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Broadcasting

Cable

The Newsweekly of Television and

**DONE DEAL
ON VIOLENCE / 7**



**FCC'S NEW
CHAIRMAN / 6**



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The winning ways of **LOWRY MAYS**

and his Midas touch
at station trading / 19

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Fast Track

MUST READING FROM BROADCASTING & CABLE

CHAIRMAN HUNT YIELDS CHAIRMAN HUNDT

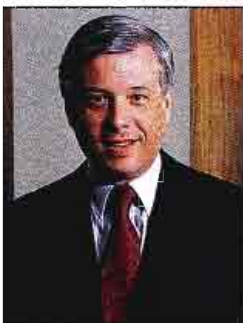
President Clinton named Washington antitrust attorney Reed Hundt as new chairman of the FCC. Colleagues call Hundt a bright and well-regarded litigator. / 6

LABELING VIOLENCE

The major broadcast networks have agreed to include parental warnings in violent programs, and acknowledged that TV violence may affect the behavior of children. / 7

MOONEY STEPS DOWN

After weeks of public speculation, NCTA President James Mooney stepped aside last week after nine years in office. Mooney presided over some of cable's darkest hours, but he denied that the industry's recent setbacks in Congress were behind his decision. / 7



NCTA President James Mooney: more time with the family. / 7

HOME SHOPPING GETS MUST CARRY

Despite strong congressional pressure, the FCC voted to grant home shopping stations must-carry status. Commissioner Ervin Duggan opposed the move, arguing it does not serve the public interest. / 8

CONGRESS TO FCC: SEPT. 1

The FCC's strongly stated reluctance notwithstanding, Congress told the commission to get moving on rate regulation by Sept. 1, not Oct. 1 as the commission had planned. The House-Senate conference report that set the date also awarded the FCC an \$11.5 million supplemental appropriation to enact the new regulations. / 8

The networks and independent broadcasters told Congress they will not support a system that would allow parents to indiscriminately lock out access to all violent programming. / 9

DOUBTS ABOUT FIFTH NETWORK

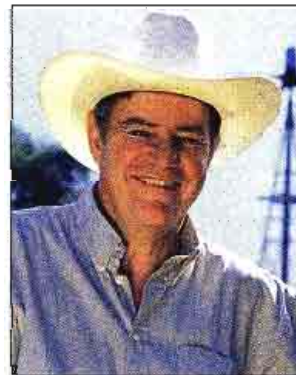
Fueled by Paramount's recent acquisition of a seventh station, speculation continues that a fifth broadcast network is in the works. Industry analysts, however, doubt the network will emerge soon. / 11

A federal judge in San Francisco ruled that a mother and daughter can sue CBS for fraud, invasion of privacy and intentional infliction of emotional distress over an April 1992 "Street Stories" segment on domestic violence. / 14

Rysher TPE will add a third action-adventure series, "Thunder in Paradise," to first-run syndication beginning in March 1994. / 15
The Midem Organization has created the MILIA conference, an annual international gathering to focus on multimedia programming. The first conference will be held Jan. 15-18, 1994, in Cannes. / 15



The big three networks and Fox, perhaps warding off congressional action, agreed on wording to be used to flag programs with violent content. / 7



On the cover

Clear Channel Communications head Lowry Mays was once considered to be on the fringe of broadcasting. Now his company is the Wall Street standard-bearer for the whole industry, enjoying huge growth in hard times. This week, he talks about that turnaround. / 19 **Photo: Michael Sidoric/Black Star**

"He's smart; he'll learn it. We don't do rocket science."—Communications attorney Vince Curtis on Reed Hundt's nomination to head the FCC. / 6

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FOX LAUNCHES LATIN AMERICA CHANNEL

Beginning Aug. 14, Fox Inc. will launch a Latin American cable channel to carry programing in Spanish, Portuguese and English. Local or regional programing could eventually supplement its menu of American theatricals and TV shows. / 16

ABC has announced four new midseason programs, including series from veteran producers Steven Bochco and James Brooks. / 16

Viacom International will launch VH-1 and Nickelodeon in the United Kingdom in 1994. / 17



Working with the "Information superhighway" task force from the White House are Mike Nelson (left) and Tom Kalil. / 26

ANOTHER TRY AT RATINGS REDESIGN

Responding to broadcasters' criticism, Arbitron has announced a revised redesign proposal that includes full reports to be issued every 12 weeks, based on 18-week rolling averages. Initial industry reactions have been favorable. / 24

ACCREDITATION OF ATLANTA'S ARBITRON REPORT SUSPENDED

The Electronic Media Ratings Council put the kibosh on Arbitron's efforts in Atlanta to promote diary response. The EMRC called the campaign "an experiment in methodology" that could skew the results. / 24

The radio industry posted an advertising revenue increase of 8% in May over 1992 figures. Local was up 10%; national just 1%. / 25

TASK FORCE TO REPORT

An interagency task force has been appointed by the Clinton administration to formulate policies for creating a national information infrastructure, and its report is expected by the end of summer. / 26

AGREEMENT ON CD VIDEO STANDARDS

The four top consumer electronics companies, Matsushita, Sony, Philips and JVC, have agreed on a standard format for placing linear video material on CD's. The new format is based on the CD-1 format agreed upon in the late 1980's. / 28

Hoping to foil video pirates, General Instrument's VideoCipher division has been replacing old encryption units with the new VideoCipher II Plus. This year the company will replace up to 30,000 commercial units. / 28

ADVERTISERS BACK DAYTIME UPFRONTS

Daytime talk show syndicators report a strong upfront market, with cost-per-thousand increases of 8% that matched reported network daytime upfront increases. / 29

MORE SHOE SPOTS

Although figures vary for the first quarter, industry leaders Nike and Reebok say their media spending in '93 will top last year's. The top companies in athletic footwear face incipient competition from lesser-known but emerging brands like Doc Martens. / 30



Industry leaders Nike and Reebok say their media spending in '93 will top last year's. / 30

Top of the Week

Hundt tapped for FCC chairmanship

Clinton nominee has antitrust background; gets rave reviews

By Sean Scully

Reed Hundt, President Clinton's nominee to chair the FCC, is a "lawyer's lawyer" with a reputation as a tough litigator that, many insiders believe, will serve him well at the commission.

Although the Senate is expected to approve the nomination, the Senate Commerce Committee may not hold a confirmation hearing until after the August recess. Chairman James Quello will remain at the helm until his successor is qualified by the Senate.

Hundt has all the right political credentials. He is believed to have been hand-picked for the post by Vice President Al Gore, with whom he shares a friendship stretching back to their days at St. Albans, a Washington private school. Hundt also knows President Clinton, having attended Yale Law School with him in the early 1970's.

Hundt, who is a partner in the firm of Latham & Watkins, was a founding member of its telecommunications practice. He has primarily been an antitrust litigator, but he also has experience in tax and corporate law.

Since commission members are political appointees, said Erwin Krasnow of Verner, Liipfert, Bernhard, McPherson & Hand, "it's not unusual over the years to have people come on the commission who don't have a communications background.

"I think [Hundt's] antitrust background is a natural," Krasnow said.

"Second to having a communications background, it's the next best area."

Hundt's connections in the Clinton administration—he is reportedly close to Commerce Secretary Ron Brown, Labor Secretary Robert Reich and EPA

"It isn't a bad thing to have a lawyer in here," he added. "This is still a lawyer's ballgame."

Jonathan Blake, a communications attorney with the firm of Covington & Burling, said he has had several deal-

ings with Hundt. "He's very able, very vigorous and very much a take-charge person," he said.

Robert Beizer, attorney for Sidley & Austin and immediate past president of the Federal Communications Bar Association, called Hundt an aggressive litigator. "I think he'll make an excellent appointment," he said.

Hundt's work on several antitrust cases for telecommunications concerns, particularly wireless cable, means he is no stranger to communications law, even if it is not his sole focus, Beizer said.

Hundt advised the Wireless Cable Association, individual wireless cable operators and Hughes Communications in their efforts to insure access to cable programming. Hughes owns direct broadcast satellite company Direct TV, set to launch next year.

Although Hundt's work for the WCA was done five years ago, association president Bob Schmidt remembers Hundt as a "solid and principled individual" who

helped the wireless cable industry understand the antitrust implications of program access.

Still, among Washington communications attorneys practicing before the FCC, Hundt remains something of an



Washington attorney Reed Hundt faces likely Senate approval

Director Carol Browner—bode well for the commission, Krasnow said.

Outgoing commission chairman Jim Quello said he has not met Hundt, but has spoken to him briefly. "He called me...he was very friendly, said he hoped he could count on my advice and guidance.

Continues on page 10



Last week's press briefing on the networks' new TV violence advisory plan was opened by Senator Paul Simon (D-Ill.), the driving force behind congressional efforts to pressure the networks to curb violence on TV. Joining Simon were House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), ABC/Capcities's Tom Murphy, NBC's Warren Littlefield, CBS's Howard Stringer, MPAA's Jack Valenti and Fox's George Vradenburg. Network executives told reporters that the warnings are in addition to the ongoing commitment of each network to eliminate "inappropriate depictions of violence on television."

Networks adopt violence warning

No current series or cartoons will get advisories, although individual episodes may

By Kim McAvoy

Due to some violent content, parental discretion advised." That's what the four major networks will run this fall before and during the broadcast of many series, theatrical movies, made-for-TV movies, miniseries and specials to alert parents to the violent nature of a particular program.

ABC, CBS, NBC and Fox unveiled an "advance parental advisory plan" at a Capitol Hill press conference last

week. They said the plan was in addition to their ongoing commitment to eliminate "inappropriate depictions of violence on television." Turner Broadcasting System also issued a statement saying it will cooperate with the plan, although TBS prefers a violence rating system.

Each network will decide which shows will contain warnings. No current series, network executives said, will include routine warnings, although some episodes may. Nor will cartoons contain warnings, they said.

However, ABC's *N.Y.P.D. Blue*, which debuts this fall, will regularly be labeled for violence, said ABC/Capcities Chairman Thomas Murphy.

CBS Broadcast Group President Howard Stringer, NBC Entertainment President Warren Littlefield, Fox Television Executive Vice President George Vradenburg and Murphy discussed the plan, which is being implemented as a two-year test.

The networks' actions did not go

Continues on page 10

NCTA's Mooney resigns

Association president steps down after 9 years; contract buyout said to be \$1.5 million

By Kim McAvoy

National Cable Television Association President James P. Mooney resigned last week, effective July 1. It was a move many in the industry anticipated and one that capped a 12-year career at NCTA.

Mooney's future with the association has been a source of speculation for some time. There was talk before NCTA's annual convention in June that he might leave "by the end of the year" or "within the next year" (BROADCASTING & CABLE, June 7).

Although there appeared to be growing dissatisfaction with Mooney's leadership, and a number of his board members were apparently "tak-

ing a hard look at the situation," Mooney denied he was pushed out, saying there was no pressure on him to leave. "When you do something for a really long time and the enjoyment starts to slack off," he said, "it's time to do something about it."

While Mooney took some heat for the industry's failure to defeat the 1992 Cable Act, the NCTA board renewed his contract last year. It is believed he negotiated a buyout package worth about \$1.5 million.

The outgoing president told NCTA executive committee members during the convention that he had decided to resign. "It's been the best-kept secret in the cable industry," he said.

Mooney, who became president in



James Mooney is credited with bringing cable into the information age

1984, intends to "spend the rest of the summer sailing, and enjoying my family." After that, he said, "I look forward to beginning my third career while continuing to play a role in the cable telecommunications industry," although he has made no decision on what that role might be. However, Mooney said, NCTA has retained him as a consultant.

Mooney said he was not interested in "conventional lobbying." He said two law firms had contacted him and that he had "three serious feelers from the corporate sector."

Reaction to Mooney's departure poured in. John Dingell, House Energy and Commerce Committee chairman, said: "Jim Mooney is a very capable and honorable man. Many in the cable industry are going to be sorry he left." Ed Markey, chairman of the House Telecommunications Subcom-

mittee, said Mooney's departure will leave a "gaping void in the representation of the cable industry."

Mooney's counterparts at other associations also praised him. NAB President Eddie Fritts said, "He's a first-rate professional, and I have great respect and admiration for him." Motion Picture Association of America President Jack Valenti said cable has "suffered a loss."

And while Mooney may have his critics, he is credited with helping bring cable into the information age. "A lot of incredible things were accomplished during his tenure," said Brian Roberts, president of Comcast, the nation's fourth-largest MSO. Telecommunications Inc. President John Malone said, "No one could have done a better job of leading the industry through the difficult and exciting times of the last 10 years than did Jim

Mooney."

Decker Anstrom, NCTA executive vice president, will serve as acting president until a successor is named. NCTA board member Robert Miron of Newhouse Broadcasting is heading a search committee, but NCTA Chairman Richard Roberts of TeleCable said the association is not working on any "artificial timeline." He said he accepted Mooney's resignation with "regret."

Roberts would not discuss possible successors. However, a number of names have come to the fore. Several former congressmen have been mentioned, including Maryland Democrat Tom McMillen and California Democrat Tony Coelho. Among the other names mentioned: C-SPAN's Brian Lamb, CableLabs's Dick Greene, FCC Commissioner Ervin Duggan and Peter Ueberroth. ■

Home shopping gets must carry

By Kim McAvoy

Despite Hill pressure, the FCC voted two to one last week to grant must-carry status to home shopping stations. However, Chairman James Quello said the FCC, in a further notice of inquiry, may revisit its 1984 decision eliminating commercial time limitations.

Commissioner Ervin Duggan dissented, saying the commission was putting forward a "minimalist definition of the public interest standard," instead of "mending and refurbishing" it. Indeed, Duggan said that the

FCC's decision was promoting a view that "home shopping pitches are not commercials; that home shopping messages, instead, constitute education and entertainment."

The Hill had been pressuring the FCC not to grant the must-carry status. Last week, Senator John Breaux (D-La.) and others wrote Quello stating their objections to must carry for shopping stations. And two weeks ago, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) wrote Quello registering his opposition. Dingell again issued a statement following the FCC vote.

Dingell called the decision a "mistake," and said he would continue to press for meaningful limits on commercialization, "as well as a meaningful definition of the public interest responsibilities of television licensees."

Quello told BROADCASTING & CABLE that he promised Dingell the FCC will re-examine the issue of commercial time limitations. Quello said he felt compelled to grant the must-carry status, saying that if the stations have qualified for license renewal they are operating in the public interest and are eligible for carriage. Moreover, Quello said if the FCC had refused to grant them must carry, it would "undermine" the must-carry rules now being challenged in court. (NCTA and others filed a request with the Supreme Court last Friday to review the validity of must carry.)

Plus, he noted that many home shopping stations are minority owned and that the FCC wants to increase minority ownership in the business.

FCC Commissioner Andrew Barrett said he believes the record indicates that home shopping stations have "met the commission's general public interest standards, and that the chosen format for home shopping stations does not preclude them from adequately addressing the needs and interests of their communities of license." ■

Hill to FCC: cable regs by Sept. 1

Congress directed the FCC last week to implement its cable rate regs no later than Sept. 1. Last month, the FCC told the Hill it was delaying enactment until Oct. 1, but a House-Senate conference report on a fiscal 1993 supplemental appropriations bill, which awarded the FCC \$11.5 million, said the FCC should establish a date no later than Sept. 1 for consumers to receive cable rate refunds. Moreover, the report said that since the FCC is undecided on a permanent location for its headquarters, the agency should house personnel hired to implement the act in temporary GSA space. The FCC is not legally bound by the report, which House Energy and Commerce Committee Chairman John Dingell (D-Mich.) made clear in a statement responding to the report. And Dingell said he hoped the FCC would "continue on its current course and implement the law in a manner that is fair to cable subscribers, local government officials and to the commission itself." FCC Chairman James Quello said: "We'll do our best to implement the Cable Act as soon as we can," but could not promise it would be before Sept. 1.

—KM

Automated lockout for violent shows opposed

Broadcasters object to pitch for computerized sets that would block all rated programs

By Sean Scully

While expressing their willingness to tag violent programming with parental discretion warnings, broadcasters are resisting a congressional proposal to provide parents with a technological means for blanking out all violent shows.

The proposal, floated by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), calls for TV manufacturers to include a computer chip that would automatically lock out programs rated as violent. The chip would respond to information supplied by the networks as part of a ratings system that Markey insists would be voluntary.

NBC Entertainment President Warren Littlefield told Markey's subcommittee last week that the networks would support a system allowing parents to lock out individual programs

but not a system that would let parents lock out all violence-rated programming over an extended period.

James Hedlund, president of the Association of Independent Television Stations, agreed, saying parental advisories are intended merely as warnings, not as a substitute for guidance from parents.

Markey launched a spirited challenge to the broadcasters, demanding to know why, if broadcasters feel strongly enough about a program to attach a warning, parents should be denied the right to lock out all programming with warnings. He asked whether the networks would be willing to supplement their warnings with an electronic violence rating broadcast on a TV signal's vertical blanking interval.

None of the broadcasters seemed prepared to say no, but Hedlund and executives from all four major net-

works agreed they would not be part of a system that would give viewers the blanket power to block categories of programming without regard to the individual circumstances.

Motion Picture Association of America President Jack Valenti, creator of the rating system for theatrical films, rose to the broadcasters' defense and turned the tables on Markey. Valenti asked whether Markey and the Congress would support a system where voters could press a single button and vote for a whole class of political candidates based on their positions on a single issue, such as gun control or abortion, without any consideration of the merits of individual candidates.

"[Program blocking] should be done individually," Valenti said, "just as voters vote for candidates based on their total conduct in the public arena."

Must-carry negotiations quiet; Viacom setback in San Francisco

Two weeks after the announcement by the nation's largest cable operator, Tele-Communications Inc., of 14 non-cash retransmission-consent agreements with TV stations, all is quiet between broadcasters and cable operators.

TCI Senior Vice President Bob Thomson said the

With the deadline for negotiations to conclude still months away, real action is not expected until late July or August, at the earliest.

"It will be a real interesting game of chicken," one broadcaster said.

Meanwhile, a victory for Viacom Cable was short-lived, as the U.S. District Court in San Francisco terminated Viacom's temporary restraining order suspending implementation of the must-carry rules that took effect June 2.

