterbury Broadcasting Inc.; price was not included in application. Seller is headed by David R. Smith and has no other broadcast interests. Buyer is headed by Lee Ann Canterbury and has no other broadcast interests. Filed April 19.

■ **WZEP(AM) DeFuniak Springs, FL** (BAL930415EC; 1460 khz; 5 kw-D, 186 w-N)—Seeks

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—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.

assignment of license from Holmes County Broadcasting Systems Inc. to Walton County Broadcasting Inc. for \$60,000. Seller is headed by M. Scott McAda and has no other broadcast interests. Buyer is headed by Arthur F. Dees and has no other broadcast interests. Filed April 15.

■ **WTXL-TV Tallahassee, FL** (BALCT930401LI; ch. 27; 1,184.7 kw-V; 118.46-A; ant. 1,041 ft.)—Seeks assignment of license from ET Broadcasting Inc. to Media Venture Management Inc. for assumption of approximately \$5 million in debt. Station was acquired in 1991 for \$5.35 million ("Changing Hands," July 22). Seller is headed by F. Tracy Lavery and Elio Betty has no other broadcast interests. Buyer is headed by Brian Cobb, broadcast broker with Media Venture Partners. Cobb also has interests in WFKX(FM) Henderson, TN, and WAVK(FM) Marathon and WKRY(FM) Key West, both Florida. Filed April 1.

■ **WADM(AM)-WQTZ-FM Decatur, IN** (AM: BTC930416EC; 1540 khz; 250 w-D; FM: BTCH930416ED; 105.1 mhz; 2 kw; ant. 397 ft.)—Seeks transfer of control JAM Communications Inc.; John F. Dille III is exercising his option to become 50% shareholder in licensee. He also has interests in licensees of KQLL-AM-FM Tulsa, OK; WTRC(AM)-WLTA(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, both Indiana; WCKY(AM)-WIMJ(FM) Cincinnati, and WCUZ-AM-FM Grand

Rapids and WQWQ(AM)-WMRR(FM) Muskegon Heights, both Michigan. Filed April 16.

■ **KCFI(AM) Cedar Falls, IA** (BTC930415ED; 1250 khz; 500 w-U)—Seeks transfer of control of Cedar Valley Broadcasting Inc. Buyers Janet M. and Donald L. Rabbitt, husband and wife, are assuming debt of \$98,700 from sellers Donald Timmerman and Dayna Timmerman. Rabbits also have interests in KWOA-AM-FM Worthington, MN. Filed April 15.

■ **WTSB(AM) Lumberton, NC** (BAPL930415EB; 580 khz; 500 w-D, 67 w-N)—Seeks assignment of license from Henry W. Hoot to Beasley Broadcasting of Eastern North Carolina Inc. for forgiveness of debt. Hoot is presently in default to assignee on \$320,000, 1984 promissory note. Assignor has no other broadcast interests. Assignee is headed by George G. Beasley and has interests in licensees of five AM's, 11 FM's and one TV. Filed April 15.

■ **WHIL(AM) Raeford, NC** (BAL930419EF; 1400 khz; 1 kw-U)—Seeks assignment of license from Gospel Tabernacle Enterprises Inc. to W & V Broadcasting Enterprises Inc. for \$12,000. Seller is headed by James Ross and has no other broadcast interests. Buyer is headed by William Hollingsworth and has no other broadcast interests. Filed April 19.

■ **WKZV(AM) Washington, PA** (BTC930415EE; 1110 khz; 1 kw-D)—Seeks transfer of control from U.S. North Broadcasting Inc. to Helen C. Supinski for \$267,000. Seller is headed by Harry J. Cancemi Jr., trustee; he has no other broadcast interests. Buyer has no other broadcast interests. Filed April 15.

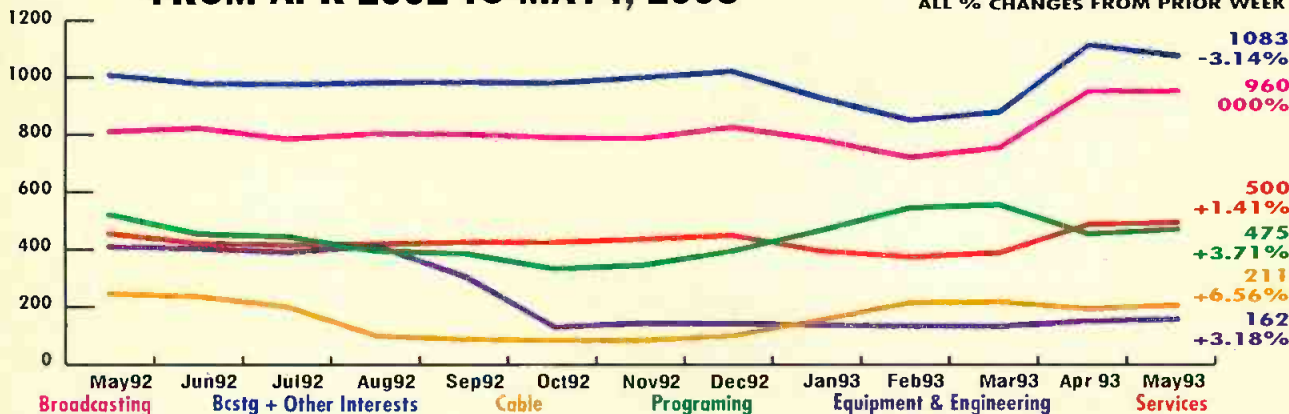
■ **WPMH(AM) Portsmouth, VA** (BTC930413EA; 1010 khz; 5 kw-D, 449 w-N)—Seeks transfer of control from Chesapeake-Portsmouth Broadcasting Corp. to Stuart W. Epperson and Nancy A. Epperson for \$140,000. Seller is headed by Ralph Epperson, et al., who is brother of assignee Stuart Epperson. Ralph Epperson also has interests in WBRF(FM) Galax, VA, and WPAQ(AM) Mt. Airy, NC. Stuart Epperson has 50% interest in Salem Communications, licensee of 8 AM's and seven FM's. He also has interests in KKXX-FM Delano, CA. Filed April 13.

■ **KTHE(AM) Thermopolis, WY** (BAL930416EA; 1240 khz; 1 kw-U)—Seeks assignment of license from KBK Broadcasting Inc. to D. Mark Inc. for

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1992 TO MAY 4, 1993

NASDAQ: 678.16 (+3.92%)
S&P Ind.: 509.03 (1.43%)

ALL % CHANGES FROM PRIOR WEEK



\$76,741. Seller is headed by Bruce R. Long and has no other broadcast interests. Buyer is headed by D. Mark Jackson and has no other broadcast interests. Filed April 16.

Actions

■ **KOOL-AM-FM Phoenix (AM: BAL930125EE; 960 khz; 5 kw-U; FM: BALH930125EF; 94.5 mhz; 100 kw; ant. 1,655 ft.; see KEZK-AM-FM Wood River, IL, below).**

■ **KCBQ-AM-FM San Diego (AM: BAL930125EG; 1170 khz; 50 kw-D, 1.5 kw-N; FM: BALH930125EH; 105.3 mhz; 29 kw; ant. 620 ft.; see KEZK-AM-FM Wood River, IL, below).**

■ **WPX(FM) Enfield, CT (BAPLH92111HL; 97.9 mhz; 3 kw; ant. 328 ft.)**—Granted assignment of CP from Goldenberg Broadcasting Inc. to Multi-Market Radio of Springfield Inc. for \$5 million ("Changing Hands," Dec. 21, 1992). Action April 16.

■ **WATL(TV) Atlanta (BALCT930205KH; ch. 36; 2,682 kw-V; 402 kw-A; ant. 1,170 ft.)**—Granted assignment of license from 36 Licensee Inc., subsidiary of Renaissance Communications Corp., to Fox Broadcasting for \$60 million ("Broadcasting," Feb. 8). Action April 21.

■ **WGG(A)M Gainesville, GA (BAL930113HH; 1240 khz; 1 kw-U)**—Granted assignment of license from Allied Media of Georgia Inc. to WDUN Radio Inc. for \$360,000 ("Changing Hands," Feb. 15). Action April 20.

■ **WSTI-FM Quitman, GA (BALH921224GG; 105.3 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of license from Allen Denton, receiver, to Orb Communications Inc. for \$515,215 ("Changing Hands," Feb. 8). Action April 22.

■ **KEZK-AM-FM Wood River, IL (St. Louis) (AM: BAL930125EC; 590 khz; 1 kw-U; FM: BALH930125ED; 102.5 mhz; 100 kw; ant. 1,026 ft.)**—Granted assignment of license from Lawrence S. Wesler, receiver for Radio Group of St. Louis Inc., to Compass Radio Inc. for approximately \$85 million in principal and accrued debt. Assignment includes KCBQ-AM-FM San Diego and KOOL-AM-FM Phoenix (see above and "Changing Hands," Feb. 1). Action April 23.

■ **WJIM-AM-FM Lansing, MI (AM: BAL930302GH; 1240 khz; 1 kw-U; FM: BALH930302GI; 97.5 mhz; 28 kw; ant. 440 ft.)**—Granted assignment of license from Double L Broadcasting of Lansing Limited to Liggett Broadcast Inc. for \$3.5 million ("Changing Hands," March 15). Action April 19.

■ **KKAQ(AM)-KKDQ(FM) Thief River Falls, MN (AM: BAL930310ED; 1460 khz; 2.5 kw-U; BALH930310EE; 99.3 mhz; 6 kw; ant. 170 ft.)**—Granted assignment of license from Olmstead Broadcasting Inc. to Ault Marketing Inc. for \$375,000 ("Changing Hands," March 29). Action April 21.