That order applied only to Viacom's San Francisco systems. The company has not decided its next step, either legally or from a business standpoint.

Judge Daniel Lynch, who presided over the case with two other judges concurring, has not yet released his opinion.

Also last week, Ted Turner backed away from his retransmission-consent plan, which would require Atlanta cable systems that want to carry WTBS-TV to also carry The Cartoon Network.

Still no word from Fox on what other cable systems have signed on to its cable channel. A sampling of affiliates revealed they, too, do not know whom Fox has signed, and Fox has said only that it has signed other operators. Originally, some affiliates were under the impression that Fox would make their successes public after the June 17 deadline passed for stations to choose retransmission consent or must carry. —JF



system operator has had preliminary discussions with all three networks as well as with group owners and individual operators but does not foresee any new agreements within the next week.

But Thomson said he is encouraged by the talks, which he said—without elaboration—are going well beyond second channels. "Some of these guys are really using their heads," he said. One network executive said TCI and Time Warner—with their no-cash stance—have set the tone for the industry, making all talks slow-going.

FCC chairman

Continued from page 6

unknown quantity.

"I don't know him; I've talked to lots of other people and they don't know him either," said Vince Curtis of Fletcher, Heald & Hildreth.

Of course, Curtis said, Hundt's reputation as bright and capable has spread, and few communications attorneys seem worried about the nomination.

"He's smart; he'll learn it. We don't do rocket science," Curtis said.

Hundt gets high marks from those in the legal community who know him.

"I think it's a terrific appointment, and I think the world of Reed," said Richard Tedlow, one of Hundt's classmates at Yale in the class of 1969 and now a professor of business administration at Harvard. "In my view, he'll contribute an ability and understanding of the need to get things done."

"He's fair-minded, open-minded and smart as anything," he added. "You can't beat that."

Nick Allard, an old friend of Hundt's and a colleague at Latham &

Watkins, said Hundt is the sort of attorney other lawyers turn to when they need help. "He's the first one you'd want to hire or the first one you'd want to turn to," he said.

Hundt, 45, has practiced with Latham & Watkins since 1975. He is a graduate of Yale, with a law degree (1974) and a B.A. in history (1969). With his history degree, Hundt graduated magna cum laude. He was the book review editor for the *Yale Law Journal* in 1973 and 1974. He, his wife and their three children live in Chevy Chase, Md., a close suburb of Washington. ■

TV violence

Continued from page 7

unnoticed. Shortly after their announcement, President Bill Clinton commended the decision. "Millions of parents are rightly concerned that their children are exposed to far too many graphic pictures of murder and mayhem. The announcement of voluntary violence warnings is an important, commendable first step in dealing with this crucial issue," wrote Clinton.

The Hollywood production community also will deal with the issue of violence, according to Motion Picture Association of America President Jack Valenti. Valenti said a series of meetings will be held within the creative community to address the issue.

The big four issued a joint statement saying the purpose of the advisory plan "is to provide parents with adequate, timely information about depictions of violence that may be contained in specific television programs." But the networks also said it is important that broadcast television not become "barren of dramatic excitement" and that they hope the government will "remain respectful of creativity and not intrude on the freedom of voices to be heard."

Many details of how the advisory initiative will work remain unclear, although network officials reached last week said they did not expect to have to significantly boost the size or scope of the standards and practices departments that will issue the advisories.

"I don't see why we'd have to," said Chris Hikawa, vice president, broadcast standards and practices, ABC-TV. "We already look at every

show."

But, she added, "I have the full support of the company [to add staff] if I feel it is necessary."

The standards and practices departments at all three networks were reduced during network staff cutbacks in the mid-1980's.

As for the cable industry, Home Box Office, MTV Networks, Showtime, Turner and USA are part of a group of cable programming services looking at the issue. They hope to present something in time for the Aug. 2 meeting. "We believe it's an issue and has to be dealt with," said Tom Freston, chairman and CEO of MTV Networks.

Hollywood reaction to the new labeling procedure was generally unfavorable. Program suppliers queried believed that television was being made the scapegoat for societal ills the government has been unable to cure or unwilling to tackle.

Another studio executive said, "The only positive about it is that it is self-regulation as opposed to government regulation."

One problem with labeling at this point, according to an executive, is deciding what kinds of behavior constitute violence. "It's too early to tell about the definition of violence. Is it physical, emotional or psychological? How you quantify it is one issue." ■

Ad fallout feared over warnings

By Joe Flint

While network executives are deciding which shows get advisories, their counterparts in sales are concerned about how those warnings will affect advertisers. "It isn't going to help us any," one network sales head said, adding that advertisers could use the advisories as a negotiating tool to lower rates. "The networks will take a beating," said Bill Croasdale, president, network broadcast, Western International Media. "My concern," he added, "is that violence is the first step in an ongoing effort to control TV. Next will be sex, and it's back to *Ozzie & Harriet*."

While media buyers acknowledge that the networks had to do something on their own to avoid the wrath of Congress, some fear this will not be enough to keep Washington happy. "The Donald Wildmons and Terry Rakoltas know they won the battle—now they'll take it up a notch," Croasdale said.

Some ad agency executives also fear that the networks' adoption of an advisory gives validity to Senator Paul Simon's premise that TV violence causes real violence. "They are acknowledging excessive violence," said Betsy Frank, Saatchi & Saatchi senior vice president.

Although advertisers and agencies usually prescreen episodes to decide what is appropriate for their clients, advisories will no doubt make that job an even tighter line to walk. "Advertisers steer away from controversy," one network executive said. ■

Programming

Fifth network: more smoke than fire?

Analysts see more arguments against than for new broadcast network

By Joe Flint

Paramount's recent acquisition of WKBD-TV Detroit—its seventh station—combined with the possibility that Home Shopping Network affiliates may have to find a new format to receive must-carry status, has reopened speculation that a fifth broadcast network is in the making.

That speculation notwithstanding, a fifth network is easier said than done, and Wall Street analysts and industry executives doubt a fifth network will emerge anytime soon.

Why, some analysts asked, would Paramount want to get into a business where you pay stations to carry programming and—at least for the short term—have to comply with the financial interest and syndication rules?

Regulatory concerns aside, the biggest problem facing a new network would be to reach 70%-80% of the country—the necessary threshold to attract national advertising dollars.

Even if Paramount linked up with Chris-Craft (one rumor making the rounds), the two still would face start-up hurdles despite reaching 24.04% of U.S. television households. Plus, Paramount currently owns four Fox affiliates and Chris-Craft owns two network affiliates. "Having seven or eight or even 12 TV stations does not give you significant penetration," one studio executive said.

For starters, most markets outside of the top 50 have three or four TV stations, all affiliated with either the big three or Fox. And the one or two traditional independents in each of the top 50 markets would likely not want to give up that status for network affiliation.

While most believe that to be true, especially for large groups such as Tribune—which has shunned network affiliation, choosing instead to rely on sports programming and syndication—

many industry observers speculate that a second independent in a market might be willing to join a would-be network.

But that may not be the case. Although the perception is that second independents don't make money, many do. First, their programming costs are often lower, meaning high ad rates are not necessary to cover costs. Why, one such operator of a successful independent group asked, would a station want an affiliation, meaning giving up more ad time for the would-be network to sell?

Right now, an independent could reap as much as four times the ad inventory by airing a syndicated show as a network affiliate does carrying network programming.

Even assuming maximum broadcast

coverage, a fifth network would still need to find a cable system to carry its programming where there is no broadcast affiliate, à la Fox's arrangement with Tele-Communications Inc.

But with must carry looking like a reality, and new cable networks popping up, carriage by systems may be harder to maintain. Even in a 500-channel world, channels for pay per view are probably more financially appealing to operators than a start-up fifth network. And what about the advertising dollar? "The upfront market [where the networks sell ad time for the fall] is at a snail's pace," said Oppenheimer analyst Jessica Reif.

While Reif did not rule out the possibility of a fifth network, she questioned whether the advertising demand for more prime time programming could

Broadcasting & Cable

Jun 21-27

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,493

2.5/4.5

TBS 1,411

2.4/4.4

TNT 880

1.5/2.8

ESPN 827

1.4/2.5

NICK 679

1.2/2.1

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.

	ABC	CBS	NBC	FOX
MONDAY	10.9/20	9.5/17	9.4/17	9.1/16
8:00	13. Day One 11.4/21	40. Evening Shade 8.2/15	28. Fresh Prince 9.3/18	29. Fox Night at the Movies*—The Babe 9.1/16
8:30		35. Major Dad 8.4/15	35. Blossom 8.4/15	
9:00		15. Murphy Brown 11.0/19		
9:30	17. ABC Monday Night Movie—Dead-Bang 10.6/19	25. Love & War 9.5/16	24. NBC Monday Night Movies—Double Deception 9.6/17	
10:00		21. Northern Exposure 9.8/18		
10:30				
TUESDAY	9.8/18	13.5/25	7.6/14	3.8/7
8:00	14. Full House 11.3/23	11. Rescue: 911 11.6/22		87. Beverly Hills 90210 3.9/8
8:30	19. Menace/Dennis 10.4/19		64. National Sports Awards 6.7/12	
9:00	6. Roseanne 14.1/25			90. Key West 3.6/6
9:30	21. Room for Two 9.8/17	4. CBS Tuesday Movie—Liar, Liar 14.5/26		
10:00	66. Jack's Place 6.5/12		25. Dateline NBC 9.5/17	
10:30				
WEDNESDAY	9.9/19	9.5/18	8.9/17	4.1/8
8:00	69. Wonder Years 6.3/14	54. Family Dog* 7.4/16	16. Unsolved Mysteries 10.8/22	80. Beverly Hills 90210 4.8/10
8:30	66. Doogie Howser 6.5/13	58. Family Dog 7.2/14		
9:00	1. Home Improvmt 15.9/30	32. In the Heat of the Night 8.6/16	48. Secret Service 7.7/14	92. Melrose Place 3.3/6
9:30	2. Coach 14.7/26			
10:00	41. Sirens 8.1/15	9. 48 Hours 12.7/24	37. Law and Order 8.3/15	
10:30				
THURSDAY	10.6/20	8.5/16	8.5/16	7.6/14
8:00	32. Matlock 8.6/18	54. Top Cops 7.4/15	70. Wings 6.2/13	25. The Simpsons 9.5/20
8:30			45. Wings 7.9/16	41. Martin 8.1/16
9:00	31. Matlock 8.7/16	20. Eye to Eye with Connie Chung 10.2/18	17. Cheers 10.6/20	58. ILC: 1st Season 7.2/13
9:30			10. Seinfeld 12.4/22	72. Down the Shore 5.7/10
10:00	5. Primetime Live 14.4/27	45. Picket Fences 7.9/15	63. Sisters 6.9/13	
10:30				
FRIDAY	9.8/21	6.2/13	6.4/14	6.0/13
8:00	53. Family Matters 7.5/18	78. Golden Palace 5.1/12	87. Blossom 3.9/9	61. America's Most Wanted 7.1/16
8:30	37. Step By Step 8.3/18	77. Cutters 5.2/12	91. Out All Night 3.4/8	
9:00	32. Dinosaurs 8.6/18	48. Street Stories 7.7/16		75. Sightings 5.3/11
9:30	43. Home Free 8.0/16		47. NBC Movie of the Week—Murder C.O.D. 7.8/16	84. Code 3 4.4/9
10:00	8. 20/20 13.3/27	71. Johnny Bago* 5.8/12		
10:30				
SATURDAY	5.5/12	7.4/16	6.0/13	5.9/13
8:00	87. Young Indiana Jones Chronicles 3.9/9	48. Dr. Quinn, Medicine Woman 7.7/17	79. Almost Home 5.0/11	65. Cops 6.6/15
8:30			75. Nurses 5.3/12	48. Cops 2 7.7/17
9:00	86. FBI: Untold Stor 4.0/9		61. Empty Nest 7.1/15	
9:30	72. Amer Detective 5.7/12	58. CBS Saturday Movie—The House on Sycamore Street 7.2/15	56. Mad About You 7.3/15	81. Front Page* 4.7/10
10:00	52. The Commish 7.6/16		74. Reasonable Doubts 5.5/11	
10:30				
SUNDAY	8.0/16	13.7/26	6.8/13	6.3/12
7:00	82. Life Goes On 4.5/10	7. 60 Minutes 13.9/31	93. Horatio Alger Awards 3.2/7	
7:30				66. Fox Movie Special—The Babe 6.5/13
8:00	21. Am Fun Hm Vid 9.8/20	11. Murder She Wrote 11.6/22		
8:30				37. Married w/Childn 8.3/15
9:00	29. ABC Sunday Night Movie—Never Say Never Again 9.1/17	3. CBS Sunday Movie—Nightmare in Columbia County 14.6/26	43. NBC Sunday Night Movie—Havana 8.0/15	56. Herman's Head 7.3/13
9:30				82. Flying Blind 4.5/8
10:00				85. The Edge 4.1/8
10:30				
WEEK'S AVGS	9.2/18	9.9/19	7.6/15	6.1/12
SSN. TO DATE	11.9/20	12.6/21	11.0/18	7.4/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

support such a venture. Programming would also be another question. In a world of all sports and science fiction networks, a general programming service may be a thing of the past.

"You need specific programming or a niche," said PaineWebber analyst Chris Dixon. Advertisers, he said, would rather "fire a rifle than a shotgun to hit the 12-year-olds."

With Fox having cornered the youth market with its network, one analyst asked what a new network would aim for—"the geriatrics?"

In one sense, Paramount, King World and Time Warner, as well as others, already are networks.

Each has several hours of programming reaching the American public and station clearances of 90%-100%, and all retain at least some of the ad time to sell.

While the studios have a legitimate concern that the demise of the financial interest and syndication rules could lead to the networks' producing more of their own programming, affiliates are also becoming—ever so slowly—willing to at least think about exchanging network fare for syndicated programming. "Sooner or later the affiliates will crack on that," one industry observer said. ■

HEADLINES

Patrick exits Rainbow

Sharon L. Patrick, president and COO of Rainbow Programming Holdings Inc., resigned last week after almost four years with the company. Patrick said in a statement that she is leaving "to look for another operating challenge or entrepreneurial venture." Rainbow, a subsidiary of Cablevision Systems Corp., manages 14 programming networks including American Movie Classics, Bravo, the upcoming Romance Classics, News 12 Long Island and the nine regional SportsChannels in the SportsChannel Regional Network.

No more toon quid pro quo

Turner Broadcasting last week said it would discontinue its controversial plan to require Atlanta-area cable systems carrying WTBS-TV to also carry The Cartoon Network as a provision of retransmission consent. The company, with interests in both broadcasting and cable, released a statement saying it remains

opposed to cash payments to broadcasters. "However," the statement continued, "TBS believes that it is only fair that, if cash payments are made to other Atlanta-area broadcasters, WTBS should receive similar consideration." Turner Broadcasting dropped The Cartoon Network plan after some cable system operators said they would drop WTBS rather than accept such a plan.

Lifetime achievement

Lifetime has acquired exclusive off-network rights to the NBC series *Sisters*. The agreement with Warner Bros. Pay-TV, Cable & Network Features gives Lifetime rights to the 53 hour-long episodes produced for the first three seasons as well as new episodes produced for broadcast TV. The series debuts on Lifetime in January 1994.

Cox buys StarSight stake

Cox Cable Communications has taken an 8.4% equity in Fremont, Calif.-based StarSight Tele-cast, the on-screen interactive TV guide.

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Broadcasting
& Cable

Top Cable Programs

June 21-27

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.	2,646	4.4	<i>Bloodsport (movie)</i>	Wed. 10p-12m	TBS
2.	2,493	4.1	<i>Star Wars (movie)</i>	Sat. 8-10:30p	USA
3.	2,181	3.6	<i>Iraq bombing coverage</i>	Sat. 8-8:15p	CNN
4.	2,167	3.7	<i>Ren & Stimpy</i>	Sun. 11-11:30a	NICK
5.	1,874	3.1	<i>WWF Monday Night Raw</i>	Mon. 9-10p	USA
6.	1,804	3.0	<i>Cyborg (movie)</i>	Wed. 8-10p	TBS
7.	1,798	3.0	<i>Murder, She Wrote</i>	Fri. 8-9p	USA
8.	1,789	3.0	<i>Murder, She Wrote</i>	Mon. 8-9p	USA
9.	1,786	3.0	<i>Deadly Intentions (pt. 2, movie)</i>	Thu. 10p-12m	TBS
10.	1,784	3.0	<i>Rugrats</i>	Sun. 10:30-11a	NICK
11.	1,765	2.9	<i>Perry Mason: Murdered Madam</i>	Sun. 7-9p	TBS
12.	1,734	2.9	<i>Murder, She Wrote</i>	Tue. 8-9p	USA
13.	1,696	2.8	<i>Saturday Night Fever (movie)</i>	Sun. 10:30a-1p	TBS
14.	1,579	2.6	<i>Saved by the Bell</i>	Mon. 5:30-6p	TBS
15.	1,567	2.6	<i>Saved by the Bell</i>	Wed. 5:30-6p	TBS
16.	1,551	2.6	<i>Saved by the Bell</i>	Fri. 5:30-6p	TBS
17.	1,537	2.6	<i>Professional Boxing</i>	Tue. 9-11p	USA
18.	1,532	2.6	<i>Ren & Stimpy</i>	Sat. 9-9:30p	NICK
19.	1,520	2.5	<i>WWF All-American Wrestling</i>	Sun. 12n-1p	USA
20.	1,515	2.5	<i>MLB (Atlanta-Philadelphia)</i>	Tue. 7:30-10:15p	TBS
21.	1,494	2.5	<i>Silk Stalkings</i>	Mon. 10-11p	USA
22.	1,482	2.5	<i>MLB (Houston-Atlanta)</i>	Sat. 7-10:15p	TBS
23.	1,471	2.5	<i>Saved by the Bell</i>	Thu. 5:30-6p	TBS
24.	1,469	2.4	<i>Outland (movie)</i>	Sun. 2-4p	USA
25.	1,451	2.4	<i>News, Weather, Sports</i>	Sat. 8:15-9p	CNN
26.	1,447	2.4	<i>Iraq bombing coverage</i>	Sat. 7:45-8p	CNN
27.	1,438	2.5	<i>Roundhouse</i>	Sun. 11:30a-12n	NICK
28.	1,427	2.4	<i>Guts</i>	Sun. 6:30-7p	NICK
29.	1,422	2.4	<i>WCW Main Event</i>	Sun. 6-7p	TBS
30.	1,413	2.4	<i>MLB (Houston-Atlanta)</i>	Sun. 1-4p	TBS
31.	1,411	2.4	<i>Saved by the Bell</i>	Tue. 5:30-6p	TBS
32.	1,397	2.4	<i>Clarissa Explains It All</i>	Sun. 12n-12:30p	NICK
33.	1,381	2.3	<i>MLB (Atlanta-Philadelphia)</i>	Mon. 9:30p-12:15a	TBS
34.	1,377	2.4	<i>Beavis & Butthead</i>	Thu. 11-11:30p	MTV
35.	1,371	2.3	<i>Porky's (movie)</i>	Wed. 9-11p	USA
36.	1,334	2.2	<i>Murder, She Wrote</i>	Wed. 8-9p	USA
37.	1,326	2.3	<i>Real World</i>	Thu. 10:30-11p	MTV
38.	1,321	2.2	<i>Saved by the Bell</i>	Wed. 5-5:30p	TBS
39.	1,314	2.2	<i>Murder, She Wrote</i>	Thu. 8-9p	USA
40.	1,304	2.1	<i>Pentagon briefing</i>	Sun. 12:30-1p	CNN

Judge rules CBS can be sued over 'Street' story

Woman claims fraud, invasion of privacy, emotional distress

By Steve McClellan

A federal judge in San Francisco has ruled that a mother and daughter can sue CBS for invasion of privacy, fraud and intentional infliction of emotional distress in connection with an April 1992 *Street Stories* segment on domestic violence that featured the pair.

According to court papers, the plaintiff, Yolanda Baugh, charged that the *Street Stories* production crew not only failed to identify itself as CBS News personnel, but also agreed not to film her and her daughter, Donyelle, when they accompanied a mobile crisis intervention team that went to Baugh's house after she was allegedly beaten by her husband. Crew members insisted at the time, Baugh testified, that they were shooting a story on the crisis intervention team for the district attorney's office in San Francisco.

Several weeks before the telecast was to air, Baugh became aware of the story and contacted segment producer Dan Moguloff (also cited as a defendant) and threatened legal action if she was featured in the story. Moguloff told her it was too late to do anything—except possibly to distort or to obscure her face on the screen. She said that wasn't good enough and wrote a follow-up letter demanding she be removed from the piece.

When the story aired, her on-screen likeness was distorted in a special feed that went to KPIX(TV) San Francisco and KMST(TV) Monterey, but in the feed that went to the rest of the country, no distortion techniques were used for either her or her daughter.

The court documents show that Baugh never heard back from Moguloff but that a short time later she received a call from a CBS lawyer who, "in a rude, uncaring and arro-

gant tone, told me that I had no case against CBS and there [was] nothing I could do."

But the court ruled otherwise. CBS had asked for summary dismissal of the case, arguing that the law was clearly on its side. But in her decision, Judge Fern Smith said too many facts couldn't be resolved without further discovery and possible trial.

Also named as a defendant in the suit were Group W Broadcasting and

its owned station KPIX(TV) San Francisco.

The station was named in the suit because it was unclear whether any KPIX staff assisted *Street Stories* with the production of the piece, and Judge Smith refused to dismiss the station and Group W from the suit until the matter was resolved.

Judge Smith ordered that the parties try to work out a settlement before the case is allowed to go to trial. ■

'Thunder,' 'Robocop' roll in syndication

By Mike Freeman

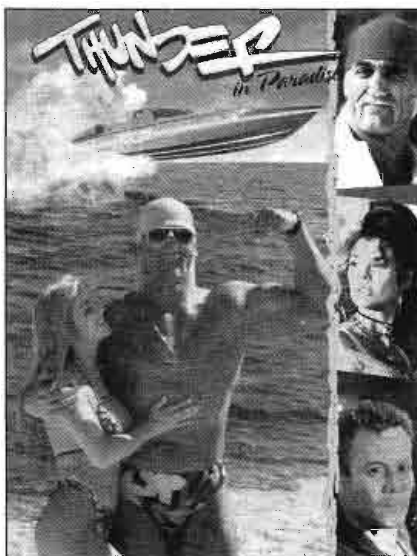
Confirming report in BROADCASTING & CABLE June 28, Rysher TPE will roll out hour-long action-adventure series *Thunder in Paradise* for first-run syndication beginning in March 1994.

The latest venture marks the third action-adventure series from Rysher TPE (it has distribution rights to *Robocop* and is completing the first season of *Highlander*).

The distributor is in the process of signing "separate" group station deals with Chris-Craft/United Television's six independent stations for *Thunder* and *Robocop*. (The stations are WWOR-TV New York, KCOPI(TV) Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis, KUTP(TV) Phoenix and KPTV(TV) Portland.) It is also believed that Newsweb Corp.-owned WPWR-TV Chicago has picked up both series.

Chris-Craft/United TV's acquisition of both series, which Rysher TPE Chairman Keith Samples says includes a commitment to prime time slotting, is significant in light of recent rumors that the station group was engaged in discussions with Paramount Communications Corp. to serve as charter affiliates in the formation of a fifth broadcast network (see story, page 11). Although Samples did not reveal barter terms for *Thunder*, he said it would be offered on single-year terms with no cash back-end commitments.

Although he is targeting *Thunder* and *Robocop* for prime time and access, Samples emphasized that the weeklies will not be marketed as a



two-hour prime time block. "In some cases, we'd love to see *Robocop* teamed with *Star Trek: The Next Generation*, which would provide those incumbent stations ideal audience flow," Samples suggested.

The crimefighting drama marks the series acting debuts of wrestler Terry "Hulk" Hogan and supermodel Carol Alt, who will be joined by Chris Lemmon (formerly of Fox's *Duet*) and Patrick Macnee (*The Avengers*). *Thunder*, which takes its name from a specially designed speedboat, will premiere with a two-hour episode to be followed by 20 original hour episodes next season.

Created and produced by Berk Schwartz Bonann Entertainment Productions (the production team behind *Baywatch*) *Thunder* is an equity partnership between Rysher TPE and Reitalia Productions. ■

Multimedia gets its own conference

Midem creates MILIA, international programing gathering, to be held in Cannes

By Steve McClellan

The Midem Organization, producer of annual television and video conferences such as MIP-TV, MIPCOM and MIDEM, is creating the MILIA conference, to be held annually for executives in the growing world of multimedia. The first MILIA conference will convene Jan. 15-18, 1994, at the Palais des Festivals in Cannes, France.

According to Laurine Garaude, program director of the new conference, the show will focus on programming—as opposed to hardware—with the aim of bringing together companies and executives from the publishing, film, television, music and computer industries, along with various other product rightsholders, to discuss deals and ventures for the development of multimedia programming.

Since the marketing effort began last January, 110 companies have signed on as exhibitors for the first MILIA show. Major television programmers signing on so far include Turner Broadcasting, Time Warner Interactive Group, Saban Entertainment, Germany's Kirch Gruppe and ZDF, Italy's Rever SRL and Britain's RM Associates.

"This is the first international [program] content market for the development of multimedia interactive programming," said Garaude. The show's outlook will be global, much like MIP-TV and MIPCOM, she said.

Garaude said Midem (which is co-owned with BROADCASTING & CABLE by Reed Elsevier) was projecting first-year attendance of 3,000. In addition to the exhibit floor, attendees will be able to attend daily keynote speeches and panel sessions that will address issues such as distribution channels, copyright and other legal issues, licensing and production. ■

On tap for ABC's midseason

By Steve Coe

ABC announced four new projects on its midseason slate of shows last week, with series coming from Steven Bochco and James Brooks. The additions include a sitcom, an animated comedy and two dramas. The new shows join three previously announced series on the shelf for the network.

Brooks's Gracie Films, which produces *The Simpsons*, is producing the animated *The Critic*. Jon Lovitz stars as a film critic with his own television show living in New York with his 11-year-old son. The show was created by Al Jean and Mike Reiss, with

Brooks, Jean and Reiss serving as executive producers. *The Critic* is produced by Gracie Films in association with Columbia Television.

Sister, Sister is a comedy about two identical twin girls, adopted separately at birth, who are accidentally reunited at age 13. The families of the two girls move in together to create an unusual family. Tim Reid and Jackee Harry star in the show, executive produced by Suzanne de Passe for Paramount Television.

The Byrds of Paradise (tentative title), from Steven Bochco Productions, is an hour drama set in Hawaii. The series revolves around a college professor who moves to the island with

his three children following the murder of his wife. The series, to be filmed on location, was created by Charles Eglee (*Moonlighting*) and Channing Gibson. Bochco, Eglee and Gibson are the executive producers.

The other drama ordered is *Birdland*, starring Brian Dennehy as a chief of psychiatry at a metropolitan hospital. Walter Parkes and Scott Frank are the executive producers of the Columbia Television project.

The other shows slated for a mid-season berth include the veteran *Dinosaurs*, an adult comedy starring comedienne Ellen DeGeneres, and *Moment of Crisis*, an hour show from ABC News. ■

Bart and company make run for the border

Fox plans rollout of Latin American cable channel

By Joe Flint

Fox Inc. becomes the latest U.S. programmer looking to cash in south of the border with next month's rollout of a cable channel serving Latin America from Mexico to Argentina and including Brazil and the Caribbean basin. The cable channel—titled simply Fox—will launch Aug. 14 and carry Fox-exclusive programming in Spanish, Portuguese and English.

The theme of the channel, according to Rafael Pastor, executive vice president, Fox International, will be "the best of Hollywood." Programming includes movies from the Fox library as well as TV shows such as *M*A*S*H*, *L.A. Law*, *The Simpsons* and *Doogie Howser*.

For now, all programming will come from the U.S., but Pastor and Concepcion Lara, vice president, Fox Latin America Channel, did not rule out eventual local or regional programming.

Pastor said Fox has established relationships with cable systems in each Latin American country. These affiliate systems, he said, will buy the channel, then sell it to other systems.

Pastor expects the channel to reach 80% of Latin American homes passed by cable by Aug. 14. There are 3.5 million-5 million cable households in

Latin America, Pastor said, adding that exact figures are hard to come by.

Advertising will be sold both locally, by affiliate systems, and regionally by Fox. In addition, Fox will take a cut of subscription and ad revenues from the affiliated cable systems.

While Fox provided great detail on programming for the channel, all the company would say about its financial investment is that it is in the millions of dollars. Pastor did say it would be a couple of years until the channel makes a profit, but he is confident that the channel will do well against other Latin American channels programmed by U.S. companies.

Other companies with investments

in Latin America include Turner Broadcasting Systems with versions of TNT; MTV with MTV: Latin America, which reaches 20 territories; NBC, which last March launched NBC Noticias, a news service; HBO with HBO Olé, a Latin American version of its pay-per-view service, and Spelling Entertainment, which, with Mexican-based Multivision, has Tele-Uno, a cable channel there. The Discovery Channel is also said to be planning a Spanish-language service.

Cable operators are also looking south. Tele-Communications Inc.—the U.S.'s largest cable operator—recently became a 49% partner in Mexico-based Cablevision SA. ■

More mainstream 'Current Affair'

Is *A Current Affair* too tabloid? Fox News President Van Gordon Sauter thinks so. In a recent interview on talk host Charlie Rose's PBS program, he said he expected the Fox program to follow competitor *Inside Edition*'s move to become more mainstream in its reporting. "The advertisers are saying 'we will not allow our products to be associated with these smarmy kinds of broadcasts,'" Sauter told Rose. "What is happening is these tabloid shows are now pulling back." He acknowledged that *Affair* was having trouble generating advertising revenues. "*Inside Edition* is doing quite well now because they pulled away from that abyss, and I think you'll find *Current Affair*, which is a Fox show, moving away from the abyss."

—SM

VH-1, Nick go to UK

Both services are targeted for 1994 start-up

By Rich Brown

Viacom International Inc. plans to launch cable networks VH-1 and Nick at Nite in the United Kingdom in 1994, the latest to join a growing list of U.S. cable programmers abroad.

The company plans to launch a UK version of Nickelodeon in September (BROADCASTING, Jan. 18). Like the existing Viacom services abroad—the company already offers MTV in 75 countries—VH-1, which will launch in early 1994, will operate in the UK as a 24-hour satellite-delivered music video network. The London-based service will be wholly owned and operated by MTV Networks and will be managed by MTV Europe.

The UK version of Nick at Nite will launch on April 1, 1994, and will be a joint venture with British Sky Broadcasting Ltd. The 12-hour-a-day satellite-delivered service will be co-owned by MTV Networks and BSkyB, further extending a relationship designed to launch Nickelodeon in the UK. (The British version of the kids network will feature original British programming plus other shows from around the world.) The programming lineup for the overseas Nick at Nite has not yet been selected.

MTV Networks Chairman and CEO Tom Freston would not reveal specific start-up costs for the new services but said they are low because much of the structure, such as the sales staff, is already in place for the existing Viacom services in the UK.

"We see all of our networks as global brands," said Freston. "We are very actively looking at other opportunities."

Viacom's UK announcement marks the latest move by a U.S. cable programmer to expand its reach overseas. Just one of the many that have already made or plan to make the move is International Family Entertainment, which plans to launch a UK version of The Family Channel on Sept. 1 as part of a new basic tier on the Astra satellite.

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Targeting Germany's growing market

Despite sluggish economy, potential 83 million viewers has attracted crowd of channels

By Meredith Amdur

Newcomers to the German TV market are gearing up for a rough ride.

Considered the engine of both European industry and the continent's economy, the German economy has been laid low by recession, with the result that many of the newest channels have had a sluggish start.

In the last 12 months, at least seven new services have come on line, fueling intense competition for Germany's 83 million viewers, premium programming and ad revenue.

Time Warner, in particular, has taken an energetic approach to the German market. It is a 19.6% shareholder (along with CNN's 27%) in the eight-month-old, 24-hour national news channel N-TV, and is also a primary shareholder (20.7%) in Germany's first regional station, 1A Brandenburg, which is scheduled to launch in November.

"It's a rapidly growing market, and when you look at the number of minutes people watch TV, there's tremendous room for growth," says John Janas, managing director for Time Warner International in Germany. Janas says 1A Brandenburg will offer a mix of news and entertainment to a Berlin regional audience of 6 million (8% of the German market). Its program format will be similar to that of a U.S. independent station, Janas explains—a channel offering virtually nonexistent in Germany.

Launched in November of last year, N-TV has managed to attract less than a 1% viewership share, but has announced a 40% increase in capital investment. Start-up costs for the channel were estimated at 200 million marks (\$118 million), and with operating costs of roughly 100 million marks, N-TV was expected to reach break-even in 1997. Fellow news newcomer Vox is having similar audience problems, and is further hampered by unwieldy costs and a programming approach that has yet to captivate viewers or advertisers. The up-market "infotainment" magazine-style service, backed by Bertelsmann subsidiary UFA, has already gone

through upwards of 800 million marks, according to one German analyst, and is now saddled with cumbersome debt and nervous shareholders. Vox says it will adjust its programming lineup to emphasize standard popular entertainment fare, although the channel will still face stiff competition from other general entertainment services.

With a less elaborate cost structure than Vox's—and the cash and know-how of its U.S. investors—N-TV, say industry analysts, should be able to thrive in the long term despite its lethargic start. CNN International Sales Managing Director Mark Rudolph

Rudolph, the numbers are deceptive, since GfK measures gross viewership rather than ratings or share. "It puts thematic channels at a disadvantage," says Rudolph, adding that N-TV has seen an increase in viewership, particularly for its coverage of major German news events. Despite the tight playing field, several new channels are preparing to enter the fray.

In addition to the Berlin-based regional channel, a domestic popular music channel, VIVA, is preparing a national launch this year. Discovery-Europe is also said to be contemplating options for a separate German feed when it launches on Astra IC in the fall.

Music channels square off

Beyond news wars, the music channel niche could become one of the most hotly contested markets. MTV recently moved to secure its domestic position, announcing plans to launch a dedicated feed of its Pan-European satellite channel for Germany, which will be used to offer six hours of advertising avails for German clients. The feed will reach the roughly 11.5 million German cable homes.

Such a move is clearly intended to fend off the threat from VIVA, which intends to launch in August. Time Warner is negotiating to become a shareholder in the proposed channel, along with Sony.

But VIVA is not merely a TV proposition. The main impetus for the channel is the potential strength of the German record industry, which could increase its own sales with greater exposure. Backed by Sony, which has control of Digital Cable Radio, the channel could be used as a platform for advanced digital offerings. German titles account for at least a third of all record sales. Such music, however, is likely to appeal to an older demographic.

With an annual budget estimated at 100 million marks, VIVA has yet to secure the necessary backing for its launch. A face-off between Time Warner and Viacom seems almost inevitable, as VIVA, too, will ultimately need to move in on MTV's coveted youth audience. ■

"It's a rapidly growing market, and when you look at the number of minutes people watch TV, there's tremendous room for growth."

John Janas
Time Warner International

says N-TV should be in a better position for advertising in 1994. Its late-1992 launch forced N-TV to rely on spot buys in 1993.

Even as new services plan their entry to the German market, those specialized channels that have launched over the last year are enduring their fair share of growing pains.

In addition to two strong public channels—ARD and ZDF—niche services must compete with potent offerings on commercial stations RTL, SAT 1, Pro 7 and sports channel DSF, as well as with cable entertainment channels RTL 2 and Kabelkanal. The smaller services are heavily discounting ad time, and competition for prime product is fierce.

Recent May audience figures from German media research and ratings group GfK show RTL 2 with a 1.9% share of the German audience, DSF with 1.7%, Kabelkanal 1.5%, Vox .7% and N-TV .2%. But according to

Business



MICHAEL SIDORIC

Clear Channel has had plenty of news to announce recently: Lowry Mays, president and chief executive officer, is flanked by his two sons, Mark (l), senior vice president, operations, and Randall, vice president and treasurer.