■ **WEZC(FM) Hickory, NC (BALH930208HE; 102.9 mhz; 31 kw; ant. 1,545 ft.)**—Granted assignment of license from Keymarket of Charlotte Inc. to Trumper Communications of North Carolina Ltd. for \$6 million ("Changing Hands," March 1). Action April 20.

■ **WCXL(FM) Kill Devil Hills, NC (BAPH930209HY; 104.1 mhz; 100 kw; ant. 400 ft.)**—Granted assignment of CP from Kill Devil Hills Communications Ltd. to Ray-D-O Biz Inc. for \$1,003 million ("Changing Hands," March 15). Action April 14.

■ **WLW(AM)-WEBN(FM) Cincinnati (AM: BTC921015GE; 700 khz; 50 kw-U; FM: BTCH921015GF; 102.7 mhz; 16.6 kw; ant. 876 ft.)**—Granted transfer of control within Jacor Communications. Zell-Chimark Fund Ltd. will purchase \$5 million worth of newly issued common shares from Jacor Communications Inc. (871,080 post-split shares) at \$5.74 per share, proceeds to be used for transaction expenses and payments to creditors. Transaction includes licensee stations KOA(AM)-KRFX(FM) Denver; WGST(AM)-WPCH(FM) Atlanta; WFLA(AM)-WFLZ-FM Tampa and WQIK-AM-FM Jacksonville, both Florida, and WMYU(FM) Sevierville (Knoxville), TN. Action April 23.

■ **WCJO(FM) Jackson, OH (BALH930208GV; 97.7 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of

license from Radio Jackson Inc. to Jackson County Broadcasting Inc. for \$260,000 ("Changing Hands," March 8). Action April 22.

■ **WYQ(FM) Ebensburg, PA (BTCH930225GL; 99.1 mhz; 50 kw; ant. 500 ft.)**—Granted transfer of control from Cambria County Broadcasting Co. Inc. to Tele-Media Broadcasting Co. of Johnstown-Altoona for \$450,000 ("Changing Hands," March 22). Action April 20.

NEW STATIONS

Applications

■ ***Dothan, AL (BPED930419MB)**—American Family Association seeks 90.3 mhz; 3 kw; ant. 54 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald E. Wildmon and has no other broadcast interests. Filed April 19.

■ ***Tetlin, AK (BPED930406MC)**—Tetlin School seeks 103.3 mhz. Address: P.O. Box TTL, Tetlin, AK 99779. Applicant is headed by David McNeal and has no other broadcast interests. Filed April 6.

■ ***Crystal River, FL (BPED930413MA)**—Marion Community Radio Inc. seeks 90.9 mhz; 3 kw; ant. 101 m. Address: 814 Northeast 2nd Street, Ocala, FL 34470. Applicant is headed by Brad Dinkins and has no other broadcast interests. Filed April 13.

■ ***Monticello, FL (BPED930406MB)**—Nathan B. Stubblefield Foundation seeks 91.9 mhz; 6 kw; ant. 100 m. Address: 1210 East Martin Luther King Blvd., Tampa, FL 33603. Applicant is headed by R. Warren Clark and is licensee of educational WMMF(FM) Tampa, FL. Filed April 6.

■ ***Arlington Heights, IL (BPED930414MB)**—Church of Christian Liberty seeks 88.3 mhz; 1 kw; ant. 32 m. Address: 502 West Euclid Ave., Arlington Heights, IL 60004. Applicant is headed by Paul Lindstrom and has no other broadcast interests. Filed April 14.

■ **Wheeling, MO (BPH930402MB)**—Patricia Mae Watkins seeks 105.9 mhz; 6 kw; ant. 100 m. Address: 561 West Highway MM, Ashland, MO 65010. Applicant owns 34% of voting stock (26% of all stock) of permittee of KYUA(FM) Ashland, MO. Watkins is on board of directors of Instructional Telecommunications Foundation Inc., not-for-profit corporation holding several permits. Filed April 2.

■ **Chadron, NE (BPH930414MD)**—Mount Rushmore Broadcasting Inc. seeks 94.7 mhz; 50 kw ant. 151 m. Address: P.O. Box 804, Custer, SD 57730. Applicant is headed by Jan C. Gray and is licensee of KFCR(AM) Custer, SD. Filed April 14.

■ **Mexico, NY (BPH930408MC)**—Tia A. Soliday seeks 103.9 mhz; 3 kw; ant. 89 m. Address: P.O. Box 36, Warners, NY 13164. Applicant owns WWLF-FM Copenhagen, NY, which has application to upgrade from class A to class C3. Filed April 8.

■ **Broken Bow, OK (BPED930416MA)**—Good News Fellowship Church Inc. seeks 90.9 mhz; 2.5 kw; ant. 91 m. Address: P.O. Box 339, Broken Bow, OK 74728. Applicant is headed by Doug Deramus and has no other broadcast interests. Filed April 16.

■ **Canyon City, OR (BPH930401MA)**—Blue Mountain Broadcasting Co. Inc. seeks 94.5 mhz; .19 kw; ant. 527 m. Address: P.O. Box 399, John Day, OR 97845. Applicant is headed by Phil Gray and is licensee of KJDY(AM) John Day, OR. Filed April 1.

■ **New Castle, PA (BPED930412MA)**—Moody Bible Institute of Chicago seeks 90.1 mhz; 4.6 kw; ant. .51 m. Address: 820 N. LaSalle Drive, Chicago, IL 60610. Applicant is headed by Joseph M. Stowell and is licensee of five AM's and 11 FM's. Filed April 12.

■ **Reedsburg, WI (BPH930406MA)**—Sauk Broadcasting Corp. seeks 102.9 mhz; 3.6 kw; ant. 129.1 m. Address: P.O. Box 630, 1710 North Central Ave., Marshfield, WI 54449. Applicant is headed by Nathan Goetz and is licensee of WRDB(AM)-WNFM(FM) Reedsburg, WI. He also has interests in licensee of WDLB(AM)-WLJY(FM) Marshfield, WFAW(AM)-WSJY(FM) Fort Atkinson, WQJY(FM)

West Salem and is proposed assignee of WOSX(FM) Spencer, all Wisconsin. Filed April 6.

Actions

■ **Seaside, CA (BPH880629MC)**—Granted app. of The Dunlin Group for 103.5 mhz; 3 kw; ant. 100 m. Address: 1141 Fremont Blvd., Seaside, CA 93955. Applicant is headed by partners Morris A. Rogers and Evelyn R. Rogers and has no other broadcast interests. Action April 20.

■ **Fenwick Island, DE (BPH850712Z1)**—Granted app. of Gloria J. Fernandez and Pereyo Merryman for 92.1 mhz; 3 kw; ant. 328 m. Address: 936 Heron Drive, Bethany Beach, DE 19930. Applicants have no other broadcast interests. Action April 22.

■ **Des Moines, IA (BPH870430MQ)**—Granted app. of Midwest Radio Inc. for 107.5 mhz; 50 kw; ant. 150 m. Address: P.O. Box 1797, 1001 Grand Ave., Des Moines, IA 50306. Applicant is headed by Rich Eychaner and has no other broadcast interests. Action April 20.

■ **Horton, KS (BPH921009MA)**—Dismissed app. of John Means for 93.7 mhz; 25 kw; ant. 100 m. Address: 404 Woodbury Lane, Hiawatha, KS 66434. Applicant has no other broadcast interests. Action April 20.

■ **Horton, KS (BPH921008MB)**—Granted app. of William D. Purkis for 93.7 mhz; 25 kw; ant. 100 m. Address: 1106 Santa Fe, Atchison, KS 66002. Applicant is licensee of KERE(AM) Atchison, KS. Action April 20.

■ **Richwood, LA (BPH910826ML)**—Granted app. of Russ Robinson for 100.9 mhz; 6 kw; ant. 100 m. Address: 106 Garway Cove, Clinton, MS 39058. Applicant has no other broadcast interests. Action April 20.

■ ***Appleton, WI (BPED920720MD)**—Granted app. of Evangel Ministries Inc. for 91.9 mhz; 3.3 kw; ant. 94 m. Address: 1909 W. Second Street, Appleton, WI 54914. Applicant is headed by Kenneth D. Ellis and is licensee of WEMI(FM) Neenah-Menasha and WGNV(FM) Milladore, both Wisconsin. Action April 16.

■ **Whitewater, WI (BPH900604MA)**—Granted app. of Scott M. Trentadue for 106.5 mhz; 3 kw; ant. 100 m. Address: 1231 Orchard Lane, Fort Atkinson, WI 53538. Applicant has interests in Sauk Broadcasting Corp. (see Reedsburg, WI, under "Applications," above). Action April 16.

FACILITIES CHANGES

Applications

■ **Bisbee, AZ KZMK(FM) 92.3 mhz**—March 26 application of Sierra-Pacific Broadcaster Ltd., D.I.P., for CP to relocate main studio location to outside primary service contour.

■ **Indio, CA KLCX(FM) 102.3 mhz**—March 31 application of Mirage Broadcasting Corp. for mod. of CP (8PH-851030MV) to make changes; change: ERP: .6 kw (H&V); ant.: 179 m.

■ **Middletown, CA New FM 98.7 mhz**—April 6 application of Wine Country Radio for mod. of CP (BPH-920122MA) to make changes: ERP: .335 kw (H&V) ant.: 420 m. TL: N side of Pine Flat Road, approx. 13.1 km W of Middletown, Sonoma County, CA.

■ **Homosassa Springs, FL WXC(FM) 95.3 mhz**—March 31 application of West Wind Broadcasting Inc. for CP to make changes: ERP: 6 kw (H&V), ant.: 100 m.

■ **Lecanto, FL WLMS(FM) 88.3 mhz**—April 5 application of Diocese of St. Petersburg for mod. of CP (BPED-890523MG) to make changes; change: request for waiver of section 73.1125.

■ **Silver Springs, FL WWGO(FM) 95.5 mhz**—March 31 application of Stoehr Communications Corp. for CP to make changes; change: ERP: 6 kw (H&V).

■ **Dublin, GA March 31 WXLJ(AM) 1230 khz**—ap-

plication of Laurens County Broadcasting Co. Inc. for CP to reduce power to 700 watts night and day and make changes in antenna system.

■ **La Grange, GA** WYAI(FM) 104.1 mhz—April 5 application of Newcity Communications of Mass. Inc for CP to install new directional antenna.

■ **Chicago** WMBI-FM 90.1 mhz—March 22 application of Moody Bible Inst. of Chicago for CP to make changes: change ERP: 100 (V only); correct site coordinates.

■ **LaGrange, IN** WYPI(FM) 105.5 mhz—April 5 application of Northern Indiana Broadcasters Inc. for mod. of CP (BPH-880707MI) to make changes: ERP: 3.6 kw (H&V) ant.: 130 m., TL: 5.4 km ENE of LaGrange, 1 km N of intersection of highway 20 and 400 East Road.

■ **Tioga, LA** KLAAM(FM) 103.5 mhz—March 29 application of Cajun Communications Inc. for CP to make changes: remove antenna directional radiating elements to cause antenna to become non-directional.

■ **Westernport, MD** WWPB(FM) 101.1 mhz—April 5 application of Ernest F. Santmyre for CP to make changes: ERP: .32 kw (H&V); ant.: 417 m.; TL: 8.5 mi. (13.7 km) south of Westernport; implement reallocation in accordance with MM docket #89-580.

■ **Roswell, NM** KCKN(AM) 1020 khz—March 30 application of Roswell Radio Inc. for CP to augment nighttime pattern.

■ **Yorktown, VA** WXEZ(FM) 94.1 mhz—March 31 application of Eure Communications Inc. for CP to make changes: ERP: 50 kw (H&V), ant.: 150 m.

■ **West Bend, WI** WBWI-FM 92.5 mhz—March 30 application of West Bend Broadcasting Co. for CP to make changes: ERP: 17.3 kw (H&V), ant.: 164 m.; correct coordinates.

Actions

■ **Dumas, AR** KXFE(FM) 107.1 mhz—Granted app. of Alan W. and Craig L. Eastham (BPH-921002ID) for CP to make changes; ERP: 25 kw (H&V); ant.: 81.7 m.; TL: on US Highway #65 approx. 1.5 mi. south of Gould Community (Lincoln County); change frequency from 107.1 TO 106.9; change to class C3 (per MM docket #92-22). Action April 6.

■ **Gonzales, CA** KKMC(AM) 880 khz—Granted app. of Monterey County Broadcasters Inc. (BPH-900302AC) for CP to increase night power to 2.5 kw; increase day power to 50 kw and change city of license to Del Rey Oaks, CA. Action March 31.

■ **Los Altos, CA** KHQT(FM) 97.7 mhz—Granted app. of San Jose Broadcasting Corp. (BPH-921209IF) for CP to change ERP: 3.2 kw H&V. Action April 6.

■ **San Rafael, CA** KTID-FM 100.9 mhz—Granted app. of Marin Broadcasting Company Inc. (BPH-921209IB) for mod. of CP (BPH-900726IC as mod.) for changes; change to conform to constructed facilities specified in application file BLH-921016KB. Action April 7.

■ **Hayden, CO** KIDN-FM 95.9 mhz—Forfeited and canceled CP for Gardiner Broadcast Partners Ltd. (BPH-830713AP) for new FM on 95.9 mhz; ERP: .631 kw H&V; ant.: 602 ft. TL: .25 mi. SW of intersection of county rds. 76 and 78, Haydey; SL-RC: T.B.D. 40 31 15 - 107 17 46; mutually exclusive with BPH-830302AB. Action April 5.

■ **Pueblo, CO** KTSC(TV) ch. 8—Granted (with conditions) app. of University of Southern Colorado (BPET-900122KE) for CP to change ERP (vis): 233 kw; ant.: 727.57 m.; TL: SW of C.S. atop Cheyenne Mountain (38-44-41 - 104-51-37.5); antenna: Jampro JCR 8-8. (DA)(BT). (see FCC'S authorization form 351-B for condition).

■ **Goulds, FL** WRTO(FM) 98.3 mhz—Dismissed app. of Licensee Corp. (BMLH-900424KG) for mod. of license to increase ERP to: 3.05 kw (H&V) (per docket #88-375). Action March 31.

■ **Palm Beach, FL** WPBR(AM) 1340 khz—Granted app. of PBR Communications Systems Inc., D.I.P. (BP-910531AC), for CP to change TL: Industrial Way, .2 km W. of interstate 95 and 1.6 km S. of

Hypoluxo Rd., Boynton Beach, FL, and make changes in antenna system 26 33 26 - 80 04 20. Action April 8.

■ **St. Augustine, FL** WSTF(FM) 97.9 mhz—Granted app. of Todd Communications Inc. (BMPH-921223IB) for mod. of CP (BPH-900300IA) to correct coordinates: 30 06 14 - 81 28 11. Action April 6.

■ **Bicknell, IN** WUZR(FM) 105.7 mhz—Granted app. of Media Five Corp. (BPH-921202IG) for CP to make changes; change ERP 1.8 kw H&V; ant. 130 m. Action April 2.

■ **Louisville, KY** WTFX(FM) 100.5 mhz—Granted app. of Louisville Broadcasters Ltd. (BMPH March 19IC) for mod. of CP (BPH-880126NZ as mod.) to make changes; change ERP: 37.6 kw (H&V); ant.: 173 m.; TL: approximately 3.8 kilo southeast of intersection of Route 1526 and Knob Creek Road, Bullitt County, KY. Action April 8.

■ **Lapeer, MI** WWGZ-FM 103.1 mhz—Dismissed app. of Covenant Communications Corp. (BPH-920219IG) for CP to make changes: ERP: 6 kw (H&V); ant.: 100 m. Action April 7.

■ **Scottville, MI** WKZC(FM) 95.9 mhz—Granted app. of West Shore Broadcasting Corp. (BPH-921123IC) for CP to make changes; change frequency: 94.9 mhz; (per MM docket #89-385); ERP: 17 kw (H&V); ant.: 122 m.; TL: 5450 West Ehler Road, Ludington, Mason County, MI; change to class C3 (per MM docket #89-385). Action April 1.

■ **Minneapolis** WCTS-FM 100.3 mhz—Granted app. of Radio 100 Ltd. (BPH-921221IC) for CP to make changes; change ant.: 281 m.; TL: 550 Gramsie Road Shireview, Ramsey County, MN. Action

April 5.

■ **Carson City, NV** KBUL(FM) 98.1 mhz—Granted app. of Citadel Communications Corp. (BPH-920429IC) for CP to make changes; change ERP 72.5 kw H&V; ant. 697 m. Action April 8.

■ **Las Vegas** KENO(AM) 1460 khz—Granted app. of Lotus Broadcasting Corp. (BP-920618AC) for CP to increase daytime power to 30 kw; change TL to west of Highland Drive and .6 km south of Cheyenne near center of section 16, township 20 south of range 61 east, North Las Vegas, and make changes in antenna system 36 12 44 - 115 09 43. Action April 8.

■ **Newport, OR** KCLM(FM) 92.7 mhz—Returned app. of Charlotte McNaughton (BMPH-921211IJ) for CP (BPH-910118MB) to make changes: ERP: 3 kw (H&V) ant.: 256 m. TL: 1.4 km from Otter Rock, Lincoln County, OR, on bearing of 43' true. Action April 6.

■ **Harrogate, TN** WXJB(FM) 96.5 mhz—Granted app. of JBD Inc. (BPH-920817IB) for CP to make changes; change ERP: 6 kw (H&V). Action April 8.

■ **Centerville, UT** KUUM(FM) 105.7 mhz—Granted app. of Radio Property Ventures (BPH-921005ID) for CP to make changes: ERP: 25.5 kw (H&V). Action April 6.

■ **Chester, VA** WDYL(FM) 92.1 mhz—Granted app. of Hoffman Communications Inc. (BPH-920814IF) for CP to make changes; ERP: 1.35 kw H&V, ant.: 150 m., TL: 3.2 km south of Chesterfield, Chesterfield County, VA, frequency: from 92.1 mhz to 93.1 mhz (per docket #90-67). Action April 6.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

| Service | ON AIR | CP's ¹ | TOTAL* |
|--------------------|---------------|-------------------|---------------|
| Commercial AM | 4,956 | 181 | 5,137 |
| Commercial FM | 4,836 | 910 | 5,746 |
| Educational FM | 1,605 | 309 | 1,914 |
| Total Radio | 11,397 | 1,400 | 12,797 |
| Commercial VHF TV | 558 | 12 | 570 |
| Commercial UHF TV | 592 | 142 | 734 |
| Educational VHF TV | 124 | 4 | 128 |
| Educational UHF TV | 240 | 9 | 249 |
| Total TV | 1,541 | 167 | 1,708 |
| VHF LPTV | 471 | 137 | 608 |
| UHF LPTV | 871 | 988 | 1,859 |
| Total LPTV | 1,342 | 1,125 | 2,467 |
| FM translators | 1,967 | 413 | 2,380 |
| VHF translators | 2,472 | 84 | 2,556 |
| UHF translators | 2,439 | 388 | 2,827 |

CABLE

| | |
|-----------------------------|------------|
| Total subscribers | 55,786,390 |
| Homes passed | 89,400,000 |
| 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.