Clear Channel: Sunbelt success story

The careful buying philosophy of Clear Channel Communications during the 1980's has the Texas-based TV and radio group enjoying remarkable growth during the 1990's

By Peter Viles and Geoffrey Foisie

There was a time, years before Clear Channel Communications became one of the broadcasting industry's standard-bearers on Wall Street, when some people in the industry doubted Lowry Mays.

A former investment banker, Clear Channel's president spent most of his time analyzing deals—and then deciding not to do them. While San Antonio-based Clear Channel hung onto its cash, big deals were being done by others.

"I think the difference is, during the '80s, they were spending other people's money, and I was spending

my own. Let me tell you, you're a little bit more conservative when you're spending your own money," says Mays, who owns 28% of Clear Channel.

Mays now has family helping to watch over that ownership. One son, Mark, joined the company four years ago and is now senior vice president, operations. A second son, Randall, came to the company six months ago as vice president and treasurer, after working for Goldman Sachs.

For much of the 1980's, however, Mays was known to radio brokers as a

little slow on the draw, too conservative and a "tower-kicker."

That opinion, of course, is long gone. Clear Channel is widely respected for avoiding highly leveraged deals and for quietly assembling a growing stable of profitable radio and television stations, which are spread primarily across the Sunbelt in medium-size markets. And Mays, with his slow Texas drawl and his conservative investment strategy, has built a reputation as a patient, savvy deal-maker.

A prime example: WRBQ-FM, the Tampa, Fla., station that Clear Channel bought last year. In the mid-1980's the station was a monster, generating an estimated \$8 million in cash flow

COVER STORY

per year, and valued at well north of \$50 million. Mays sat back, watched the station lose listeners and value, and finally bought it last year from Edens Broadcasting for a song—an estimated \$6 million.

Mays has held fast to his simple, strict investment criteria—even when it meant sitting on the sidelines. For five years, until the middle of last year, the company was effectively out of the radio station acquisition market.

“Not because we didn’t try,” says Mays. “We looked at radio properties every day. They just didn’t meet the investment criteria we set up.... If you stick by your targets for return on investment, it will take you out of the market.”

Clear Channel’s targets differ from those of other operators—not in the company’s focus, which like others looks at a prospective station’s cash flow—but in its time expectations. Rather than talking about the acquisi-

revenues and an immediate impact on the expenses.”

As the company was getting out of the radio acquisition game in 1987, it decided instead to invest its extra cash in affiliates of the Fox TV network, which was just getting off the ground.

Here again, Mays picked his window of opportunity well. Clear Channel in the late 1980’s was one of only a handful of companies that aggressively targeted independent TV stations, many of which—in retrospect—were at the bottom of a profit squeeze created by increasing competition and rising program costs. Says Mays: “All of the TV stations we bought were from non-broadcasters. One of them was actually in bankruptcy, and none of them were making any money.”

That profit squeeze having largely worked itself through by the end of the decade, Clear Channel in the 1990’s has piggybacked on the success of the Fox network as it has expanded its schedule—and its affiliates’ profits.

“All of the TV stations we bought were from non-broadcasters. One of them was actually in bankruptcy, and none of them were making any money.”

tion target’s price as a multiple of the last 12 months’ cash flow or the next 12 months’ cash flow, Mays looks three years ahead. And he will not pay more than five times the station’s projected cash flow three years down the line.

Turn that five-times multiple upside down and you have a 20% return on investment, which produces quite a spread over the 4¼% Clear Channel pays for the bank money it uses to make acquisitions.

To achieve that five-times-cash-flow target on a property bought at a current multiple of, say, 10 would require a doubling of cash flow in three years. Thus, a corollary to the Clear Channel strategy is that it buys stations only where it sees opportunities that can be quickly taken advantage of—not, for instance, relying only on long-term market growth.

Says Mays: “We want to be able to have both an immediate impact on the

Today, Clear Channel has one of the largest Fox affiliate groups in the country, with six of its seven TV stations tied to the fourth network.

Another success story: Clear Channel paid slightly more than \$6 million for KOKI-TV Tulsa in 1989; the station now produces \$5 million per year in cash flow. “That’s one times cash flow,” Mays observes dryly.

Mays’s assessment of the current acquisition market finds him reversing field again and looking at radio stations, mostly in markets where Clear Channel already has properties. Of the Fox affiliates, he says: “People are bidding up the prices. Fox affiliates are maturing and still selling at 10 times cash flow.... I look and say ‘how the hell can I double the cash flow of this station?’ ”

The company has bought four times as many stations in the last nine years as it did in its first 12 years. And with the company generating so much cash

flow—an Alex. Brown & Sons research report on Clear Channel projects it to produce \$36 million in cash flow this year and \$44 million in 1994—Mays can now acquire stations even faster and set his sights on bigger prospects. With the company’s stock doing so well, and thus serving as an attractive form of tender, he has already explored more than one merger in the hundreds of millions of dollars.

Roughly one year ago the company enlarged its acquisition war chest to include nine major banks guaranteeing up to \$150 million. Roughly \$110 million of the bank line has already been used or committed, leaving \$40 million for additional purchases.

Mays could tap the public or private debt markets for more money by issuing bonds, but he says he is happy keeping his interest rates low by borrowing short term: “The yield curve inversion still favors doing so.” He also says he is happy keeping the company’s leverage modest, setting an upper limit of 5½ times station operating cash flow—presently the debt-to-cash-flow ratio is 3.75.

Selling cars, tamales, toothpaste

Without its public exposure, which requires Clear Channel to detail just how profitable its stations are, the company probably wouldn’t gain wide recognition as an operator. The company favors medium-size markets, where stations receive less attention. Tampa, the 21st market, is Clear Channel’s largest radio market.

While station general managers are given wide latitude to run their own shops, they are also expected to adhere to a strict budgeting and planning process, and to keep expenses to a minimum.

“What’s kind of unique about it is that nothing’s really pushed on us,” says Bob Scherer, general manager of WHAS(AM)-WAMZ(FM) Louisville, Ky. “Clear Channel allows us to run our own properties according to how we think they should be run, which means we’re held accountable for them.”

Except, of course, for station’s expense reports—for which the president of the company holds himself accountable.

“Even if he doesn’t look at every expense report, he maintains the illusion that he does,” says Tim Menowsky, general manager of WRBQ and president of Media Mergers and Acquisitions.

"Rumor has it that he spends week-ends delving into as much street-level knowledge as he can, even down to who the salespeople are taking to lunch, and how effective those investments are," Menowsky says. "It's exciting and challenging to work for somebody who's that hands-on."

Says Mays: "We are not a lush operation at all. We've got no company cars or stuff like that. We don't think that business ought to be conducted in a club, either at lunch or at dinner. We think business should be conducted at the place of business."

As a sales company, Clear Channel has developed a reputation for running stations that outsell their ratings. It does this largely by scouring markets for direct, non-agency business, and then placing a strong emphasis on the results that stations provide for those advertisers.

Many broadcasting companies espouse similar sales philosophies, but Clear Channel stands out. In Tulsa, for example, Clear Channel's KOKI and KMOD-FM recently staged an unusual joint venture with an automobile dealer: the stations produced and aired ads for the dealer, and priced the ads according to results. That meant Clear Channel would be paid only if the ads sold cars (BROADCASTING & CABLE, June 21).

"Basically, our philosophy—and I've been preaching it for 20 years—is that we don't sell competitively against other radio stations," says Mays. "Our whole philosophy, whether it's radio or television, is that our business is selling automobiles, or tamales or toothpaste."

Mays makes it clear that he wants his sales staffs working directly with local merchants, not fighting to get their stations included on agency buys.

"If I hear somebody say, 'We're trying to get on this buy,' I want to throw up," Mays says. "I don't even want to do business with anybody that our representative hasn't sat down and talked about marketing with."

Clear Channel believes so strongly in direct business that most of its stations pay their salespeople a higher commission on direct business.

"It's better business," Mays says. "Why? Because you can judge the results. And then you know how valuable you are to that automobile dealer. You can get more business from him, and you can charge more for it. If you

Clear Channel Communications Inc.

(American Stock Exchange symbol: CCU)

Key personnel: L. Lowry Mays, president/CEO; Mark P. Mays, senior VP, operations; Herbert W. Hill Jr., VP/controller; Randall T. Mays, VP/treasurer; J. Daniel Sullivan, president/COO, TV.

Properties: 31 radio stations (including two acquisitions pending), regional radio networks, seven TV stations.

1992 financial highlights: sales of \$94.5 million, up 27% over 1991; after-tax cash flow of \$17.1 million, up 84% over '91; after-tax cash flow per share of \$1.45, up 61% over '91; "same store" cash flow up more than 20%.

1992 revenue percentage by market: Louisville, Ky.—16.5%; Tulsa—12.6%; San Antonio—11%; Jacksonville—9.1%; Oklahoma City—7.7%; Memphis—7.2%; Mobile—6.8%; Wichita—6.6%; New Haven—6.4%.

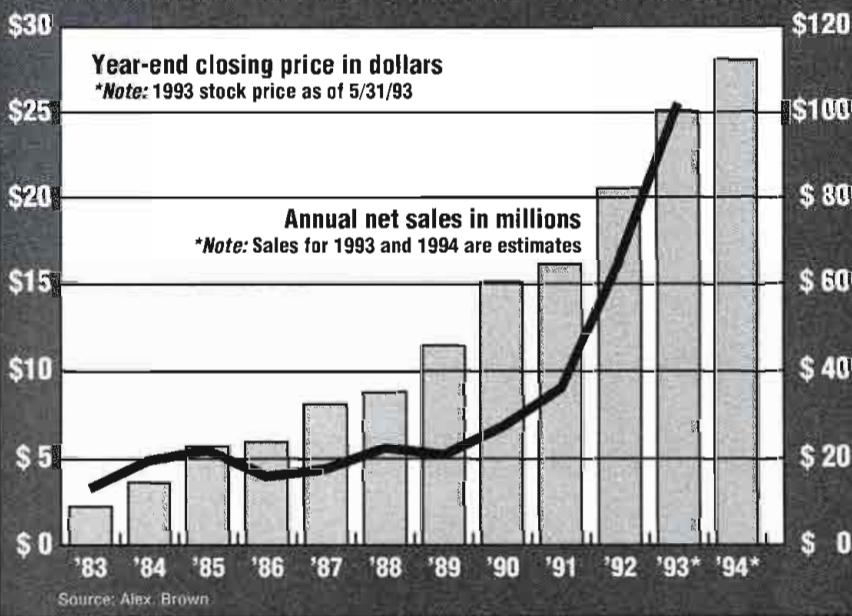
Key radio stations: Duopolies in San Antonio; New Haven, Conn.; Richmond, Va.; New Orleans; Austin, Tex. In San Antonio, for example, three stations—WOAI(AM), news/talk; KAJA(FM), country, and KQXT(FM), adult contemporary—combined for an estimated \$11.9 million in 1992 revenue, or 29% of the market revenue, according to *Duncan's Radio Market Guide*.

Key TV stations: Six Fox affiliates: WPXI-TV Mobile, Ala.; WAWS-TV Jacksonville, Fla.; KOKI-TV Tulsa, KSAS-TV Wichita, Kan.; WPTY-TV Memphis, KLRT-TV Little Rock, Ark. Also, independent KTTU-TV Tucson, Ariz. Clear Channel is involved in two time-leasing arrangements and is negotiating a third.

Recent acquisitions (1992-93): WPTY-TV Memphis; Kentucky State Radio Network; WAVZ(AM)-WKCI(FM) New Haven, Conn.; KQAM(AM)-KEYN-FM Wichita; WRVA(AM)-WRVQ(FM) Richmond, Va.; WRBQ-AM-FM Tampa, WRNL(AM)-WRXL(FM) Richmond, Va.; KQXT(FM) San Antonio, KSJL(AM) San Antonio.

Planned new ventures: Syndicated radio and TV programming, notably children's TV programming. Bullish on opportunities presented by multi-channel TV broadcasting. Magazine and other print media in markets where it owns stations.

CLEARLY A WALL STREET FAVORITE



Lowry Mays, politician

As the Clinton administration looks for more ways to raise revenue, it doesn't hurt the broadcasting industry that Lowry Mays has been a longtime supporter of Treasury Secretary Lloyd Bentsen. As a member of the Commerce Committee, then-Senator Bentsen, no doubt with Mays's urging, is said to have weighed in against a spectrum fee or user tax for broadcasters. Several years earlier, Mays was credited with helping to defeat a proposed statewide ad tax in Texas.

Clear Channel's president not only has a Texas-bred love of politics, but he also believes that participation in the political process is part of the job of being a broadcaster. "It is more important that my general managers in Oklahoma have a first-name relationship with [Democratic senator] David Boren than that I do—even though I do. When a politician comes into one of our newsrooms, they shouldn't get out without also sitting down in the general manager's office." Clear Channel general managers are also likely to be involved in their state associations; several have been presidents.

Mays himself has served as president of the CBS radio board and the NAB radio board and was recently joint board chairman of the NAB. His successor in that role, LIN Broadcasting President Gary Chapman, credits Mays with having had "a lot to do with radio deregulation. Since he started from outside the industry [in investment banking] he was not encumbered by the past. Early on he had an interest in the ownership rules and was able to look at things not how they were in the past but how they reflected today's economic conditions. Those of us in the business far longer probably didn't observe the situation as well as he did."

Turning his attention to TV, Mays is ready to do battle on deregulating multiple ownership and cross-ownership: "I can do a better job for my customer if I had two TV stations and were a multichannel provider, just like the cable system." Noting that some broadcasters oppose the idea of a competitor in the market owning two stations, Mays responds, "My philosophy is, either you have got to get with it or get out." —GF

can't measure the results of your product, you're at a serious disadvantage."

The results of this strategy are apparent. In Louisville, Ky., where Clear Channel's WHAS-WAMZ garner a combined audience share of roughly 35%, the stations, says Mays, get even more of the market's radio revenue—roughly 50%.

And in San Antonio, WOAI(AM), Clear Channel's news/talk station, has a market revenue share that more than doubles its audience share, according to Arbitron ratings and revenue estimates in *Duncan's Radio Market Guide*.

"Instead of concentrating on age-and-sex demos, we concentrate on lifestyle, income and things that make sense to a customer," says WOAI General Manager William Hill: "We don't even subscribe to Arbitron. Instead of having someone decide every 90 days what our station is worth, we decide what it's worth. We do that by emphasizing results for the customer."

Potential equity investors appreciate the Clear Channel philosophy of judicious acquisitions, low-risk leverage and rapid cash-flow growth—after-tax cash flow is up at a 25% compounded annual rate for the past 10 years. It is not surprising, then, that Clear Channel's stock has done well. In fact, it has been perhaps the top performing broadcasting stock of the past few years (see chart, page 21).

But can the group owner continue that rate of growth? Mays says it is both his number-one priority and realistically achievable: "If we grow our existing stations' revenues at 5%-6% per year, that would create about 15% growth in station operating income. Take that through the financial leverage, and after-tax cash flow grows at

about 20%."

As Clear Channel goes forward, one thing is certain: Mays will not be rushed into any deals. "I'm very patient," he says. "We have a company that's going to be in business 50 years from now. It may look a hell of a lot different, but it will still be in business." ■

Changing Hands

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

KQLD-FM New Orleans, La. ■ Sold by Beasley Broadcast Group to New-Market Media Corp. for \$3,350,000. **Seller** is headed by George G. Beasley, owner of WBIG(AM)-WYSY-FM Chicago; WTEL(AM)-WXTU-FM Philadelphia; WPOW-FM Miami, WJHM-FM Orlando and WWCN(AM)-WRXK-FM Fort Myers, all Florida; WJMH-FM Greensboro/Winston-Salem and WKML-FM Fayetteville, both North Carolina, and KAAY(AM) Little Rock, Ark. **Buyer** is headed by Stephen L. Robertson and Pete Schulte. **Buyer** owns WNOE-AM-FM New Orleans; WREC(AM)-WEGR-FM Memphis; WSJS(AM)-WTQR-FM Greensboro, N.C., and KXXY-AM-FM Oklahoma City. KQLD has oldies format on 106.7 mhz with 100 kw at 981 feet above

average terrain. *Broker: Star Media Group.*

KDMI-FM Des Moines, Iowa ■ Sold by shareholders of KDMI Inc. to Stoner Broadcasting System Inc. for \$1,350,000. **Seller** is headed by Ralph Duckworth Jr., Maxine Bruinekool and Jerry Slegh and has no other broadcast interests. **Buyer** is headed by Thomas H. Stoner and has WRMM(AM)-FM and WCMF-FM Rochester, WNBK(AM)-WHWK(FM) Binghamton and WYRK(FM) Buffalo, all New York; KGGO-AM-FM Des Moines, Iowa; WDJX-AM-FM Louisville, Ky.; WONE(AM) WTUE(FM) and WWSN(FM) all Dayton, Ohio. KDMI has religious format on 97.3 mhz with 115 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

WJRX-FM East Ridge, Tenn. ■ CP Sold by Sattler Broadcasting Inc. to Radio Chattanooga Inc. for \$1,300,000. **Seller** is headed by Virginia Sattler and has no other broadcast interests. **Buyer** is headed by Donald J. Newberg and has interests in WGOW(AM)-WSKZ(FM) Chattanooga. WJRX has positive hits format on 107.9 mhz with 3 kw and antenna 328 feet above average terrain.

KRZR-FM Hanford, Calif. ■ Sold by KMGX Corp., subsidiary of Olympia Broadcasting, to Newtex Communications of Fresno for \$950,000. **Seller** is headed by Louis C. DeArias, receiver. **Buyer** is headed by Robert B. Sherman and has no other broadcast interests. KRZR has top 40 format on 103.7 mhz with 50 kw and antenna 499 feet above average terrain.