Source: Nielsen, NCTA and Broadcasting&Cable's own research.

ALLOCATIONS

- **Trenton, FL** Proposed amending FM Table to substitute channel 269C2 for channel 269A at Trenton and modification of license of WCWB(FM) accordingly; comments due June 21, replies July 6. (MM docket 93-118, by NPRM [DA 93-441] adopted April 13 by Chief, Allocations Branch, Policy and Rules Division).
 - **Homerville, Lakeland and Statenville, all Georgia** Effective June 14, amended FM Table to allot channel 248A in lieu of channel 254A at Statenville; allotted channel 290C3 for channel 290A at Lakeland and modified license of WHFE(AM) accordingly; substituted channel 254A for channel 288A at Homerville and modified license of WBTV(AM) accordingly. (MM docket 90-214, by MO&O [DA 93-445] adopted April 14 by Chief, Policy and Rules Division, Mass Media Bureau).
 - **Hall'imale, HI** Proposed amending FM Table by substituting channel 288C for channel 288A and modification of CP of WPMW(FM) accordingly; comments June 21, replies July 6. (MM docket 93-119, by NPRM [DA 93-439] adopted April 13 by Chief, Allocations Branch).
 - **Kahalu'u, HI** Proposed amending FM Table by substituting channel 291C for channel 291A and modification of license for KLEO(FM) accordingly; comments June 21, replies July 6. (MM docket 93-117, by NPRM [DA 93-440] adopted April 13 by Chief, Allocations Branch).
 - **Thief River Falls and Walker, MN** Effective June 14, amended FM Table to substitute channel 257C3 for channel 257A at Thief River Falls; modified license for KKDQ(FM) accordingly. (MM docket 90-544, by MO&O [DA 93-436] adopted April 12 by Chief, Policy and Rules Division).
- Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by R&Os adopted on dates shown, amended FM or TV Tables for following communities, effective June 14:
- **Campbellsville and Mannsville, both Kentucky**

- Reallotted channel 260A from Campbellsville to Mannsville as Class C3 channel; modified CP of WVLC(FM) to specify Mannsville as its community of license. (MM docket 92-233, April 6, DA 93-414).
- **Albion, Lincoln and Columbus, all Nebraska.** Substituted UHF TV channel 18 for VHF channel 8 at Albion; allotted channel 8 to Lincoln; modified license of KCAN(TV) to specify operation on channel 8 at Lincoln. (MM docket 91-304, April 7, DA 93-415).
- **Broken Bow, OK** Substituted channel 291C2 for channel 291C3; modified license of KKBI-FM accordingly. (MM docket 92-277, April 7, DA 93-421).
- **Henderson, TX** Substituted channel 260C3 for channel 260A; modified license of KGRI-FM accordingly. (MM docket 92-301, April 6, DA 93-411).
- **Newport, OR** Proposed amending FM table to substitute channel 224C2 for channel 224C3 and modifying CP for KCLM accordingly; comments due June 21; replies July 6. (MM docket 93-113, by NPRM [DA 93-420] adopted April 7 by Chief, Allocations Branch).

- [DA 93-484] adopted April 26 by Chief, Mass Media Bureau).
- **Punta Rasa, FL** Granted application of Kight Broadcasting Ltd. for new FM station on channel 249A. (MM docket 90-106, by Decision [FCC 93R-13] adopted April 9 by the Review Board).
- **Chandler, IN** Affirmed Review Board decision which granted application of Hulse, Horn, Metzger & Wookey, G.P., for new FM on channel 228A, and denied application of Ben L. Umberger. (MM docket 90-502, Report No. DC-2356, by Commission March 2 by MO&O [FCC 93-124].)
- **Jackson, MS** Denied David R. Price, licensee of WOKJ(AM), Jackson, reconsideration of order revoking his license and assessing an \$8,000 forfeiture for failing to illuminate station's towers. (MM docket 91-136, by Order [FCC 93-208] adopted April 23 by Commission).
- **Kansas City, MO** Ordered Mid-Coast Radio Project, Inc., licensee of KKF(FM) to forfeit \$2,500 for failing to make its public file available. (By MO&O [DA 93-487] adopted April 26 by the Chief, Mass Media Bureau).

ACTIONS

- **Addressed** various petitions for reconsideration of order concerning review of technical assignment criteria for AM broadcast service. (MM docket 87-267, by MO&O [FCC 93-198] adopted April 13 by Commission).
- **Adopted** rules prohibiting unfair or discriminatory practices in sale of satellite cable and satellite broadcast programming. (MM docket 92-265, by First R&O [FCC 93-178] adopted April 1 by Commission).
- **Issued** report concerning inquiry into encryption technology for satellite cable programming. (PP docket 92-234, by Report [FCC 93-175] adopted April 1 by Commission).
- **Fresno, CA** Ordered Headliner Radio Inc., to forfeit \$3,125 for airing misleading promotional advertisement for contest it conducted. (By MO&O

- **Endwell, NY** Reversed ALJ's decision and granted application of Maurice F. A. Battisti for new FM station on channel 298A; denied applications of Edward F. and Pamela J. Levine, Mary C. Murray, and Carol A. Morgan. (MM docket 91-198 by Decision [FCC 93R-12] adopted March 31 by Review Board).
- **Southern Pines, NC** Affirmed decision of ALJ and granted application of Greene Broadcasting Inc. for new FM on channel 273A at Southern Pines. (MM docket 88-407 by MO&O [FCC 93-132] adopted March 4 by Commission).
- **Winston-Salem and Asheboro, both North Carolina** Designated for hearing mutually exclusive applications of Triad Family Network Inc. for new FM non-commercial educational station on channel 207C3 at Winston-Salem and Positive Alternative Radio Inc. for new station on channel 207A at Asheboro. (MM Docket 93-41 by HDO [DA 93-223] adopted February 23 by Chief, Audio Services Division).

SERVICES

BROADCAST DATABASE
dataworld[®]
 MAPS
 Coverage/Terrain Shadowing
 Allocation Studies • Directories
 P.O. Box 30730 301-652-8822
 Bethesda, MD 20814 800-368-5754

EDS
 BROADCAST DATA SERVICES
 A Div. of Moffet, Larson & Johnson, Inc.
 • AM, FM, TV, H-group databases
 • Coverage, allocation and terrain studies
 • FCC research
 703 824-5666 FAX: 703 824-5672

dataworld[®]
 LPTV/TV Translator
 Detailed Interference Studies
 Regional Directories
 Maps - Terrain - Popcount
 301-652-8822 800-368-5754

DSI
 COMMUNICATIONS, INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 627 Boulevard
 908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4681

LDL
 COMMUNICATIONS, Inc.
 RF DESIGN & INSTALLATION SPECIALISTS
 LARCAN SOLID STATE TRANSMITTERS
 ALAN DICK ANTENNAS & COMBINERS
 LEBLANC & ROYLE TOWER SYSTEMS
 14440 CHERRY LANE CT. LAUREL MD 20707
 TEL: 301-498-2200 FAX: 301-498-7952

IDB FOR WORLDWIDE
 SATELLITE
 TRANSMISSION
 SERVICES CONTACT:
 IDB COMMUNICATIONS GROUP
 10525 WEST WASHINGTON BLVD.
 CULVER CITY, CA 90232-1922
 213-870-9000 FAX: 213-240-3904

TNS TOWER NETWORK
 SERVICES
 NATIONWIDE SERVICE
 (305) 771-7180
 WE • STROBE LIGHT SYSTEMS
 SERVICE • TOWERS AND ANTENNAS

**RADIO OR TV
 DATABASE**
\$50
 The Radio Mall
800-759-4561

DON'T BE A STRANGER
 To Broadcasting & Cable's 117,323 Readers
 Display your Professional or Service Card here
 It will be seen by station and cable TV system
 owners and decision makers
 • 1989 Readership Survey showing 37 readers
 per copy

contact
BROADCASTING & CABLE MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611

MEMBER AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111

Member AFCCE

SILLIMAN AND SILLIMAN

8601 Georgia Ave. #910
Silver Spring, MD 20910

ROBERT M. SILLIMAN, P.E.
(301) 589-8288

THOMAS B. SILLIMAN, P.E.
(812) 853-9754

Member AFCCE

MLJ

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers

Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041

703-824-5660

FAX: 703-824-5672

MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128



(415) 342-5200

(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers

Suite 600
1725 DeSales, N.W.

Washington, D.C. 20036

Telephone: (202) 659-3707

Teletype: (202) 659-0360

Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services

"Serving the Broadcast Industry
for over 50 Years"

Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants

Box 220

Coldwater, Michigan 49036

Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877

301-921-0115

Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.

SEATTLE, WASHINGTON 98107

(206) 783-9151; Facsimile: (206) 789-9834

MEMBER AFCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street

Henry, Illinois 61537

(309) 364-3903

Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.

PRESIDENT

TOWERS, ANTENNAS, STRUCTURES

New Tall Towers, Existing Towers

Studies, Analysis, Design, Modifications,

Inspections, Erection, Etc

6867 Elm St., McLean, VA 22101 (703) 456-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312

DALLAS, TEXAS 75218

TELECOMMUNICATIONS (FCC, FAA)

CHARLES PAUL CROSSNO, P.E.

(214) 321-9140 MEMBER AFCCE

**JOHN FX. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013

(313) 642-6226

Washington Office

(202) 293-2020

Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer

Member AFCCE

Post Office Box 1888

Carson City, Nevada 89702

(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage

Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053

(609) 985-0077 • FAX: (609) 985-8124



**LAWRENCE L. MORTON
ASSOCIATES**
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93036

LAWRENCE L. MORTON, P.E.