WNOG-FM Naples, Fla. ■ Sold by H&D Communications Limited Partnership to Palmer Communications Inc. for \$865,311. **Seller** is headed by Barry J. Dickstein and Joel Hardstone and has interests in WBSM(AM) New Bedford and WFHN(FM) Fairhaven, both Massachusetts; WSYB(AM)-WZRT(FM) Rutland, Vt.; WBBW(AM)-WBBG(FM) Youngstown, Ohio; WFG-AM-FM Atlantic City; WSUB(AM)-WQGN(FM) Groton, Conn.; WKRS(AM)-WXLG(FM) Waukegan, Ill., and WTLB(AM)-WRCK(FM) Utica, N.Y. **Buyer** is headed by William J. Ryan and has interests in KFOR-TV Oklaho-

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$450,000 □ 1

FM's □ \$4,601,811 □ 12

AM-FM's □ \$110,000 □ 2

TV's □ \$0 □ 0

Total □ \$6,669,311 □ 15

So far in 1993:

AM's □ \$29,873,049 □ 115

FM's □ \$271,930,872 □ 179

AM-FM's □ \$302,453,727 □ 98

TV's □ \$1,040,105,866 □ 35

Total □ \$1,644,363,514 □ 427

For 1992 total see Feb. 1, 1993 BROADCASTING.

ma City and WHO-AM-TV-KLYF(FM) Des Moines, Iowa. WNOG has news/talk format on 93.5 mhz with 3 kw and antenna 299 feet above average terrain.

WADS(AM) Ansonia, Conn. ■ Sold by Jack Silva and Manuel B. Santos to Radio Amor Inc. for \$450,000. **Seller** has no other broadcast interests. **Buyer** is headed by Rev. Armando Hernandez and has no other broadcast interests. WADS has sports/talk adult contemporary/Portuguese format on 690 khz with 1 kw day, 33 w night. For other proposed and approved sales see "For the Record," page 36.

'MacNeil/Lehrer NewsHour' funding takes on new look

The Archer Daniels Midland Co. (ADM) and New York Life Insurance Co. joined PepsiCo last week as national corporate underwriters for public television's *MacNeil/Lehrer NewsHour*.

Each company will provide the news program with a \$4.4 million grant. Additional support for the program will continue to be provided by public television stations and the Corporation for Public Broadcasting. The new funders replace AT&T.

At \$13.2 million in annual corporate support, the *NewsHour* receives the highest level of corporate support of any series on PBS. The program's production budget is \$26 million.

The *NewsHour* will mark its tenth anniversary in September. During that time, 2,500 programs have been aired and 15,000 guests have been featured. The program has won six Emmy and five Peabody awards.

"This is the first time New York Life has ever funded public television, and we chose *MacNeil/Lehrer* because of its excellence in news reporting," said Harry Hohn, chairman and CEO of New York Life.

New York Life's funding credit was produced by Chiat Day, New York, and ADM's credit was produced by Jones & Thomas, Decatur, Ill. Represented by BBDO, New York, Pepsi has been a funder of the *NewsHour* since 1989.

—JC

SOLD!

W Q T V - T V , Boston, Massachusetts has been sold by Monitor Television, Inc., to Boston University, Dr. John Silber, President.

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Arbitron revises ratings redesign

Full reports would be issued every 12 weeks, based on 18-week rolling averages

By Peter Viles

Responding to criticism from broadcasters who feared that its proposed ratings system overhaul would backfire, Arbitron has announced a revised redesign proposal.

The new proposal, announced last week, would consist of four full Arbitron reports released every 12 weeks and based on 18-week rolling averages. In addition, Arbitron would issue four Arbitrends-style reports per year containing limited information, also based on 18-week rolling averages.

That configuration replaces Arbitron's original proposal for four full reports released 18 weeks apart, with rolling-averages reports every six weeks. That plan drew opposition from some broadcasters and researchers, who feared that it would lead to a new six-week standard for ratings.

The initial response to the revised plan was favorable, but broadcasters said many details remain to be worked out.

"I think this is an appropriate withdrawal from their first proposal, even though this may not be the answer that is going to satisfy the industry," said Bill Clark, chairman of Shamrock Broadcasting.

Clark added that the industry still has not embraced the concept of rolling averages, which are an integral part of the new Arbitron proposal. The rolling averages are crucial because they allow Arbitron to increase the sample in a given 12-week report without increasing the cost of the report to stations.

"The basic question is whether [stations] want rolling averages," Clark said. "Remember, the last time Arbitron went to the industry with that, they were turned down flat."

Katz Radio Group and CBS Radio, which both opposed the original plan,

Thumbs down on Atlanta book

In an apparently unprecedented move, the Electronic Media Rating Council announced last week that it had voted to suspend its accreditation of the not-yet-issued Arbitron report covering Atlanta radio this spring.

The report, due out later this month, will be the first since Atlanta-area radio broadcasters, with Arbitron's approval, mounted an on-air promotional campaign urging their listeners to cooperate with Arbitron's diary-based survey.

The EMRC decided that such an effort amounted to an "experiment in methodology" and that there was no guarantee it wouldn't skew the survey results. The EMRC said it believed the suspension was the first in the organization's 30-year history.

"This is not a theoretical debate between the EMRC and Arbitron," said Dick Weinstein, executive director of the EMRC. "Responsible research methodology dictates that tests should never be conducted with a live sample."

"A previous on-air survey test conducted in San Diego in July 1978 showed that possible effects were not minimal," Weinstein said. "The current test could have been conducted during a non-measurement period in a market not measured continuously."

It was not immediately clear what impact the EMRC's action would have on the Atlanta market. Because the spring survey has not been released yet, no one knows whether the on-air promotions will skew the results.

The Interop Radio Store, in a sharply worded response, voiced strong support for the Atlanta promotional effort and criticized the EMRC's decision. Interop pointed out that the announcement being aired on Atlanta stations "shows no bias toward any station or format and is being aired with equal frequency on all stations."

"This effort to improve sagging response rates should be greeted with cheers, not marked for 'disaccreditation,'" Interop said. "The Atlanta broadcasters who are actively and responsibly giving of their airtime for this test are to be commended, not discredited."

According to Gerry Boehme, senior vice president and director of research at Katz Radio Group, several advertising agencies are already considering not accepting the spring Atlanta report as valid research. But Boehme said Katz hopes to convince those agencies to at least wait until the report is issued before making such a decision.

"We think any decisions on whether to use the book should be based on the results themselves," Boehme said.

It is possible, he added, that the on-air promotions will lead to an increased response rate, which would essentially make the Atlanta report more accurate than other Arbitron books. "The fact that they didn't follow all the guidelines of the EMRC doesn't make it bad research," he said.

—PV

backed off that opposition. CBS said it was evaluating the new proposal. Gerry Boehme, senior vice president of research at Katz, said, "We think this is a vast improvement over the first plan, but we still have some concerns."

The main concern Boehme voiced related to the slight inconsistencies caused by having an 18-week survey released every 12 weeks. The potential problem, he said, is that some six-week periods will be counted in two

"We are calling for a truce between the radio broadcasting industry and Arbitron."

Ralph Guild
Interp Radio Store

reports, while other six-week periods will be counted only once.

"So some diaries would count twice over the course of a year," he said.

The Interp Radio Store, meanwhile, issued a statement calling on the radio industry to cease its public criticism of Arbitron. "We are calling for a truce between the radio broadcasting industry and Arbitron," said Interp Chairman Ralph Guild. "A truce does not mean an end to negotiation, but it does mean an end to a public display of the issues until private negotiations have been exhausted."

"It's bad enough that radio's competitors think up their own negative positioning of our medium," Guild continued. "Why are some compelled to write their competitor's pitch for them?"

Arbitron said it will begin presenting the revised proposal to stations and industry groups as soon as possible. The next major step after that, Arbitron said, is the Radio Advisory Council's next meeting, scheduled for Aug. 3-6. At that point, Arbitron said, it will pursue one of the following courses: "Modify the proposal further and go back for more feedback; accept the proposal 'in principle' and begin work on implementation for third quarter 1994, [or] drop the whole idea and start all over again."

Revenues strong in May

Local sales up 8%, but national posts only 1% gain

By Peter Viles

May proved yet another strong month for radio advertising, as the industry posted an 8% gain over 1992 figures, continuing to outpace television stations in revenue growth through the first five months of the year.

The May revenue report from the Radio Advertising Bureau did contain some mixed news. National revenue rose only 1% from May 1992 levels—and plunged 11% in the East.

But generally the results were good. Local revenues, which make up the vast majority of station revenue, rose 10% over May 1992 levels and were pacing 9% ahead of 1992 year-to-date levels through five months. National revenue was 5% ahead of the 1992 year-to-date pace, the RAB said.

Those figures easily outpace television station performance as measured by the Television Bureau of Advertis-

ing. The TVB's survey of member-station revenue showed total revenue up 2.7% through May, with local revenues up 5.6% and national revenue down by 0.9%.

"While it's still too soon to say that everything is smooth sailing, since we are still seeing wide fluctuations on a market-to-market basis in some regions, it's evident that overall the radio industry is putting in a strong performance," said Gary Fries, president of the Radio Advertising Bureau. "It continues to be apparent that the local marketplace is the foundation on which that strength rests."

The report, as it often does, showed conflicting results for different regions of the country. For example, the East reported a 12% increase in local revenue but an 11% decline in national revenue. The Southwest appeared to be the strongest region, registering an 11% increase in local revenue and a 13% increase in national spot.



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Washington

Interagency task force expected to release report before end of summer

By Kim McAvoy and Sean Scully

The Clinton administration remains committed to the idea of creating a national information infrastructure and has already assigned a high-level interagency task force to formulate telecommunications policies that will help promote and advance the development of such an infrastructure. Last week, the task force's acting chairman, Larry Irving, head of the National Telecommunications and Information Administration, said that, although the group had "no hard and fast" schedule, it was trying to come up with a report "as soon as possible." Sources say a report will be released before the end of the summer.

At a Washington press briefing that also included Commerce Secretary Ron Brown, Irving said the report will discuss specific issues, such as telco entry into cable, compatibility between equipment and information systems, the role of state and federal regulation and universal access to service.

Brown also declined to offer specifics of the report. "We haven't committed to any specific technology for the information superhighway.... Nobody says it has to be all fiber optics," he said.

Brown said the Clinton administration does not intend to finance such a superhighway with government funds. Rather, he said, the private sector would build the highway and the government would provide some standards and guidance to make the network viable.

Working at the White House on the project are Tom Kalil, director of science and technology for the National Economic Council, and Mike Nelson, a senior policy analyst with the Office of Science and Technology Policy.

They said a steady stream of repre-



Mike Nelson (left) of the Office of Science and Technology Policy, and Tom Kalil, National Economic Council: "We want to hear from people."

sentatives from the cable, telephone, cellular, PCS and satellite industries, among others, have met with them to discuss the presidential initiative. "We want to hear from people; we want to know the lay of the landscape," said Kalil. Asked if the group had heard from the broadcast industry, Nelson said, "not a lot." But it has received some letters from broadcasters expressing concern that the administration not forget the importance of the industry. "We're not going to forget that the large portion of Americans get their television over-the-air," said Nelson.

"People assume we are automatically talking about wires, but they don't realize that we're also talking about wireless and broadcast satellites." Indeed, added Kalil, "that's why the phrase 'a network of networks' is so important. No one has in mind a monolithic, centrally designed

platform for disseminating all the information."

In an interview with BROADCASTING & CABLE, Nelson and Kalil said an advisory committee representing the private sector also will be established to help advise the task force. And they said Vice President Gore, who has a personal interest in these issues, will also monitor the task force's activities.

The challenge for the task force, said Nelson, "will be to find policies that will promote competition between companies and between technologies, and provide service to the broadest range of people." The administration, said Kalil, believes that what has happened in the long-distance telephone market is a "good case study for the efficacy of competition.... Rates have come down, customers have more choices and new technologies have been deployed." ■

The FCC cleared the way for Rupert Murdoch to acquire the *New York Post*. It had been anticipated that the commission would grant Fox Television Stations a permanent waiver from the agency's newspaper-broadcast cross-ownership rule, enabling Murdoch, who controls Fox, to keep WNYW(TV) New York in the event the U.S. Bankruptcy Court gives him final permission to buy the paper. Murdoch has interim control of the *Post*, which went into bankruptcy earlier this year.

The commission's decision, however, was not unanimous. FCC Commissioner Andrew Barrett, in his dissenting statement, said he could not support a waiver that is "defective as a matter of process, policy and law."

Until the Bankruptcy Court has made a final decision on the matter, Barrett would favor a temporary waiver. He also argued that the FCC should hold a full hearing before granting a permanent waiver. "First, I believe that granting a permanent waiver to Fox at this time subordinates this commission's crossownership rule to the business plan of a private entity, the desires of creditors and the control of the Bankruptcy Court," wrote Barrett.

FCC Chairman James Quello, on the other hand, maintained that a waiver is "necessary to avoid the risk of diminishing media diversity that would be caused by the threatened demise of the *New York Post*." And FCC Commissioner Ervin Duggan said: "The life of the newspaper hangs in the balance. Without resolution of this waiver request and the quick resuscitation of the *Post*, a distinctive voice in the New York marketplace could well be lost."



The National Association of Broadcasters has a new executive committee as a result of last month's board of directors meeting in Washington. Pictured from left to right: NAB President Eddie Fritts; Radio Board Chairman Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; Radio Board Vice Chairman Skip Finley, Albimar Communications, Washington; Joint Board Chairman Wayne Vriesman, Tribune Broadcasting's radio group, Chicago; Gary Chapman, LIN Television, Providence, R.I., immediate past chairman; TV Board Chairman John Siegel, Chris-Craft/United Television, San Francisco, and TV Board Vice Chairman Bill Ryan, Post-Newsweek Stations, Miami. Not pictured is Jim Rowe of NBC in Washington, the committee's network representative.

Broadcaster's free-speech rights suffered a blow when the U.S. Supreme Court voted 7-2 last month (June 25) that stations in states without lotteries cannot air commercials

for lotteries in neighboring states. Justices John Stevens and Harry Blackmun dissented. The case (*U.S. vs. Edge Broadcasting*) involved WMYK(FM) Moycock, N.C., which is near the Virginia border. A majority of the station's listeners (90%) reside in Virginia—which has a state lottery, while North Carolina does not. Justice Byron White in the majority opinion argued: "The government has a substantial interest in supporting the policy of nonlottery states as well as not interfering with the policy of states that permit lotteries. The activity underlying the relevant advertising—gambling—implicates no constitutionally protected right;

rather, it falls into a category of 'vice' activity that could be, and frequently has been, banned altogether." In the dissent, Stevens said: "The United States has selected

the most intrusive, and dangerous, form of regulation possible—a ban on truthful information regarding a lawful activity imposed for the purpose of manipulating, through ignorance, the consumer choices of some of its citizens."

The National Education Association presented its highest honor, the "Friend of Education Award," to Discovery Channel's John Hendricks last week in San Francisco. NEA President Keith Geiger described Hendricks as "the rare business leader who is also a social activist on behalf of America's students." Geiger also praised Hendricks for "revamping" The Learning Channel and for its six-hour block of commercial-free programs every weekday morning for young children.

Group W said KYW-TV Philadelphia's broadcast of the Jane Wallace Live program on exotic dancing "dealt with matters of public concern in the community" and is not a violation of the FCC's indecency rules. In responding to an FCC inquiry, Group W said the broadcast did not contain "indecent material," but rather was an "in-depth exploration of community concerns." The commission sent a letter of inquiry—the first step in an indecency proceeding—to the station in April regarding a Nov. 12, 1991, episode (BROADCASTING & CABLE, April 26). The show, the FCC wrote, appears to be "patently offensive." The complaint was filed by Frank Wagner, regional director of Pennsylvanians vs. Pornography. *Jane Wallace Live* has been off the air since December 1991.

But Group W argued that "[w]hen substantive broadcast journalism is involved, the commission must apply a 'restrained enforcement policy' to avoid infringing on the fundamental First Amendment rights of the public and journalists and 'chilling' the free and open discussion of matters of importance to the community."

With the nomination of Reed Hundt as FCC chairman, the focus has turned to the yet-to-be-filled Republican seat on the commission. Although it seemed that Gina Keeney, a Senate Communications Subcommittee aide, had the inside track two weeks ago, Washington insiders were suggesting the administration would go outside the Beltway. Keeney's Senate champion, John Danforth (R-Mo.), was said to be lining up Senate Republicans behind her candidacy. ■

Technology

Electronics giants set CD video standard

By Steve Homer,
special correspondent

The world's largest consumer electronics companies, Matsushita, Sony, Philips and JVC, have agreed on a common worldwide standard for putting linear video material, such as movies and music videos, on CD's. The agreement, announced at the annual CD-I Conference in London, should kill off an anticipated VHS versus Beta-type battle, which had seemed likely to emerge over the next two or three years in the new CD movie sector.

Advances in digital compression now allow more than an hour of video material to be stored on a CD. Nearly all of the many manufacturers and rights owners looking at storing moving images on CD's are proposing to use the MPEG 1 encoding system. However, CD-I players and other multimedia players—such as the proposed player from 3DO—must have control information written on the disc so they can read the MPEG material. This data is likely to take up less than 1% of the total disc, but if the player cannot read it, the disc will not play.

The "video CD" format will be a derivative of the CD-I format agreed upon by Philips, Matsushita and Sony in the late 1980's. Later this year, Philips will launch a full-motion video (FMV) cartridge to allow CD-I machines to play MPEG compressed video from discs.

Philips already has several agreements for titles in place, most notably with Paramount for 50 films. However, Philips is unlikely to be alone for long in the hardware market.

The technology is so simple that it can easily be built into special dedicated CD movie players for minimal cost. Alternatively, an add-on box could be used with modified CD players that have a digital output socket or computers with CD-ROM drives. Philips maintains it is unconcerned

about the prospect, saying that anything that helps speed the introduction of FMV titles into the market will benefit CD-I.

Asked if Philips itself will launch a video CD player, John Hawkins, general manager of Philips Interactive

Media Systems, said, "If the demand is there, we will satisfy that demand." Commenting on press reports that 3DO would sign up for the new format, Hawkins said the reports were "a bit premature...as they have not had any discussions with us." ■

GI vs. the pirates

By Sean Scully

After a lengthy battle against video pirates, General Instrument's VideoCipher division believes it may finally have gained the upper hand.

VideoCipher is replacing its VideoCipher II encryption units, which had been seriously compromised over the past eight years, with the new VideoCipher II Plus. Last year, the company replaced 250,000 consumer units; this year, it plans to replace up to 30,000 commercial units in use largely at cable headends.