AM • FM • TV

APPLICATIONS • FIELD ENGINEERING

MEMBER AFCCE

(805) 733-4275 / FAX (805) 733-4793



**Radio/Tv Engineering
Company**

"Serving Broadcasters over 35 years"

Consultants: Norwood J. Patterson, Pres.
1410 Hollister Lane Los Osos, Ca. 93402
Ph. (805) 528-1996 & Fax: (805) 528-1982

Suffa & Cavell, Inc.

Consulting Engineers

3975 University Drive, Suite 450

Fairfax, Virginia 22030

(202) 332-0110 (703) 591-0110

Fax (703) 591-0115

Member AFCCE



**SPECTRUM
ENGINEERING COMPANY**

BILL CORDELL, P.E.

11211 Katy Freeway, Suite 390

Houston, Texas 77079

(713) 984-8885 or (713) 438-3838

Communications Engineering Consultants

Member AFCCE

STEVEN J. CROWLEY, P.E.

Consulting Engineer

1133 15th St., N.W., Suite 1200

Washington D.C. 20005

Telephone (202) 223-1101

Fax (202) 383-2906

Member AFCCE

AFCCE

Association of
Federal Communications

Consulting Engineers

P.O. Box 19333

20th Street Station

Washington, DC 20036-0333

(301) 776-4488

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion

26 weeks - \$60 per insertion

13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

Monday Memo

Strategic plans "can help stations anticipate changes...and capitalize on" them.

Most station executives dislike and avoid strategic planning. Although I know of no formal survey on this subject, let me share some reactions of station managers:

■ "How can I plan for the future when I don't know what's going to happen next week?"

■ "We can't afford a consulting firm, and we don't have the time or expertise to do it on our own."

■ "Strategic planning might be fine for a company in a stable industry, but nobody can plan anything in this crazy business."

These reactions are valid, but they don't invalidate strategic planning; they merely indicate something wrong with the way planning is done. Done right and done yourself, a plan can help stations anticipate changes, predict the impact of future events and suggest ways to capitalize on (rather than be the victim of) those changes.

There's an alternative to hiring consulting firm, but doing-it-yourself has to be a systematic, process or you'll throw up your hands and cavil about it being impossible to plan for the future. Here are four keys to an effective do-it-yourself plan.

First, compare and contrast where you are now with where you want to be in three years. In strategic planning terms, that means you must conduct a situational analysis and develop a mission statement. A situational analysis would compare current revenues or profit margins with those from the last year or two; analyze the competitive environment; and spotlight major problems. Your analysis should be precise and limited (no more than six or seven items).

Similarly, your mission statement shouldn't be something you conjure during a quick lunch meeting. The statement describes in specific terms what the business must be like to pros-

per and evolves from answers to hard questions such as: What audience should our station be serving in 1996? If it's different than our current audience, how should our programming, news and marketing change to serve them? What broadcasting industry trends will be threats or opportunities over the next few years?

From all this, you might create a mission statement such as: "To become the highest-rated station in 1996 among people over age 45."



By Edwin Moldof, Blackman Kallick Bartelstein, Chicago

Next, create a list of strengths and weaknesses—the strengths that will help you fulfill your mission, the weaknesses that will hinder that effort. Some stations fail to analyze their strengths objectively assuming that what has always been will always be—syndication deals, once so profitable, now have a good chance of being losers. Yet they're still listed as strengths in the vain hope that that's what they'll be.

Third, set goals that fit with your mission and not just with your balance sheet. Every station worries about falling short of revenue projections. But if you set goals that focus solely on revenue, you'll probably neglect sources of revenue—services, marketing, etc.

Fourth, create a strategy and action plan for each goal. Strategies and action plans ensure accountability. Strategies are major actions to achieve goals; action plans are detailed steps to achieve strategies. If your goal is to have the best news operation in town, your strategies might include: hiring a new anchor, adding vans, new minicams and a helicopter. The action plan would state who is responsible for what and when.

Situational analysis/mission statement, strengths/weaknesses, goals, strategies/action plans. Use these four elements as your station's planning guide and you can do it yourself. ■

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman.
Peggy Conlon, publisher.

Editorial

Donald V. West, senior vice president and editor.
Harry A. Jessell, executive editor.
Mark K. Miller, managing editor.
Kira Greene (special projects), John S. Eggerton,
assistant managing editors.
David R. Borucki, art director.

Washington

Kim McAvoy, bureau chief.
Joe Flint, Patrick Watson,
assistant editors.

Sean Scully (technology), John Gallagher,
staff writers.

Marsha L. Bell, editorial assistant.
Winslow Tuttle, Catharine Garber, proofreaders.
Denise P. Smith, Kenneth Ray, production.

New York

475 Park Ave. South 10016: 212-340-9860;

Editorial Fax: 212-340-9874;

Advertising Fax: 212-340-9869

Geoffrey Foiste, bureau chief.

Stephen McClellan, chief correspondent.
Rich Brown, Peter Viles (radio), assistant editors.
Christopher Stern, Jim Cooper, staff writers.

Hollywood

1680 N. Vine St., 90028: 213-463-3148;
Fax: 213-463-3159

Steve Coe, assistant editor (networks).
Mike Freeman, assistant editor (syndication).

London

76 Brewer St., W1R 3HP: 44-71-287-2462;
Fax: 44-71-287-2085

Meredith Amdur, international editor.

Advertising

New York

212-340-9860

Lawrence W. Oliver, advertising director.

Joseph E. Ondrick, East Coast regional
sales manager.

Randi T. Schatz, sales manager.
William C. Schenck, account executive.

Antoinette Fasulo, executive assistant.
Joan Miller, executive secretary.

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.
Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340

Doris Kelly, sales service manager.
Mitzi Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates (Southwest regional
and all North American equipment advertising):
609-683-7900; Fax: 609-497-0412

Yukari Media Inc. (Japan): (06) 925-4452;
Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager.

Circulation

800-554-5729

Michael Borchetta, subscription promotion director.

Production

Harry Stevens, production manager.
Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager.
Neil Periman, senior VP-group publisher.

Lawrence B. Taishoff, adviser.
Phyllis Steinberg, director of customized
communications.

Cahners Publishing Company

Robert L. Krakoff, chairman-CEO.

Reed Publishing (U.S.A.) Inc.

Robert L. Krakoff, chairman-CEO.

Fifth Estater

David Hurd Moulton

When House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) needed to find a new chief counsel and staff director for his subcommittee, he did not have to go far. He turned to one of his most trusted and valuable aides: David Moulton.

Moulton, who has been with Markey since 1985, moved to the subcommittee in January. He had been the congressman's administrative assistant.

Washington's telecommunications lobbyists give Moulton high marks. They say he is well informed and a straight shooter. Says veteran Washington communications attorney Richard Wiley, "He's easy to get along with, accessible and fair."

Because much of Markey's daily schedule is driven by subcommittee-related matters, Moulton knows the players and the issues. "I wasn't involved deeply in anything, but I was involved in everything," he says.

Moulton is wasting no time carrying out his chairman's agenda. Since January, the subcommittee has hit the ground running. It's convened a hearing on the 1991 Children's Television Act, marked up a spectrum auction bill and begun looking at how to upgrade the information highway as well as deal with those issues surrounding the Bell operating companies' entry into information services, manufacturing and long distance.

And there's more. Markey wants to look at how satellites fit into the creation of an information highway; there will be a hearing this week on the impact of television violence on children, and Markey wants to codify the fairness doctrine. Meanwhile, campaign finance reform dealing with the lowest unit rate broadcasters charge for political ads is on the subcommittee's agenda. And Moulton says Markey will pay close attention to the development of HDTV. "It's clear that HDTV offers enormous new opportunities for the electronics, computer



and broadcast industries. We want them to take full advantage of that."

In addition, the subcommittee must pass a series of measures to reauthorize the FCC, the Corporation for Public Broadcasting and the National Telecommunications and Information Administration (NTIA).

The FCC's implementation of the 1992 Cable Act is yet another matter likely to occupy the subcommittee's time. Moulton who served as Markey's "designated hitter" on several occasions throughout negotiations on the Cable Act, is not buying the cable industry's arguments that the Act will irreparably harm their business. Says Moulton: "It's apparent to most people that the cable industry is a good industry to be in. People are still making money there and will make money under the FCC regulations."

Moulton's and Markey's paths first crossed in the seventies, when Moul-

ton was with Ralph Nader's Congress Watch and lobbied members of the House Energy and Commerce Committee on the National Energy Act.

Moulton, 44, grew up in Concord, Mass. He graduated from Harvard in 1970 and received his law degree in 1977 from Georgetown University Law Center.

After leaving Congress Watch in 1978, he worked for Senator Ted Kennedy (D-Mass.) on the Energy Subcommittee of the Joint Economic Committee. In 1981, Moulton joined the Energy Conservation Coalition as policy director and stayed until 1984. The following year, he went to the Hill.

Moulton became staff counsel for the House Energy Conservation and Power Subcommittee, which at that time was chaired by former Congressman Richard Ottinger. In 1985, Moulton became Markey's legislative director and was later named Markey's administrative as-

sistant.

"He understands the policy, the process and, most important, the person [Ed Markey]," says Larry Irving, a former senior counsel on the subcommittee who has been nominated to head the NTIA. Moreover, Moulton knows the subcommittee members well enough to anticipate their needs. He has the chairman's "complete confidence," says Irving.

Moulton's days at the subcommittee are long. He's lucky

to get home in time to put his two girls to bed. And if he can find the time on the weekends, Moulton likes to run. Someday he'd like to try the Boston Marathon. ■

Chief counsel and staff director, House Telecommunications Subcommittee; b. May 15, 1948, Boston; BA, architectural sciences, Harvard College, Boston, 1970; JD, Georgetown University Law Center, Washington, 1977; lobbyist, Congress Watch, Washington, 1977-78; counsel, Senate Energy Subcommittee of the Senate Joint Economic Committee, 1979-80; policy director, Energy Conservation Coalition, Washington, 1981-84; counsel, House Energy Conservation & Power Subcommittee, 1985; legislative director, Representative Edward Markey (D-Mass.), 1985; administrative assistant to Markey, 1987; current position since January 1993; m. Francie dePeyster, July 30, 1977; children: Emily, 8; Molly, 4.

Fates & Fortunes

TELEVISION

Jay Newman, VP/station manager, WCAU-TV Philadelphia, named VP, operations, station services, CBS Television Stations, New York.

Steve Sando, director, operations, special events unit, CBS News, New



Jay Newman
CBS



Steve Sando
CBS News



Martin Yudkowitz
NBC



Gary Cozen
KDKA-TV



David Nuell
Time Telepictures TV

York, named director, operations, Europe, CBS News, London.

Martin Yudkowitz, VP, business affairs, NBC 1992 Olympics Unit, New York, named senior VP, strategic development, NBC Cable and Business Development, there.

Gary Cozen, former VP/GM, WPGH-TV Pittsburgh, joins KDKA-TV there as VP/GM.

R. Perry Kidder, director, sales, WFRV-TV Green Bay, Wis., named VP/GM.

Frank Cicha, associate director, research, Twentieth Television Domestic Television, Beverly Hills, Calif., named executive director.

Frank Hussey, director, sales, western division, D.L. Taffner, Los Angeles, joins MGM Domestic Television Distribution there as western division manager.

Sharan Magnuson, director, talent relations, publicity, Fox Broadcasting Company, Beverly Hills, Calif., named executive director, publicity.

David Nuell, former executive producer, Paramount Domestic Televi-

sion's *Entertainment Tonight*, Hollywood, joins Time Telepictures Television, Burbank, in same capacity.

Joe Kissack, manager, southwestern region, Columbia Pictures Television Distribution, Dallas, named VP.

Jim Washburn, manager, operations, Disney-MGM Studios, Lake

Buena Vista, Fla., named director, new business development.

Michelle Hunt, senior publicist, Burson-Marsteller, Mahoney Communications Division, Los Angeles, joins Twentieth Television, Beverly Hills, Calif., as manager, publicity, network, domestic television.

Brian Neimark, syndication sales administrator, Republic Pictures, Los Angeles, joins MTM Worldwide Distribution, Studio City, Calif., as sales administrator.

Emily Rooney, news director, WCVB-TV Boston, joins ABC's *World News Tonight with Peter Jennings*, New York, as executive producer.

Mark Braff, executive VP, Myers Report, Parsippany, N.J., leaves to form Braff Communications, Fair Lawn, N.J.

Don Hammond, weekend news anchor, WKEF-TV Dayton, Ohio, named weeknight news anchor.

Jeanine Socha, research director, KMSP-TV Minneapolis, joins WCCO-TV there as director, research.

Maria Hinojosa, New York bu-

reau correspondent, National Public Radio, New York, joins WNBC-TV there as host, *Visiones*.

Appointments at KULR-TV Billings, Mont.: **Dyan Patterson**, graduate, University of Alabama, Birmingham, joins as news reporter; **Diane Harrigan**, news co-anchor, WBOY-TV Clarksburg, W. Va., joins as repor-

ter/anchor.

Sherri Ellerbe, former corporate/foundation development officer, KRMA-TV Denver, joins WHMM-TV Washington as assistant director, marketing, development, creative services.

Elected to board of trustees, Association of America's Public Television Stations, Washington: **Jeff Clarke**, CEO/GM, KUHT-TV Houston; **Elsie Garner**, senior VP/station manager, WEDU-TV Tampa, Fla.; **Henry Wareham**, president/GM, WVIZ-TV Cleveland; **Barbara Hoffman**, chairperson emeritus, WKPC-TV Louisville; **Eric Smith**, director, Office of Telecommunications, Florida Department of Education, Tallahassee; **Victor Miramontes**, principal, Group CMK Inc., San Antonio, Tex.

Appointments at Maryland Public Television Network, Owings Mills, Md.: **Carol Wonsavage**, VP, new programing development, national/international production division, named director, programing, promotion, broadcasting division; **Joyce**

Winslow, founder/president, Dining with Heart, Washington, D.C., joins as manager, regional promotion.

J. Spencer Kinard, director, marketing, REDCON, Bountiful, Utah, joins KXIV-TV Salt Lake City as assistant GM.

Russ Hamilton, former GSM, WSTM-TV Syracuse, N.Y., joins WHTM-TV Harrisburg, Pa., in same capacity.

Robert Furlong, VP/GM, WCGV-TV Milwaukee, Wis., joins KUTP-TV Phoenix, Ariz., in same capacity.

Brooks Hogg, GSM, WDSU-TV New Orleans, joins KREM-TV Spo-

Mike Morrison, assistant director, operations, Metro Traffic Control, Washington, named director.

Ken Hayes, assistant director, operations, Metro Traffic Control, Indianapolis, named director.

Appointments at WNEW-FM New York: **Pat Kelley**, air personality, KMET(AM) Los Angeles, joins as morning air personality; **Jim Monaghan**, air personality, named sports director.

Bill Sauer, GM, KXKL-AM-FM Denver, departs.

Bob Zuroweste, VP/GM,

CABLE

Don Barden, chairman/president, Barden Communications, Detroit, nominated to NBD Bancorp board of directors there.

Glenn Jones, CEO/founder, Mind Extension University, Englewood, Colo., recipient of Most Outstanding Corporate Individual Achievement award, given by U.S. Distance Learning Association.

Eason Jordon, VP, international news, CNN, Atlanta, named senior VP.



Joe Kissack
CPTD



Jeff Dashev
Interep West



Don Barden
Barden Communications



Rick Bernstein
HBO



Harriet Seitler
ESPN

kane, Wash., in same capacity.

Richard Engberg, director, sales, WPWR-TV Chicago, joins KPHO-TV Phoenix, Ariz., as GSM.

Jerry Wareham, president/GM, Greater Dayton Public Television, Dayton, Ohio, joins Educational Television Association of Metropolitan Cleveland in same capacity.

Ron Mires, VP/GM, KERO-TV Bakersfield, Calif., is retiring.

Margaret Cincotta, account executive, National Cable Advertising, Boston, rejoins Katz Television Group, Boston, as sales executive, continental division.

RADIO

Jeff Dashev, executive VP/western division manager, McGavren Guild Radio and regional executive, Interep Radio Store, Los Angeles, named president, Interep West, there.

Richard Turkheimer, GSM, WSOC-FM Charlotte, N.C., named GSM, WSUN(AM)-WWRM-FM Tampa/St. Petersburg.

KUDL(FM)-WHB(AM) Kansas City, Kansas rejoins KXKL-AM-FMcp10.25 Denver as GM.

Pete Forester, account executive, KMGH-FM Flagstaff, Ariz., named GM.

Appointments at WDRE-FM Westbury, N.Y.: **Dan Zako**, local sales manager, named GSM; **Roy Seransky**, account executive, WPAT-AM-FM New York, joins as local sales manager.

Appointments at WONW(AM)-WNDH-FM Napoleon, Ohio, and WZOM-FM Defiance, Ohio: **Robert McLimans**, station manager, WONW(AM)-WNDH-FM, named senior VP/GM for the three stations; **Connie Bechtol**, GSM, WONW(AM)-WNDH-FM, named VP/GSM for the three stations; **Rick Small**, assistant station manager, WNDH-FM, named operations manager, WZOM-FM; **Joe Chontos**, assistant station manager, WONW(AM), named operations manager; **Barbara Grooms**, business manager, WONW(AM)-WNDH-FM, named business manager for the three stations.

Rick Bernstein, director, sports production, HBO, New York, named VP.

Harriet Seitler, senior VP, new business development, VH-1: Video Hits One, New York, joins ESPN, Bristol, Conn., as VP, marketing, creative services.

Michael Burrus, executive VP, Multimedia Cablevision Company, Greenville, S.C., named president.

Donald Sbarra, president, Multimedia Cablevision Company, Greenville, S.C., named chairman.

Appointments at MTV: Music Television, New York: **Richard Connor**, manager, affiliate promotions, named director, affiliate promotion, radio syndication; **Linda Abrams**, VP, consumer marketing, Ruder-Finn, New York, joins as director, affiliate communications; **Dan Levi**, manager, ad trade marketing, named director.

Lisa Delligatti, director, Canadian sales, Learning Channel, Bethesda, Md., named director, central region, affiliate sales, marketing.

Carson to receive communications award

Former *Tonight Show* host and charter BROADCASTING & CABLE Hall of Fame member Johnny Carson will receive the 1993 Communication Award during the Center for Communications annual luncheon May 24 at the Plaza Hotel in New York. The award, to be presented by Ted Koppel, anchor of ABC's *Nightline*, honors individuals in communications who have made a measurable difference in their fields. Robert Wright, NBC president and chief executive officer, NBC Inc., is chairman of the luncheon; serving as co-chairmen are Laurence Tisch, CBS president, chairman and CEO, and Daniel Burke, president, CEO and chief operating officer, Capital Cities/ABC. In a joint statement, they said of Carson, "His wit has engaged generations, influenced the nation's political debate and risen above television rivalries to make him a national institution."

Past recipients include William S. Paley, Arthur Ochs Sulzberger, Otis Chandler, J. Richard Munro, Thomas S. Murphy, Katharine Graham, Grant Tinker, Warren H. Phillips and Allen Neuharth. —MB

Appointment at CNN *NewsSource*, Atlanta: **Linda Joyce**, reporter, KICU-TV San Jose, Calif., joins as West Coast correspondent; **Linda Hall**, assignment manager, CNN, Los Angeles, named coordinating producer.