VideoCipher II had elements of its security system distributed in circuits throughout the box, explains Bruce Renne, director of product development for VideoCipher. The company had hoped that dispersion would confuse pirates and help protect the keys that decoded programing. Unfortunately, the system had the opposite effect: the distance between the security elements made it possible for the pirates to tap into the data stream and steal the codes.

In the new box, the security systems are integrated on a single chip, making it much more difficult to get access to the data, Renne says.

Plus, the new boxes feature a smart-card slot. If VideoCipher detects a security breach, he says, the company can distribute the cards, which will change the security codes in the box. The cards have been unnecessary so

far, Renne says, since there have been no signs of a security breach, even though VideoCipher II Plus has been commercially available for more than two years.

Signs of a security breach are unmistakable. Renne says the company usually sees a drop-off in legitimate authorizations for home users, indicating home viewers have found another way to access programing. When the company did a survey of the older VideoCipher II units, it discovered that as many as 1.5 million of the 2 million units manufactured may have been used by pirates.

After a drop in authorizations, the company's security team begins scanning the underground press for advertisements and notices about a security breach.

"[The pirates] have to advertise pretty heavily if they want to make any money on it," he says.

The security team tries to acquire pirate equipment or codes to see if the security breach is genuine.

GI decided to press ahead this year with a commercial upgrade in hopes of cutting off commercial piracy. So far, the company has shipped 15,000 new VC II Plus units.

For both commercial and home customers, VideoCipher is providing a VC II Plus box free in return for the old VC II box. If security is breached again in the next three years, the company has promised to supply a free smart card to meet the challenge. ■

Advertising & Marketing

Daytime syndicated upfront follows footsteps of strong daytime upfront

By Christopher Stern

Daytime talk show syndicators reported a healthy upfront was under way last week with cost-per-thousand (CPM) increases of 8%, fueled in part by advertisers looking to fill gaps caused by sagging ratings at the networks.

The syndicated daytime talk market followed the network upfront, which also reported CPM increases of 8%. "Syndicated properties are at least as attractive as the network in terms of ratings levels, time period integrity and audience composition," said J. Walter Thompson's Jerry Dominus, senior vice president, director of national broadcast.

Western International Media increased the dollars it spent on syndicated daytime by 15%-20%, according to William P. Croasdale, president, network broadcast division. Croasdale said one indicator of network daytime strength was the 15%-20% increase it saw in the scatter market.

Like other agency executives, Croasdale said the only weakness of syndication is its dominance by talk shows. Some advertisers are skittish about placing themselves in an issue-oriented show, where the subject is often sex or another adult theme. Both agencies and syndicators said the talk format is a "small wrinkle" in an overall healthy market.

Joseph P. Cifarelli, executive vice president for Spectrum, the ad sales arm of Multimedia Entertainment, said last week he was in the midst of a

"strong," "healthy" upfront market. Multimedia distributes several talk shows, including *Donahue*, *Sally Jessy Raphael* and *Jerry Springer*. Cifarelli said any content questions about the shows are not asked until after the buy is completed.

One World Entertainment's Rick Levy said *The Montel Williams Show*, now going into its second season, has sold 50% more advertising time than it did at the same time last year. One World is the syndicated sales arm of Viacom International. Levy said *The Montel Williams Show* averaged a 2.9 rating for the last week of May and the first three weeks of June and called the rating "pretty damn good." Like others, Levy said the decline of daytime ratings at the networks has forced advertisers to look elsewhere to find audience.

During the morning daypart, syndicated television has 50% more GRP's than network television, according to the Advertiser Syndicated Television Association. "We've really taken this daypart away from the networks," said ASTA Executive Director Tim Duncan.

ASTA estimates its total daytime market for the current season as more than \$126 million. Despite its falling ratings, the networks still enjoy dominance through soap operas and game shows. Some estimate this year's network upfront daytime market will come in between \$915 million and \$925 million.

NBC was singled out by advertisers for a particularly poor daytime perfor-

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mance with a ratings drop of more than 20%. NBC is responding to inroads made by daytime with an entertainment/talk show of its own, *John & Leeza*, and is allowing affiliates to air the show where they want to, according to NBC spokesman John Glassie.

"In developing a format, we came to realize that we had to compete with syndication," Glassie said.

CBS is developing a talk show with Gordon Elliot (BROADCASTING, Jan. 4, 1993).

Agency executives cautioned that a

healthy increase for daytime CPM's does not mean the prime time market will see the same kind of increases. "The industry accepts daytime is an aberration that the market will not follow in prime," said Thompson's Dominus. ■

Footwear category becoming diversified

Doc Martens alternative is changing the market, but no TV ads this year

By Jim Cooper

Gaining a foothold in the \$11.8 billion athletic-footwear market are some alternative shoes—Doc Martens, Teva sport sandals and the low-tech Converse All Star canvas high-top—to meet the anti-brand fashion taste of Generation X.

But while these new entries are getting a lot of attention, the two largest players in the sneaker business—Nike Inc. and Reebok International Ltd.—are not walking away from their time-tested products.

Although Reebok spent less on network and spot television advertising in the first quarter of 1993 than it did in '92, it hiked spending in cable (see chart). Nike pumped up buys in all three categories.

The Television Bureau of Advertising and Arbitron MediaWatch report that Reebok spent \$11.1 million on network advertising in the first quarter of this year, a 35% drop from the first quarter of 1992. Nike raised network spending by 35% in the first quarter to more than \$22 million, and spot spending by 65% to \$1.7 million.

Refusing to comment on the Arbitron MediaWatch figures or on any financial details of Reebok's campaigns, spokesman Dave Fogelson said the company's 1993 broadcast and cable advertising agenda will be

"pretty much the same" as in 1992. A spokesman for Nike also declined to discuss the Arbitron quarterly reports.

Reports had Reebok boosting ad spending 15% more than its \$115 million 1992 worldwide budget. Nike says it will spend more than \$270 million on advertising in 1993.

Fogelson said the Planet Reebok ads, the umbrella tag for Reebok's athletic-wear campaigns, will run on network in prime time and on MTV,



Reebok has increased spending on cable

VH-1, ESPN and sports programming. Reebok will use some spot TV around various sporting events, but not radio.

Sue Van Brocklin, public relations director for Cole & Weber, the Portland, Ore.-based agency that represents London Underground International—a distributor of Doc Martens, the English-made footwear line—said the product will not be advertised on television until the U.S. distribution network narrows, probably sometime in 1994. Van Brocklin expects sales to hit \$150 million this year.

Established footwear brands are attempting to meet the new demand for a simple, durable and cool shoe, but hope that their performance credentials—pushed by athletic superstars such as Shaquille O'Neal and Emmitt Smith in its Planet Reebok TV campaign—will carry their products through an anti-brand fashion trend.

Fogelson reported that spots featuring tennis star Arantxa Sanchez-Vicario and track-and-field star Sandra Farmer Patrick are in the works. Reebok is also producing a Spanish-language ad for Telemundo featuring Texas Ranger Juan Gonzalez. ■

Reebok, Nike ad buys

		Network	Spot	Cable	Spot Radio
Reebok	First Quarter '92	\$15,007.6	\$2,573.2	\$1,201.8	\$1,139.7
	First Quarter '93	11,109.7	926.6	2,020.9	—
Nike	First Quarter '92	16,645.3	1,049.1	978.7	—
	First Quarter '93	22,602.9	1,737.0	2,983.1	56.1

Source: Arbitron Multi-Media Service

Arbitron launches new cable division

Arbitron Co. has formed a new division to focus on the development of audience research tools for local cable advertising sales. It will be headed by Robert Bourquard, who will serve as vice president, sales and development, cable services.

The cable division will continue the development of Arbitron's local ad sales software RSVP, which allows users to customize Arbitron's data for their use at the local level. —CS

Classifieds

See page 36 for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

General manager: KGGI-FM/KMEN-AM Riverside-San Bernardino, California. The Inland Empire's hottest combo is seeking an exceptional general manager with natural leadership ability and winning track record. Minimum three years experience as general manager preferred. Regional experience a plus. Fax resume, in confidence, to American Media at 415-397-1723. No phone calls, please. EOE M/F.

GM with sales savvy for AM/FM combo in small but exciting Southwestern resort area. Successful pro wanted who is ready for challenge and future ownership. Resume to: President, Box 10477, Phoenix, AZ 85064. EOE.

GSM opportunity for Liggett Broadcast Group's WFMK. Resume in confidence to: Rod Krol, PO Box 991, East Lansing, MI 48826. EOE.

Radio sales manager: Aggressive sales manager for AM/FM combo. Looking for a selling sales manager, adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. EOE. Contact Betty Baudler, KASI/KCCQ, Ames, IA 515-232-1430.

Sales mgr., Southeast: 2 FM's/1 AM, serving 6 county area of 100,000. Send resume to Box D-27. EOE.

Search re-opened: General manager/general sales manager position. Small market in S.E. Iowa. AM/FM combo licensed to 15,000 populated town. You must have sales experience, knowledge of the business and the ability to coach a good team. We offer salary, bonuses, and a good benefit package. If you are the person fax your resume today to Rick Lambert, 314-651-4100 or mail to PO Box 558, Cape Girardeau, MO 63701. EOE.

Southern beach resort area with 2 fulltime AM stations... Big Band and EZ formats... No formal competition AM or FM. EOE. Reply to Box D-28.

HELP WANTED SALES

National radio rep seeks one experienced and one entry level account executive for New York office. Entry position requires some local/national sales or buying experience. Reply to Box M-2. EOE.

Radio time sales person. Must carry list. Western Pennsylvania single station AM/FM market. Send resume with your best ideas. Include sales record. Equity situation available. Confidential. EOE. Reply to Box D-15.

Major broadcast group station in top ten market has a position open for national sales manager. Position requires three to five years broadcast sales experience, preferably in a major market. Knowledge of Arbitron and qualitative research essential. Please send resume, cover letter, and salary history. Confidential. EOE. Reply to Box M-1.

HELP WANTED ANNOUNCERS

WGMS-FM Commercial Classical radio looking for lively, upbeat announcer. Send aircheck & resume to: WGMS, 11300 Rockville Pk., Rockville, MD 20852. EOE.

HELP WANTED TECHNICAL

Broadcast recording technicians: National Public Radio currently has openings in the audio engineering division for broadcast/recording technicians. Candidates must have live on-air production multi-machine mixing and intensive remote experience. NPR technicians must work shifts throughout the broadcast week (24 hours, seven days) and travel as needed. Experience with all analog broadcast and high quality recording equipment is essential. Familiarity with digital editing, multi-track recording is desirable. Applicants must be dependable. To apply send cover letter and resume to: NPR, 2025 M Street NW, Washington, DC 20036, Attn: Dept. 541. NPR is an equal opportunity employer.

NPR audio engineering division: Manager of engineering services. NPR has an immediate opening for manager of the seven person audio maintenance unit. This position involves full day to day responsibility for the network's ten headquarters facilities, as well as audio equipment at remote feed locations and news bureaus. Candidates should be equally at home troubleshooting to the component level of modern broadcast audio equipment, supervising a highly competent professional staff, and participating as an active member of the engineering management team. Job one, of course, is maintaining the highest professional standards of technical quality throughout the NPR production and on-air facilities. Candidates should possess a BSEE or equivalent and/or ten years progressive experience in broadcast audio maintenance. Applicants should possess superior written and oral communications skills, a demonstrated proficiency in managing an engineering team, and a preoccupation with achieving results. Competitive salary and benefits. NPR is currently engaged in an ambitious relocation of its headquarters facilities in Washington, D.C. This position will remain open until filled. Send resume and letter of interest to NPR, 2025 M Street NW, Washington, DC 20036, Attn: Dept. 113. NPR is an equal opportunity employer.

We are a major Midwestern AM/FM combo and part of a substantial multi-station group. We seek two fully qualified full-time chief engineers with proven track records. Positions are open immediately. Send resume and salary requirements to: Personnel Office, PO Box 52766, Tulsa, OK 74152-0766. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Affiliate relations director: FRN seeks a person experienced in adding and servicing radio affiliates and gaining clearances for network news, talk, and entertainment programs. Must be highly motivated and energetic. Send resume to: FRN, 6000 South Rio Grande Avenue, Suite 201, Orlando, FL 32809. EOE.

SITUATIONS WANTED MANAGEMENT

East coast broadcasters: Considering a switch to Country? Energetic, bottom line and sales oriented general manager, currently operating successful Country turn-around desires similar opportunity on native East Coast. Virtually turn-key in all areas of marketing, promotion, sales and programing. Would consider equity position. Reply to Box D-32.

American Indian engineer/manager, senior SBE. AAS degree, 18 years experience, strong analog, digital, transmitter, FCC applications, consultant, design and construction. Former owner/operator. Reply to Box D-33.

SITUATIONS WANTED ANNOUNCERS

Play-by-play: Collegiate or professional football, basketball, hockey. Radio or TV. Experienced, accurate, exciting, authoritative, prepared, professional! Reply to Box M-3.

TELEVISION

HELP WANTED MANAGEMENT

Brisette Broadcasting is looking for four experienced television station general managers. Great benefits, including 401K, if you have a winning attitude, an impeccable background and enjoy a challenge. Send your resume to: Personnel, Brisette Broadcasting Corporation, 1515 S. Federal Hwy., Suite 121, Boca Raton, FL 33432. EOE.

Executive director: The Mississippi Authority for Educational Television, the state's public educational broadcasting agency operating statewide systems of television, radio, radio reading service, and regulatory and advisory functions for all non-commercial frequencies, is accepting applications for the position of executive director. Minimum requirements: Bachelor's degree from an accredited four-year college or university in Communications, Education, or a related field, and nine years of related experience, five of which must be in a high-level, supervisory, or management position. Applicant should understand and have demonstrated competence in concepts of modern management, decision-making dynamics, and proven abilities to execute plans, policies, and procedures in an effective and decisive manner. Experience should include long-range planning, policy-making, and managing large budgets. Applicant must possess the ability to work with professional staff, volunteers, and community groups, have an understanding of quality programing, knowledge of FCC rules and regulations, understanding of the legislative process, and oral and written communication skills. Salary: \$58,000. To be considered, the applicant is required to submit a resume, educational transcripts, and letters from four professional references to Johnny Franklin, MAET Board Search Committee Chairman, Personnel Office, Mississippi ETV, PO Box 1101, Jackson, MS 39215-1101. Documents must be received at Mississippi ETV no later than August 1, 1993. Any individual with a disability who requires assistance to participate effectively in the application process should contact the personnel office at Mississippi ETV at 601-982-6565 prior to the close of the application period. EOE/AA M-F.

HELP WANTED SALES

Needle in the haystack: If you have a minimum of three years successful TV sales experience, and have done the job of two account execs, let's get together. If you don't understand how new business takes you to the next level, don't apply. This is a major list with tremendous growth opportunity, at one of the most progressive broadcast companies in the industry. We're in a top 40 market and a dominant indy in the South Central USA. You snooze, you lose! Send resume, references, and a great cover letter to Box M-4. An equal opportunity employer.

Account executive: At least 3 years in television sales with major agency, retail development and promotional partnership experience. Must be persuasive, driven and desire a competitive environment within Cap Cities/ABC, each day prepared to eat someone's lunch. Respond in writing only — if you call you lose. Guilford Fitts, Local Sales Manager, WTVD-TV, PO Box 1950, Raleigh, NC 27602. EOE.

International sales: Account executive. World renowned sports promotion company seeks aggressive, experienced salesperson with min. of 3 years experience selling to foreign broadcasters. Knowledge of French a plus. Challenging position with growth opportunities. Send resume with salary requirement to: S.I.K.D., PO Box 9907, Oakland Park, FL 33310. EOE.

KCOY-TV has an opening for an audience & sales development director. Media sales exp a must, multi-media knowledge a plus. Salary + commission. Send resume: General Manager, KCOY-TV 12, 1211 W. McCoy Lane, Santa Maria, CA 93455. No phone calls. EOE. Drug free workplace.

Local sales manager: ABC affiliate in "the heart of Illinois" is looking for a proven motivator and leader. Must have experience in new business development and added-value sales campaigns. Send resume to Mark Cummings, General Manager, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61611. EOE.

HELP WANTED TECHNICAL

Chief engineer: Midwest. VHF network affiliate is looking for a hands-on chief. Applicants should have control room, maintenance, and transmitter experience. Great opportunity for supervisor or assistant chief to move up. Send resume to J.D. Walls, Operations Manager, KCAU-TV, Sioux City, IA 51101. EOE, M/F.

Manager radio frequency engineering: To test performance of the transmitter, making technical adjustments necessary to ensure uninterrupted broadcasting and to maintain the station's transmitter facility and antenna system in compliance with FCC regulations. 5 years experience with power transmitters and electronic equipment; good knowledge and understanding of the electronics of TV; 2 years training in electronics or technical school preferred. Must be self motivated, self starter, disciplined and detail oriented. Good benefits. "Applicant finalists will be required to furnish evidence of employment authorization and identification." EOE. Send resume, salary requirements and references to David Carr, Chief Engineer, KHOU-TV, Inc., PO Box 11, Houston, TX 77001. No phone calls, please.

Needed immediately: Studio maintenance engineer for Northeast affiliate. Working knowledge for the repair of videotape and audio production systems. Previous experience in TV broadcast as a maintenance engineer desirable. Full benefits. EOE. Reply to Box M-5.

Studio/transmitter maintenance engineer: Wanted with minimum 5 years experience. RF maintenance experience with older VHF transmitters required. Resume to Chief Engineer, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

Technical manager: Chief engineer skills required for technical manager position with major video manufacturer. 5+ years of supervisory experience and working knowledge of state of the art digital video equipment. Company offers excellent benefits including 401k/profit share. Send resume to Dynatech/da Vinci Systems, 5410 NW 33 Avenue, Suite 100, Ft. Lauderdale, FL 33309. Contact Bob Silva, 305-484-8100. EOE.

TV broadcast engineer: National cable TV network needs broadcast engineer with minimum three years exp. for staff engineering position. Experience with Grass Valley and Sony equipment a must. Good working conditions. Send resume and work history to: PO Box 100321, Irondale, AL 35210. EOE.

Broadcast engineer: Wyoming Public Television has an immediate opening for a broadcast engineer, with primary duties in master control production maintenance and support. Salary: \$23,908-\$31,908. Deadline: 7/31/93. Call 307-856-6944 for an application. Minorities and women are encouraged to apply. EEO employer. Open until filled.