Terry Meeuwssen, talk show host, WTMJ-TV Milwaukee, joins Christian Broadcasting Network's *The 700 Club*, Virginia Beach, Va., as co-host.

James Cook, regional sales manager, Showtime Networks Inc., New York, joins SportsChannel Ohio, Cleveland, as director, affiliate sales.

TECHNOLOGY

Geoffrey Mendenhall, VP, research, development, Broadcast Electronics, Quincy, Ill., joins Harris Allied Broadcast Division there as VP/radio product line manager.

Paul Pizzani, director, business analysis, COMSAT International Ventures, Washington, named VP, finance, planning.

INTERNATIONAL

J. Michael Byrd, senior VP, international operations, Samuel Goldwyn International, Los Angeles, joins Turner International, Atlanta, as VP, international syndication.

Peter Viner, president/CEO, Can-West Broadcasting Ltd., Winnipeg, Manitoba, Canada, resigns.

Harriet Brand, director, international marketing, promotions, EMI, Los Angeles, joins MTV Europe,

London, as director, talent, artist relations.

WASHINGTON

Elected to National Association of Broadcasters radio board of directors, network seats: **William Hogan**, president, Unistar Radio Networks, New York; **Roy Simpson**, executive VP/GM, Jones Satellite Network, Englewood, Colo.; **Nancy Widmann**, president, CBS Radio, New York.

Frances Seghers, executive director, government affairs office, Motion Picture Association of America, Washington, named VP, federal affairs.

DEATHS

Julius Cohen, 79, retired president of Washington consulting engineering firm Cohen, Dippell and Everist, died May 2 of cancer at his home in Silver Spring, Md. The firm specializes in electrical engineering for the broadcast industry. Clients include CBS, NBC, Cox Broadcasting, Taft Broadcasting and the Post-Newsweek stations. Cohen was a past president of the Association of Federal Communications Consulting Engineers. He retired last November after more than 50 years of service. Survivors include his wife, Gladys, and two daughters.

Allen Minetree, 43, sales manager for television station representative TeleRep, Houston, died April 11

from a pulmonary embolism following an emergency appendectomy at West Houston (Texas) Medical Center. Minetree came to TeleRep from KSNW-TV Wichita, Kan., the Kansas State Network, where he had been local/regional sales manager. He became Houston sales manager in 1987. Survivors include his wife, Betty, and two daughters.

Louis Donato, 72, retired director, broadcast services, domestic and international satellites, RCA Americom and RCA Globcom, New York, died April 19 of lung cancer at North Shore Hospital, Manhasset, N.Y. Donato's career, which spanned more than 45 years, pioneered trans-oceanic TV transmission over Intelsat in the 1960's and served the networks and broadcasters for RCA until his retirement in 1986. Survivors include his wife, Nancy, four sons and one daughter.

Sy Howard, 77, comic writer, director and producer who created the radio program *My Friend Irma*, died April 30 in Los Angeles. Cause of death was not reported. He wrote for such stars as Danny Thomas, Milton Berle and Jack Benny on radio. His television credits include *Fair Exchange* (CBS, 1962-63), *Guestward Ho!* (ABC, 1960-61) and *Harrigan and Son* (ABC, 1960-61). He was also an executive producer with Desilu TV studios.

Elizabeth Rohan Lund, mother of Peter Lund, executive VP, CBS/Broadcast Group, and grandmother of Mark Lund, local sales manager, WSBK-TV Boston, died the weekend of May 1, after a long illness, in Bloomington, Minn. She was the wife of the late Arthur Lund (BROADCASTING & CABLE, April 26), retired Minneapolis advertising executive. Survivors include four sons and three daughters.

Joseph (Gus) Rountree, 79, consulting engineer, died March 27 after a long illness from a stroke, in Austin, Tex. Rountree worked for WBAF(AM) Fort Worth, Tex., until the start of World War II, when he joined the FCC in New Orleans as a radio inspector. Rountree joined A. Earl Cullum Jr. & Associates, consulting engineers, after the war. He established his own engineering practice, which he continued until his illness. Survivors include his wife, Irma, and one daughter.

Closed Circuit

WASHINGTON

It keeps on going

Efforts to settle the license renewal challenge against NBC's WRC-TV Washington for \$310,000 (or some portion thereof) are being frustrated by 1990 comparative renewal reforms that limit settlement payments to out-of-pocket expenses and prohibit payments until after the FCC renders its initial decision. The WRC-TV case hasn't even gone to hearing yet. Bernie Koteen, lawyer for NBC, has talked to FCC officials about getting a waiver, according to FCC sources. The reception to the idea was generally cool, they said. Koteen declined comment. The chief beneficiary of settlement would be Benito Gaguine, the lawyer representing challenger National Capital Communications Inc. Nearly \$235,000 of NCCI's \$310,000 expenses are legal fees.

Getting together?

Prospects for a grand alliance among the three companies with HDTV systems under study by the FCC appear bright. Paul Misener, aide to FCC HDTV Advisory Committee Chairman Dick Wiley, said the three companies have been meeting, trying to work out an agreement, and that Wiley is "very pleased with their progress," Misener said on Friday. He declined to give specifics on the proponents' report. Wiley has told the proponents that they have until May 24 to form an alliance.

Take a letter

Once the House Telecommunications Subcommittee convenes a hearing on the impact of television violence on children this week (Wednesday) what will follow? It's unclear what Subcommittee Chairman Ed Markey (D-Mass.) will want to do. There is, however, some likelihood that he will send an open letter

Line on CBS late night

CBS's *Crimetime After Primetime*, the wheel of late-night action-adventure series pressed into service after the demise of *The Pat Sajak Show*, will remain on the schedule until April or May of next year while CBS decides what will follow the David Letterman show in the 12:30-1:30 time slot. Original episodes of each of the five series will run at different times between now and then, with fresh episodes of *Dark Justice* and *Sweating Bullets* set to air into the spring of 1994. The network will repeat episodes of the five series after production has ceased and until the Letterman companion is ready. The latest on the post-Letterman show has the network in negotiations with Garry Shandling. A source close to the talks said Shandling and his manager Brad Grey have been talking with CBS for weeks, including while the comedian was negotiating with NBC. "CBS hasn't told him they need an immediate answer, and that works in their favor," said the source. Shandling is tied up with HBO through August with production on the second season of his *The Larry Sanders Show* series.

to TV the networks stating congressional concerns about the matter and urging them to curb what he believes to be the amounts of excessive violence on television.

LOS ANGELES

Violence summit

A proposed summit on television violence in Los Angeles this summer (Aug. 2) is attracting considerable interest. The summit will include broadcast networks, cable and the program production community and could result in a crowd of more than 200. Planners have invited Senator Paul Simon (D-Ill.) to speak at the meeting, which will also feature panel discussions by researchers and others who have studied the impact of violent television programming on society.

NEW YORK

On the Horizon

PBS's new cable channel, to be announced this week, will be an advertiser-supported, for-profit enterprise called Horizons TV. The project is being spearheaded by former PBS President Lawrence Grossman

and noncommercial stations WGBH-TV Boston and WNET-TV New York.

CHICAGO

Interested buyer?

Among those said to be pursuing the stations of Combined Communications are the new owners of Univision. The Hispanic TV network is believed to want to acquire WGBO-TV Chicago to replace its current affiliate, which carries only a limited portion of the network's schedule.

HOLLYWOOD

'Femme' not fatale yet

The word from sources connected with the executive committee of the Prime Time Entertainment Network consortium is that a series development project based on "La Femme Nikita," the film about a female assassin, was recently vetoed by the station committee but that Warner Bros. Domestic Television Distribution has been discussing ways to distribute the hour action-adventure series as a standalone weekly for syndication.

In Brief

FCC Commissioner **Ervin Duggan** called for "managed competition" between satellite and terrestrial digital audio broadcasters in a speech to public broadcasters last Friday. "I want to suggest...that the FCC should consider coordinating the deployment of satellite and terrestrial DAB so each segment of the industry can start with digital service from the same point on the race-track," he said. Duggan did not offer specifics, saying he is merely "thinking out loud." The suggestion is a major change for Duggan, who in the past has been an enthusiastic supporter of satellite-based DAB. NAB spokesman Doug Wills said his

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 25. Numbers represent aggregate rating average/stations/% coverage)

| | |
|----------------------------|-------------|
| 1. Wheel Of Fortune | 13.7/222/98 |
| 2. Jeopardy! | 11.9/214/99 |
| 3. Star Trek | 10.0/242/99 |
| 4. Star Trek: Deep Space | 9.7/233/99 |
| 5. Oprah Winfrey Show | 9.3/235/99 |
| 6. Entertainment Tonight | 7.8/184/96 |
| 7. Wheel Of Fortune-wknd | 7.6/184/82 |
| 8. Inside Edition | 7.2/170/90 |
| 9. Imagination I | 7.0/185/95 |
| 9. Married...With Children | 7.0/192/96 |
| 11. Current Affair | 6.9/181/96 |
| 12. Portfolio XV | 6.5/194/97 |
| 13. Roseanne | 6.2/136/86 |
| 14. Magic II | 6.1/164/93 |
| 15. Baywatch | 5.9/174/94 |

organization is very pleased by the commissioner's change of heart.

KCBS-TV Los Angeles will begin airing Warner Bros. Domestic Television Distribution's *Love Connection* strip at 7:30-8 p.m. next Monday (May 17). KCBS originally planned to start airing the show next fall, but competing independent KCAL(TV), which had the strip at 2:30-3 a.m., decided to surrender the series earlier than planned. *Love Connection* replaces Genesis Entertainment's *Emergency Call*, a weekly series that KCBS had been temporarily stripping as the lead-out from Genesis' *Real Stories of the Highway Patrol* series at 7-7:30 p.m.

Worldvision Enterprises reports its upcoming quarterly *Chris Evert Specials* have been sold in markets representing 70% of the U.S. The first of the four specials, which have been cleared in 17 of the top 20 markets, has a June 11-20 broadcast window. Eddie Murphy, Gloria Estefan and Jane Seymour are scheduled to be profiled. Top station clearances include WPIX-TV New York, KTLA Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, KICU San Francisco, WUSA-TV Washington and WCVB-TV Boston. Worldvision is offering the specials on straight barter basis.

Western International Syndication has given its off-cable sitcom, *1st & Ten*, a firm go for launch in broadcast syndication, with sales completed in 67 markets representing 71% U.S. coverage. The series, which originated on HBO, is set to clear on stations including WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, KDAF-TV Dallas, KPRC-TV Houston, WVEU-TV Detroit and WTVJ-TV Miami. *1st & Ten* is produced by Kushner-Locke Productions.

The House Telecommunications Subcommittee has scheduled a

Peabody winners chosen for 1992

The University of Georgia College of Journalism and Mass Communication announced the winners of its annual George Foster Peabody Awards for distinguishing service to broadcasting and cable. The awards will be presented at a May 17 ceremony at New York's Waldorf Astoria.

■ The radio winners: KJLH-FM Compton, Calif., for coverage of the Los Angeles riots; National Public Radio for *Prisoners in Bosnia*; WBUR-FM Boston and National Public Radio for *Car Talk*; KFFA(AM) Helena, Mont., for *King Biscuit Time*; American Folklife Radio Project for a series on American folklife.

■ The television winners: WTVJ-TV Miami for *Hurricane Andrew: As It Happened*; KTTV-TV Los Angeles for gavel-to-gavel coverage of the Rodney King trial; ABC News *Nightline Special: 72 Hours to Victory*; Propaganda Films and Fox Broadcasting Company for *Rock the Vote*; KIRO-TV Seattle for *When the Salmon Runs Dry*; WGBH-TV Boston and the Public Broadcasting System for *The American Experience: The Donner Party*; WGBH-TV Boston, and the British Broadcasting Company, London, for *The Machine That Changed The World*; HBO and Maysles Films Inc., New York, for *Abortion: Desperate Choices*; KNME-TV and the Institute for American Indian Arts, Albuquerque, N.M., for *Surviving Columbus*; Signifyin' Works, Berkeley, Calif., and the Public Broadcasting System for *Color Adjustment*; Canamedia Productions, Ltd., and TV Ontario, Toronto, for *Threads of Hope*; HKO Media Inc., and WKBD-TV Detroit for *Close to Home: The Tammy Bocomino Story*; ABC News *Nightline* for *Moment of Crisis—Anatomy of a Riot*; GPN/Nebraska ETV Network, Lincoln, Neb., for *Reading Rainbow: The Wall*; Channel One for *AIDS*; WQED-TV Pittsburgh, WGBH-TV Boston and the Public Broadcasting System for *Where in the World Is Carmen Sandiego?*; WCVB-TV Needham, Mass., for *The Incredible Voyage of Bill Pinkney*; NBC for national public service campaign, *The More You Know*; WGBH-TV Boston for *The Health Quarterly: The AIDS Report Series*; MTV Music Television for *Choose or Lose Campaign*; HBO and Springcreek Productions in association with Breakheart Films for *Citizen Cohn*; NBC-TV for *Seinfeld*; ABC-TV and Carsey-Warner Company for *Roseanne*; CBS-TV and Finnegan-Pinehuk Company in association with Brand-Falsey Productions for *Northern Exposure*; CNN, Atlanta, for *Larry King Live Election Coverage 1992*; CBS-TV and Granada Television, London, for *Age Seven in America*.

Personal awards will be presented to Daniel Schorr and Fred Rogers. Institutional awards will be given to BBC Radio and C-SPAN.

hearing for Wednesday (May 12) on television violence and its impact on children. The subcommittee was said to be lining up researchers, academicians and activists.

WYNZ-AM-FM Portland, Me., has been sold by Buckley Broadcasting to Saga Communications for **\$800,000-\$900,000**. Saga already owns WGAN(AM)-WMGX(FM) Portland. Broker: Gary Stevens.

Frasier, the *Cheers* spin-off starring Kelsey Grammer, is in production and has completed casting. John Mahoney, Jane Leeves, David Hyde Pierce and Peri Gilpin will co-star.

In the first Saturday of the May sweeps, Fox dominated the children's lineups by winning in households and all the key demographics. The win was Fox's 12th in the last 17 weeks among kids 2-11.

Although it has lost three previous rounds in court on the issue, the NBA is back on the warpath against superstations that carry its games nationally (including WGN-TV Chicago; WTBS-TV Atlanta and WWOR-TV New York). In its most recent contract renewal with NBC, the league transferred all broadcast and cable rights to the network, including veto power over superstation telecasts. In addition, the league voted to charge teams a per-game fee for superstation coverage that would presumably be passed on to the broadcasters. Attorneys for WGN-TV, which is challenging the relevant NBC contract provisions and per-game fee rule at the U.S. District Court in Chicago, estimate per-game fees in their case at \$250,000, or \$7.5 million for their 30-game lineup. In 1991, the Chicago court ruled the NBA illegally tried to impose a 20-game limitation on superstations. Last year, that decision was upheld.

A group of 19 media organizations filed a joint friend of court brief asking the New York State

Standards go down as channels go up

As channels multiply, standards deteriorate," said Howard Stringer, president, CBS/Broadcast Group, speaking at a Hollywood Radio & Television Society luncheon last Thursday. The topic was the 500-channel universe on the horizon and its effect on the quality of television. "Is there more violence on television?" he asked. "With more and more channels, of course there is. Some researchers indicate that by the age of 18 the average American will have seen 200,000 acts of violence on television, and that includes 40,000 murders. In the 500-channel universe, it will be possible to watch those same 40,000 people murdered again and again."

Stringer pointed out there are more direct causes for violent crime than television, such as availability of guns, joblessness and drug addiction, "but if we do no more than hold up a mirror to American society, then today that may not be enough.... If you argue we have no moral responsibility to sustain values, then perhaps we have an artistic responsibility. Death stings, pain hurts, loss devastates, fear terrifies. And if we still insist that television merely mirrors reality, then let us reflect our reality more skillfully and honestly." —SC

Court of Appeals in Albany to overturn a record \$15 million libel award against WKBW-TV Buffalo. The award stemmed from a 1991 case in which the station misidentified a local restaurateur as a beating victim who may have owed money to organized crime figures. The station ran a correction six hours later, saying it was a misunderstanding between the reporter and an FBI spokesman. The award was upheld in February by an intermediate appeals court. Organizations, including CBS, NBC and Fox, said if the award stands it would expose every news organization that makes a mistake to possibly "ruinous verdicts."

Arbitron is coming under criticism for its use of on-air announcements in Atlanta aimed at increasing participation in its radio diary ratings report. The American Association of Advertising Agencies wrote to Arbitron expressing concern about the project, which was suggested by Atlanta broadcasters. And the Electronic Media Ratings Council last week warned that it too has concerns about the promotion and may revoke the accreditation of Arbitron's spring report for Atlanta. Arbitron is standing by the promotion.

Veteran radio news executive **Bob Benson plans to leave his position as VP, ABC News, radio**, in early July. Benson plans to form his own company to develop new programming—not all of it news-related—for ABC Radio Networks.

The FCC hit Rusk Corp., licensee of KLOL(FM) Houston, with a \$33,750 fine for indecent broadcasts. The broadcasts in question aired on the *Stevens and Pruett Show* on various mornings in March 1991. The hosts were conducting a sex survey that the FCC said succeeded in providing "vulgar and explicit descriptions of sexual organs and activities."

To the surprise of many, **fin-syn rules released last Friday resurrected anti-warehousing provision** requiring big three networks to syndicate programs in which they have an interest four years after their network debut. FCC had eliminated the warehousing provision with most other prohibitions April 1. Like remaining ban against active syndication, warehousing provision is set to sunset two years after federal court lifts fin-syn consent decrees.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Televasting** introduced in 1945. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable®* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting ■

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is printed in the U.S.A. and published weekly, except at year's end when two issues are combined by The Cahners Publishing Co. Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016. Is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President/Business Publishing; Jerry D. Neth, Executive Vice President/Publishing Operations; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division; Neil Perlman, Senior Vice President/Group Publisher; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Senior Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing; Steve Thompson, Vice President/Corporate Marketing; Daryl Oite, Vice President/Planning. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).



WHERE DOES IT SAY THAT SMALL MARKET TELEVISION CAN'T BE BIG?

Actually, nowhere. And the seven stations of the AFLAC Broadcast Division are proving it. They're bringing the experience and vision usually found only in large markets to every ADI they serve.

Under their former name, American Family Broadcast

Group, they've established themselves as leaders in their respective markets. These exceptional stations offer excellent programming, strong editorial and superb community service matching and even surpassing large market quality. This is no small achievement, as viewers in many small

markets will tell you.

Which shows what happens when a television station thinks large.

AFLAC
BROADCAST DIVISION
(Formerly American Family Broadcast Group)

See your HRP representative. WAFB-TV Baton Rouge KFVS-TV Paducah/Cape Girardeau WAFF-TV Huntsville/Decatur
 WTVM-TV Columbus, GA WTOG-TV Savannah WITN-TV Washington/New Bern/Greenville KWWL-TV Waterloo/Cedar Rapids