Maintenance technician: Join our team of technicians who support our aggressive South Florida newscasts. If you possess experience in performing preventative corrective maintenance on the following: Quantel Paintbox, Grass Valley switchers/editors, studio/ENG cameras, video/audio routers, 1" Beta and 1" & 3/4" video tape machines, and can perform system installation and circuit design, send your resume to: Employee Relations Mgr., WTVJ/NBC, 316 N. Miami Ave., Miami, FL 33128. Enjoy terrific company benefits and unlimited growth opportunity. WTVJ/NBC is an equal opportunity employer.

HELP WANTED NEWS

Are you a small market producer ready for a bigger challenge? We are searching for an associate producer to write and fill-in produce. A stepping stone to bigger and better things for the right person. Professional broadcast experience required. Send resume and recent newscast to: Human Resources Manager, PQ Box 2, Tulsa, OK 74101. No phone calls. EOE.

Executive producer: Looking for creative person with strong producing skills to join top rated news operation. Three to five years experience producing daily newscasts. Excellent writing and visual skills. Ability to lead and train others. Send resume to Emily Neilson, KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Good news for broadcasters: If you're a breed apart, a professional broadcaster and avid hunter, we want to reward your talents. You could receive \$6,000 for practicing your profession and pursuing your sport. For more information on this good news, contact Tim Sitek, Good News on Hunting! Writers Contest, Dept. BDG, PO Box 23770, St. Louis, MO 63121. EOE.

Meteorologist: Weather animal needed for weather powerhouse. Do you eat, breathe and sleep weather? Show us why you're the one. Degreed meteorologist with AMS Seal preferred. Rush letter, resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, 501 Second Avenue, S.E., Cedar Rapids, IA 52402. EOE.

News producer: Looking for an energetic, hard-working producer who knows how to craft a great newscast. Someone who's ready to work long hours and be responsible for everything in his/her newscast. We need a producer who loves to win and loves working with satellite and microwave live shots! One to two years experience in a television news room. Send resume, references, and non-returnable 3/4-inch tape to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

News producer: Number one news department in the San Francisco Bay area seeks country's best show producer. Must have a minimum of 5 years show producing experience in a major market. Send resume and writing sample to Box D-34. Application deadline is July 9, 1993. EOE.

Photographer: Looking for a creative, energetic photojournalist who loves his/her work. We need a photojournalist who likes doing packages alone, comes up with story ideas and wants to be a part of a winning team. One to two years experience shooting news preferred. Send resume, references, and non-returnable 3/4-inch tape to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Rapidly expanding news department at Media Market Network affiliate in Southeast needs reporters/anchors who know how to tell a story, news producers with strong writing skills and news judgment, and photographers whose work stands out. Absolutely no beginners. Resume to Box M-7. EOE.

Reporter: KWTW is seeking an aggressive general assignment reporter. College degree preferred. 3 yrs TV reporting exp. including excellent live skills. Send resume and non-returnable tape to: Billye Gavitt, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE M/F.

Sports reporter/anchor: KTRK-TV is looking for a sports reporter/anchor. This is a spot for someone who likes to have fun with television and not go after the everyday stories. We are looking for someone who gets involved, and has an eye to produce something the viewer will remember when the sportscast is over, creativity is the key word. At least three years medium market experience required. Send non-returnable tapes and resumes to: Richard Longoria, PO Box 13, Houston, TX 77001. An equal opportunity employer M/F/H/V.

Weather anchor weeknights: Meteorologist degree preferred; not required. We want "viewer friendly" "credible" rather than strict "weather science." Resume, non-ret. tape to: Anne Paape, ND, WKBT-TV, PO Box 1867, La Crosse, WI 54602-1867. EOE.

Weathercasters for new local information service. Meteorological training and on-air experience helpful. Reply to Box M-6. EOE.

#2 meteorologist: Position available immediately. Knowledgeable, professional presentation a must for this full-time, Monday-Friday, early morning and noon spot. Degree in meteorology or related field and an AMS Seal required. Work with chief meteorologist on all weather coverage for this NBC affiliate. Letter, tape, and resume to Alan Little, News Director, WLEX-TV, PO Box 1457, Lexington, KY 40591. Minorities encouraged. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer editor wanted for major midwest production company. We are seeking a creative and talented individual with three to five years editing experience on state-of-the-art equipment. M/F, EOE. Send resume and salary requirements to Box M-8.

Electronic graphic designer I: Candidates should have a college degree in Graphic Design, Fine Arts or a related field. Typographic knowledge is essential. You must be highly motivated, willing to work unusual hours and must demonstrate ability to work under pressure. Portfolio and/or resume tape highly recommended. You will create video graphics with the use of Quantel Paintbox. Designs, storyboards and creating two-dimensional still backgrounds and animation elements to be used separately or in conjunction with other production equipment such as character generators and digital video effects generators. We offer a competitive salary and benefits package and a smoke-free environment. Qualified, interested applicants should forward resume and salary history to: Human Resources Department, ESPN, ESPN Plaza, Bristol, CT 06010. No phone inquiries please. An equal opportunity affirmative action employer M/F/H/V.

Producer/writer: Plymouth, MI. Immediate opening for an experienced producer to join staff of the Mr. Wizard Foundation to produce a television series entitled Teacher To Teacher with Mr. Wizard. The series of seventy programs will focus on exemplary models of science teaching by elementary teachers. Story ideas will come from executive producer and advisory board. Staff producer must have experience producing video documentaries and will be responsible for researching ideas, development, writing, and producing assigned stories. Taped on-location and telecast on Nickelodeon as part of Cable in the Classroom. Resumes and demo tapes to Dennis Harlan, Mr. Wizard Foundation, 44800 Helm Street, Plymouth, MI 48170. EOE.

Commercial producer: 2 years experience, with ability to edit, write commercials and hands on producing experience. Resume and tape before July 20 to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

CLASSIFIEDS

Assistant art director: Multi-media corporation seeks energetic individual to fill position of fulltime assistant art director. Must have 2-3 yrs. exp. as graphic artist as well as extensive Macintosh exp. Must have excellent production and creative design skills. Design portfolio a must. Send resume to Art Director, Creative Services Dept., PO Box 5068, Phoenix, AZ 85010. EOE.

Production director: KIXE-TV is seeking an aggressive production director responsible for the successful budgeting, producing, directing, technical layout of program productions and management of the production department. Bachelor's degree required and two years experience preferred. Salary depending on experience plus benefits. Send resume and 3 references to Search Committee: Production Director, KIXE-TV, Channel 9, PO Box 9, Redding, CA 96099. Position open till filled. Equal opportunity employer.

Production manager: Central Illinois' top post-production and edit facility seeks an accomplished director/cinematographer with TV station experience who is ready to move into management as "player/coach" of our successful team. Good people, leadership, and marketing skills a must; no beginners, please. Send reel, resume, and salary requirements to: WEEK-TV, Personnel Department, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone calls, please.

Program scheduler Chicago area: Must be accurate! All Macintosh office (Filemaker & Excel). Handle scheduling of movies, specials and syndicated product for two stations in divergent markets as well as clearing shows for twenty other markets. This is an entry level position with plenty of room for growth. Resumes only to: SHOWPLACE Broadcasting, 1962 N. Bissell, Chicago, IL 60614-5015. (No phone calls please.) EOE.

Studio supervisor: The Wright State University Television Center is seeking a television studio supervisor to provide studio and EFP support. The Television Center is a broadcast capable facility that creates instructional and informational videotapes, live and taped sporting events, programming for an educational access channel and provides instructional support for students utilizing video in coursework. Must have B.S. in Broadcasting, Communications or related field and at least 3 years current television production and personnel training and supervisory experience or equivalent. Must have excellent oral and written communications skills. Selected applicants will be required to display videotapes or other portfolio materials as evidence of expertise and demonstrate lighting and production skills. Salary minimum of \$24,003 and excellent benefits. Send resume by August 13, 1993 to: George Frey, 104 TV Center, WSU, Dayton, OH 45435. EOE/AA employer.

The total package: Aggressive top 40 CBS affiliate in sunny Norfolk/Virginia Beach seeking writer/producer/shooter/editor for total immersion in prime-time programs, vignettes, commercials and promos. Requires flexibility, great people skills and sense of humor. Call marketing director at 804-446-1000 only after you send tape and resume to WTKR, 720 Boush Street, Norfolk, VA 23510. EOE.

Writer/producer/director: The creative services department at the nation's number one independent station is looking for a team player who can do it all; write and produce great news, programming, and sales related promotion. Must have at least two years station experience. Looking for a high energy, high creativity and someone who can hit the ground running. If you have the energy and drive, and are interested in having a brand new state of the art production facility at your fingertips, send a reel (non-returnable) and resume to Dale Bluestein, Assistant Creative Services Director, KMSP-TV, 11358 Viking Drive, Minneapolis, MN 55344. EOE.

WUHF-TV, Fox 31 is seeking a highly creative promotion producer/director with a minimum of two years experience. Competitive salary and excellent benefits. Send demo reel and resume to: Barbara Browning, Fox 31, 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

TV director: WGAL 8 is looking for an experienced TV director for award winning newscasts for commercial production. Experienced on Ampex switcher. Sony BVE-9100 editing system, BTS vidfont operation. Persons who qualify should apply in writing by July 16, 1993 to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an equal opportunity employer.

Wanted: Promotion writer/producer. Fox affiliate in Providence, R.I. is seeking a creative individual with a minimum of 2-3 years promotion experience who can do it all. The successful candidate must have excellent writing, producing and print skills. Send resume and non-returnable 3/4 tape to: Michael Schochet, Promotion Manager, WNAC/Fox 64, 33 Pine Street, Rehoboth, MA 02769. EOE.

SITUATIONS WANTED ANNOUNCERS/TALENT

Play-by-play: Collegiate or professional football, basketball, hockey. Radio or TV. Experienced, accurate, exciting, authoritative, prepared, professional! Reply to Box M-9.

SITUATIONS WANTED TECHNICAL

Mobile EIC maintenance/video engineer: 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

SITUATIONS WANTED NEWS

Top 10 male anchor seeks changes in attitudes and latitudes. Dependable team leader with proven ratings, news awards, solid live reporting and interview skills. Let's talk! I can make your newscast a winner. Reply to Box D-38.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Freelance cameraman with 13 years experience. Intensive travel/industrial & magazine format seeks long & short term assignments. Call Richard 813-360-2608.

Producer/director/cameraman: 10 years experience in NY area broadcast, cable, and corporate TV production, masters degree, seeks full time job in production, will relocate. Terry 914-739-0692.

ALLIED FIELDS

FINANCIAL SERVICES

Immediate financing on all broadcast 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.

Equipment leasing: Application only to \$50,000. Up to \$1.5-million with full financials. New and used equipment. Allen Marshall, Broker, 404-227-8737.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

Jobs are now available in the radio and television industry. Subscribe to "Hot Leads" a nationwide newsletter, today. 12 issues for \$25.00. Send check or money order to R&S Publishing Company, PO Box 2233, Natick, MA 01760. For info call 1-800-299-8554.

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.

HELP WANTED ADMINISTRATION

Dean (search reopened): The School of Journalism at the University of Montana. The University of Montana School of Journalism is one of the oldest undergraduate journalism schools in the nation. It is accredited by ACEJMC and offers B.A. degrees in Journalism and Radio-Television and an M.A. in Journalism. The University of Montana is a comprehensive liberal arts institution with seven professional schools, 10,500 students and 400 faculty. The University is one of six units of the Montana University System and the center of liberal arts education in Montana. It is the only university in the state with a School of Journalism. The dean is the academic, administrative and professional leader of the school. Duties include general administration, teaching, advising, outside fundraising, directing the academic program and serving as the school's advocate on and off campus. Minimum qualifications include: 1. Substantial administrative experience, preferably in an academic institution; 2. Significant professional experience in print or broadcast news; 3. College-level teaching experience; and 4. An advanced degree and academic and professional accomplishments, including research and creative activities, commensurate with appointment at the rank of professor. The position is tenurable. The salary is competitive. Evaluation of applications will begin on Sept. 15 and will continue until the position is filled. Nominations are encouraged. Applications should include a statement of interest, professional resume and transcripts. Applications and nominations should be sent to: Search Committee, School of Journalism, The University of Montana, Missoula, MT 59812. The University of Montana is an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

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

Television transmitter: 60 KW less than 10 years old. Channel 27. Call Grant Communications 305-568-2000.

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.

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: 1600 foot Stainless Inc. guyed tower. For additional information, contact: Jerry Cotterman, The Park National Bank, 50 North Third Street, Newark, OH 43055. Phone #: 614-349-3731. Fax: 614-349-3765.

Computers: Complete 386 and 486 packages. Low prices. Fast delivery. Write, call, fax Morningstar Group, PO Box 1010, Homewood, IL 60430-0010; voice 1-708-754-8998, fax 1-708-754-9557.

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

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

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.

RADIO

HELP WANTED SALES

EXPERIENCED SALES REP
KNOWLEDGEABLE IN RADIO FORMATS AND PROGRAMING TO SELL FOR A NATIONAL SPECIALIZED BROADCAST SERVICES COMPANY. PROFESSIONAL SELF-STARTER. AGGRESSIVE, AND RESULTS-ORIENTED INDIVIDUAL WHO WISHES TO STAND ON THEIR OWN. EOE.

RESUMES TO BOX D-39

HELP WANTED MANAGEMENT

RADIO GM/ INVESTOR WANTED Ready for ownership?

Own a piece of a dynamic AM/FM combo in 100,000+ Western vacation area. Become GM of operation and watch your investment grow. This is the opportunity you've been saving for. We'll work with a person with a good track record. Contact: Mr. Johnson, 3104 E. Camelback #405, Phoenix, AZ 85016. All replies strictly confidential. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS

WLTT-FM, Washington D.C. seeks a PROGRAM DIRECTOR. The successful candidate will have demonstrated skills in A/C programing in a highly competitive market environment, as well as significant research and marketing experience. RCS skills a plus. If you are a creative thinker, a team player, organized and self-motivated, send your resume to:

Don Davis
Vice President,
General Manager
WLTT-FM
5912 Hubbard Drive
Rockville, MD 20852
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HELP WANTED NEWS

Medium size Southern
Market seeks
experienced and
knowledgeable News
Director to lead
energized News Team
into the future. EOE.
Send resume with salary
requirements to
Box D-40.

REPORTER

KGO-TV SAN FRANCISCO IS SEEKING AN EXPERIENCED GENERAL ASSIGNMENT REPORTER. APPLICANT MUST HAVE A MINIMUM OF 5 YEARS TELEVISION REPORTING EXPERIENCE PREFERABLY IN A MAJOR MARKET. APPLICATION DEADLINE IS JULY 16, 1993. PLEASE SEND RESUME AND TAPE TO:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111
EOE

FOX - FUTURE FLORIDA

Meteorologist/Weather Anchor—Successful Fort Myers affiliate seeking professionals who can communicate to operate our new Triton i7 system.

Sports Director/Anchor—Who can produce more than just highlights and scores.

Investigative Reporter to join Emmy award winning half hour Troubleshooter program. Strong investigative writing and reporting skills.

Minimum 3 years experience and college degree preferred. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce/Station Manager, 621 SW Pine Island Road, Cape Coral, Florida 33991. We are an equal opportunity employer.

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PREPARE FOR A CAREER IN TV TIME SALES

Call for FREE Info. Packet.
**ANTONELLI MEDIA
TRAINING CENTER**
(212) 206-8063

ALLIED FIELDS

HELP WANTED LEGAL

CORPORATE COUNSEL

Nationwide communications company seeks attorney with minimum 2-3 years in-house experience in cable or radio. Excellent benefits. Send resume and salary history to: Greater Media, Inc., P.O. Box 1059, East Brunswick, N.J. 08816.



Greater Media, Inc.
Equal Opportunity/Affirmative Action Employer

HELP WANTED PROGRAMING PROMOTION & OTHERS

VIDEO POST PRODUCTION

Video Editor

Growth opportunity w/expanding Atlanta audio-video production facility. Full-time position. Required: Minimum 1-yr. commercial broadcast post-production experience w/Betacam thru Digital, D.V.E. & TWO M.L.E. Switcher. Technical knowledge will improve starting salary. Call BOB BYRD or Marnie, 404/329-0806. EOE.

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RESPOND TO BOX D-25

FOR SALE STATIONS CONTINUED

NEW YORK STATE

Owner retiring. Combo has the best FM signal in market with presence in major city... real estate & studios included in this underdeveloped FM/AM. Asking price for both potential "profit centers" \$850,000... seller paper available.

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201-579-5232

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(915) 366-3711.

FOR SALE

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Top 60 Market

\$3,000,000.00

Tom Belcher-Media Broker

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Positive Cash Flow—Asking \$300k

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No. FLA. GULF COAST C-1

Tracking \$800k

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CABLE

HELP WANTED PROGRAMING
PROMOTION & OTHERSGRAPHICS ART
DIRECTOR &
PROMOTION PRODUCER

Live broadcasts twenty-four hours a day, seven days a week. State-of-the-art studios and production equipment. Up to \$1 million in sales per hour. And a viewer base of 47 million homes. These are just a few of the facts about QVC, the nationwide cable shopping network that's revolutionizing the way America shops.

The Art Director we seek will guide the development, implementation and maintenance of the overall look of the network's graphics. You will lead your team in designing and producing new graphics, providing input for all promotions and special projects, and staying current with the latest computerized graphics equipment. Qualifications include a degree in Art or Graphics (or equivalent experience), and demonstrated success in the development of unique and powerful TV graphics. Paintbox experience is required, as are effective presentation skills.

We also seek a Promotion Producer to lead our superior production staff. You will need 5-7 years experience, leadership skills, creativity, and the ability to take a project from pre-production through to post-production under time constraints.

If you feel your expertise can surpass the expectations of this broadcasting innovator, we'd like to hear from you. We offer an excellent salary, full benefits package and opportunities for advancement. Please forward your resume and demo reel, indicating position of interest, to: Diane Donio, QVC Network, Inc., Goshen Corporate Park, West Chester, PA 19380-0844. We are an equal opportunity employer.

QVC

Network

CABLE

HELP WANTED RESEARCH

SENIOR RESEARCH ANALYST - Discovery Networks seeks Ad Sales Research professional with 2+ years cable Ad Sales Research or similar media experience. Candidate will write Monthly/ Quarterly competitive network analysis, sales support & positioning materials and analyze qualitative research. Must interact with sales staff and mgmt and make internal presentations. Knowledge of CNAD, MicroNode, MRI/SMRB, etc. PC literate in wordprocessing, spreadsheet and graphic softwares. Good analytical, statistical and communication skills. Send detailed resume including salary history to:

Discovery Networks,
Research Department,
641 Lexington Avenue,
8th floor, NY, NY 10022.
NO PHONE CALLS PLEASE. EOE.

DISCOVERY COMMUNICATIONS, INC.



HELP WANTED MANAGEMENT

PAY PER VIEW MANAGER

Media General Cable of Fairfax County, a state of the art cable system, located in Northern Virginia is recruiting for a Pay-Per-View Manager. We are a leader in the industry with a 9 channel Pay-Per-View operation (6 stand alone).

Qualified applicants will have:

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- Proven troubleshooting abilities.
- Excellent communication skills.

Please send cover letter, salary requirements and resumes to:



Media General Cable
of Fairfax County
14650 Old Lee Road
Chantilly, VA 22021
Attention: Human Resources
or fax 703-378-3498

EOE

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 Milzi 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 the 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 \$160 per word, \$32 weekly minimum. Situations Wanted 80¢ per word, \$16 weekly minimum. All other classifications, \$160 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., N.W., 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.

For the Record

Compiled by BROADCASTING & CABLE for the period of June 21-25 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KCFA-FM Arnold, CA** (BAPH930609GF; 106.1 mhz)—Seeks assignment of CP from Calaveras Inspirational Station Inc. to Central Valley Broadcasting Company Inc. for \$24,000. **Seller** is headed by Judy A. McMurtry and has no other broadcast interests. **Buyer** is headed by Eric Bettencourt and has interest in KAMB-FM Merced, CA. Filed June 9.

■ **KRZR-FM Hanford, CA** (BALH930604GF; 103.7 mhz; 50 kw; ant. 299 ft.)—Seeks assignment of license from KMGX Corp., a subsidiary of Olympia Broadcasting, to Newtew Communications of Fresno for \$950,000. **Seller** is headed by Louis C. DeArias, receiver. **Buyer** is headed by Robert B. Sherman and has no other broadcast interests. Filed June 4.

■ **WADS(AM) Ansonia, CT** (BAL930527EA; 690 khz; 1 kw-D, 33 w-N, DA-2)—Seeks assignment of license from Jack Silva and Manuel B. Santos to Radio Amor Inc. for \$450,000. **Seller** has no other broadcast interests. **Buyer** is headed by Rev. Armando Hernandez and has no other broadcast interests. Filed May 27.

■ **WNOG-FM Naples, FL** (BALH930526GG; 93.5 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from H&D Communications Limited Partnership to Palmer Communications Inc. for \$865,311. **Seller** is headed by Barry J. Dickstein and Joel Hardstone and has interests in WBSM(AM) New Bedford, MA, and WFHN(FM) Fairhaven, MA; WSYB(AM)-WZRT(FM) Rutland, VT; WBBW(AM)-WBBG(FM) Youngstown, OH; WFGP(AM-FM) Atlantic City, NJ; WSUB(AM)-WQGN(FM) Groton, CT; WKRS(AM)-WXLC(FM) Waukegan, IL; and WTLB(AM)-WRCK(FM) Utica, NY. **Buyer** is headed by William J. Ryan and has interests in KFOR-TV Oklahoma City, OK; WHO-TV, WHO-AM and KLYF-FM, all Des Moines, IA. Filed May 26.

■ **WVZA-FM Herrin, IL** (BAPH930609GE; 92.7 mhz; 6 kw; ant. 325 ft.)—Seeks assignment of CP from Herrin Broadcasting Inc. to Wayne E. Tate for \$135,000. **Seller** is headed by spouses Barbara and Norris Reichel and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 9.

■ **KNSS(AM)-KKRD-FM Wichita, KS** (AM: BAL930611GF; 1240 khz; 630 kw-U; FM: BALH930611GG; 96.3 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from New West Radio Inc. to Prism Radio Partners for equity interest in buyer. **Seller** is equally owned by William R. Phalen and Leslie Rudd, who have no other broadcast interests. Prism recently acquired KWFM(AM)-FM, Tucson, AZ; KNST(AM)-KRQQ(FM) Tucson, AZ; WWKY(AM) and WVEZ(FM) Louisville, KY; WTFX-FM, Louisville, KY. Filed June 11.

■ **KRZZ-FM Derby, KS** (BALH930611GE; 96.3 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from New West Radio Inc. to Prism Radio Partners for equity interest in buyer. See KNSS(AM) and KKRD(FM) below.

■ **WLME-FM Hawesville, KY** (BAPH930603GF; 105.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Joe L. Aldridge to The Cromwell Group

Inc. of Kentucky for \$170,000. **Seller** has no other broadcast interests. **Buyer** is headed by Bayard H. Walters and has interests in Lenk Broadcasting Company, Inc., licensee of WHAL(AM)-WYQC-FM Shelbyville, TN and WVLE(AM)-WGLO-FM Pekin, IL; The Cromwell Group Inc. of Illinois, licensee of WMCI-FM Mattoon, IL, and WSHY-AM-WEJT-FM, Shelbyville, IL; Hancock Communications, Inc., licensee of WKCM-AM Hawesville, KY, and permittee of WKCM-FM Cannelton, IN; and Montgomery Broadcasting Company, licensee of WQZQ-FM Dickson, TN. Bayard H. Walters individually is licensee of WCTZ-AM Clarksville, TN. Filed June 3.

■ **WEHR-FM Shepherdsville, KY** (BALH930610GE; 105.1 mhz; 1.55 kw; ant. 446 ft.)—Seeks assignment of license from Claire Tow to Owensboro On The Air Inc. for an undetermined price. **Seller** has no other broadcast interests. **Buyer** is headed by Leonard Norcia and has interests in WVJS(AM) and WSTO-FM, Owensboro, KY.

■ **WWPL-FM Federalsburg, MD** (BTCH930512GE; 107.1 mhz; 1.95 kw; ant. 408 ft.)—Seeks transfer of control from P.M. Broadcast Engineering Inc. to Apex Associates Inc. for voting trust. **Seller** is headed by Mike Powell and Don Mattingly and has no other broadcast interests. **Buyer** is headed by Keith A. Mayo and has interest in WAAI-FM Hurluck, MD. Filed May 12.

■ **WACR-AM-FM Columbus, MS** (FM: BTC930603EA; 1050 khz; 1 kw-D, 48 w-N, DA; AM: 103.9 mhz; 3 kw; ant. 204 ft.)—Seeks transfer of control from T&W Communications Corporation to Bennie L. Turner for \$110,000. **Seller** is headed by Gary W. Turner, Randolph Walker and Robert J. Williams, who have no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 3.

■ **WDJK-FM Xenia, OH** (BAPLH930616GE; 95.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Dayton Area Radio Inc. to Clear 95 Inc. for \$800,000. **Seller** is headed by Vernon H. Baker and has 9 AM's, 13 FM's and 3 applications pending. **Buyer** is headed by Richard E. Hunt and has interests in WCLR-FM-WPTW(AM) Piqua, OH. Filed June 16.

■ **WCCZ-FM Spangler, PA** (BALH930526GF; 97.3 mhz; 2.15 kw; ant. 393 ft.)—Seeks assignment of license from Raymark Broadcasting Co. Inc. to WKYN Inc. for \$167,500. **Seller** is headed by Mark Harley and has interests in WCCS(AM) Homer City and WOKW(FM) both Pennsylvania. **Buyer** is headed by Robert M. Stevens and has no other broadcast interests. Filed March 26.

■ **WJRX-FM East Ridge, TN** (BAPLH930607GF; 107.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment

of CP from Sattler Broadcasting, Inc. to Radio Chattanooga Inc. for \$1,300,000. **Seller** is headed by Virginia Sattler and has no other broadcast interests. **Buyer** is headed by Donald J. Newberg and has interests in WGOW(AM) and WSKZ(FM) Chattanooga, TN. Filed June 7.

■ **WKMM-FM Kingwood, WV** (BALH930607GE; 96.7 mhz; 3 kw; ant. 797 ft.)—Seeks assignment of license from Buckwheat Broadcasting Inc. to Mar-Pat Corporation for \$190,000. **Seller** is headed by Max E. Garlitz and has no other broadcast interests. **Buyer** is headed by Patrick J. Crogan and has no other broadcast interests. Filed June 7.

Actions

■ **WCRQ-FM Arab, AL** (BALH930419GE; 92.7 mhz; 700 w; ant. 670 ft.)—Granted assignment of license from WCRQ Inc. to Roland Broadcasting Inc. for \$546,000 ("Changing Hands," May 24).

■ **KLAC(AM)-KZLA(FM) Los Angeles** (AM: BAL930330HD; 570 khz; 5 kw-U, DA-N; FM: BALH930330HE; 93.9 mhz; 49 kw; ant. 720 ft.)—Granted assignment of license from Malrite Communications Group, Inc. to Shamrock Holdings, Inc. ("For the Record," June 21). Action June 15.

■ **WUST(AM) Washington, DC** (BTC930325EB; 1120 khz; 1 kw-D)—Granted transfer of control from New World Radio Inc. to Edwim Tomberg for 1% of stock. **Seller** is headed by James M. Weitzman. **Buyer** and buyer will each have 50% of licensee ("For the Record," April 19). Action June 18.

■ **KXDA-FM Chowchilla, CA** (BTCH930127GG; 93.3 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from Venture Broadcasting Inc. to Educational Media Foundation for \$100,000. **Seller** is headed by Gordon D. Zlot, Joseph M. Perez, Thomas G. Skinner, Laurence Myers and Harold Zlot and has individual interests in KZST(FM) and KLVF(FM) Santa Rosa and K48BQ (LPTV) Fort Bragg, all Calif. **Buyer** is headed by K. Richard Jenkins and has interests in KLVF(FM-ED) Santa Rosa, KWXP-FM Magalia and KJUT-FM Kingsburg, all Calif.; KEZF(AM) Tigard, OR; FM translator stations K205BM San Rafael, K205BN Los Gatos and K265CV Fremont, all Calif. Action June 14.

■ **KKRD-FM Wichita, KS** (BALH930407GE; 107.3 mhz; 100 kw; ant. 884 ft.)—Granted assignment of license from KKRD Inc. to New West Radio Inc. for \$3,798,814.01 ("Changing Hands," May 3). Action June 18.

■ **WBIO-FM Philpot, KY** (BAPH930308GE; 94.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Ruth H. Steele to Hancock Communications Inc. for \$90,565. **Seller** has no other broadcast interests. **Buyer** is headed by Bayard H. Walters and has interests in the following: WHAL(AM) and WYQZ-FM Shelbyville, WCTZ(AM) and WQZQ-FM Dickson, all Tenn.; WGLO-FM and WVEL(AM) Pekin, and WYDS-FM Decatur, all Ill.; WKCM(AM) Hawesville, KY, and WKCM-FM Cannelton, IN. Action June 17.

■ **WHK(AM) Cleveland, OH** (BAL930330GY; 1420 khz; 5 kw-U, DA-N)—Granted assignment of license from Malrite Communications Group Inc. to Shamrock Holdings Inc. ("For the Record," June 21).

■ **WMMS-FM Cleveland, OH** (BALH930330GZ; 100.7 mhz; 34 kw; ant. 600 ft.)—Granted assignment of license from Malrite Communications Group Inc. to Shamrock Holdings Inc. ("For the Record," June 21).

■ **KMXI-FM Lake Oswego, OR** (BAPLH930423GE; 106.7 mhz; 94 kw; ant. 879 ft.)—Granted assignment of license from Rogue Broadcasting Corp., debtor-in-possession, to BayCom Oregon for \$2,625,010 ("Changing Hands," May 17). Action June 11.

■ **WRKR-FM Portage, MI** (BALH930315GF; 107.7 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Air-Borne Group Ltd. to Hicks Broadcasting Corp. **Seller** is headed by Edward J. Sackley and has no other interests. **Buyer** is headed by David L. Hicks and is the licensee of WKMI(AM) Kalamazoo, MI and WKFR-FM Battle Creek, MI. Action June 18.

■ **KNYN-FM Santa Fe, NM** (BALH930506GE; 95.5 mhz; 19 kw; ant. 1850 ft.)—Granted assignment of license from Radio Santa Fe Inc. to Plaza Broadcasting Inc. for \$525,000 ("Changing Hands," May 17). Action June 21.

■ **WKFM Fulton, NY** (BALH930226GI; 104.7 mhz; 50 kw; ant. 310 ft.)—Granted assignment of license from WKFM-Syracuse Inc. to NewCity Communications of Fulton Inc. for \$3,750,000 ("Changing Hands," March 1). Action June 17.

■ **WTRY-FM Rotterdam, NY** (BALH930416GK; 98.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Barry W. Sims, receiver, to Cap-Town Broadcasting Inc. for \$650,000. Receiver is **seller** and has interests in WSHQ-FM and WSCM(AM) Cobleskill, NY, and WSHX-FM Danville, VT. **Buyer** is represented by Merv Griffin and has interests in WTRY(AM) Troy and WPYX-FM Albany, both NY; WPOP(AM) Hartford and WYSR-FM Waterbury, both Conn., and WHJJ(AM)-WHJY-FM Providence, RI. Action June 14.

■ **WJRX-FM East Ridge, TN** (BALH930421GH; 107.9 mhz; 3 kw; ant. 328 ft.)—Dismissed assignment of license from Sattler Broadcasting Inc. to WDOF of Chattanooga Inc. for \$1,350,000. **Seller** is headed by Jim Sattler and has no other broadcast interests. **Buyer** is headed by Cy N. Bahakel and has interest in WLBK(AM) Bowling Green, KY. Action June 14.

■ **WYGO(FM) Madisonville, TN** (BTCH930106HO; 99.5 mhz; 2.51 kw; ant. 515 ft.)—Granted transfer of control of Major Broadcasting Corp. Gordon M. and Jane Daltha Anderson, husband and wife, are transferring 60% of licensee to Randall W. Sliger,

and will retain 40% interest in licensee ("For the Record," February 1). Action June 9.

■ **WYGO(FM) Madisonville, TN** (BTCH930106HO; 99.5 mhz; 2.51 kw; ant. 515 ft.)—Granted transfer of control of Major Broadcasting Corp. Gordon M. and Jane Daltha Anderson, husband and wife, are transferring 60% of licensee to Randall W. Sliger, and will retain 40% interest in licensee ("For the Record," February 1). Action June 9.

■ **KRYS-AM-FM Corpus Christi, TX** (AM: BAL930402ED; 1360 khz; 1 kw-U; FM: BALH930402EE; 99.1 mhz; 100 kw; ant. 1,049 ft.)—Granted assignment of license from Corpus Christi Media Partners Ltd. to Ranger Communications Co. for \$3.1 million ("Changing Hands," April 26). Action June 7.

■ **KAIR(FM) Crane, TX** (BAPH930226GJ; 100.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP to Albert L. Crain. Action June 3.

■ **KAQU-FM Huntington, TX** (BALH920527GO; 101.9 mhz; 6 kw; ant. 328 ft.)—Dismissed assignment of license from Angelina Broadcasting Corp. to Cantrell Broadcasting Inc. for \$12,500. **Seller** is headed by Robert D. Tindle and has no other broadcast interests. **Buyer** is headed by Kristin C. Cantrell and has interest in WFGI-FM Lima, OH. Action June 14.

■ **KSJL(AM) San Antonio, TX** (BAL930409EC; 760 khz; 50 kw-D, 1 kw-N, DA-2)—Granted assignment of license from Inner City Broadcasting Corp. of San Antonio to Clear Channel Radio Licenses Inc. for \$800,000 ("Changing Hands," May 3). Action June 16.

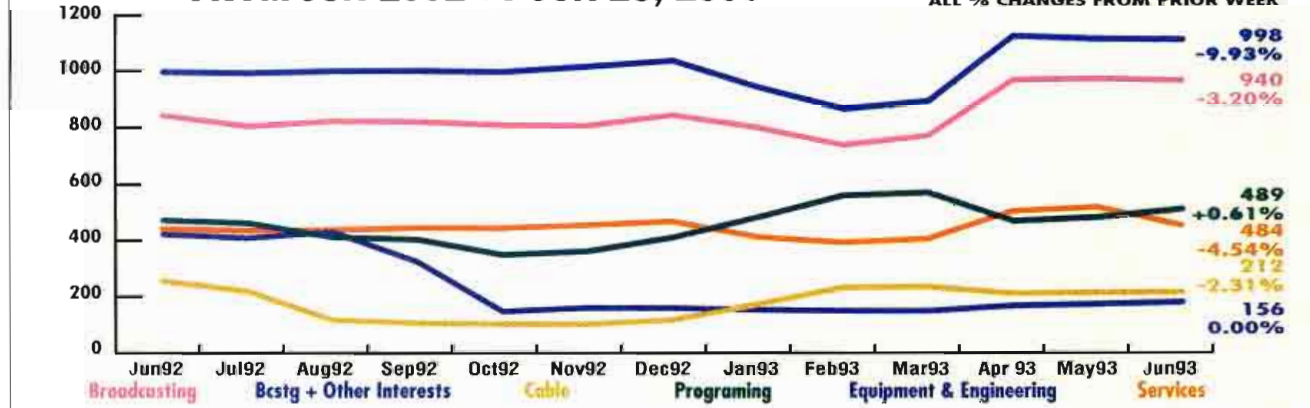
■ **KIKZ(AM)-KSEM(FM) Seminole, TX** (AM: BAL930428EA; 1250 khz; 1 kw-D, 250w-N; FM: BALH930428EB; 106.3 mhz; 3 kw; ant. 174 ft.)—Granted assignment of license from Tejas Broadcasting to Gaines County Broadcasting Ltd. for \$193,276 ("For the Record," May 24). Action June 9.

■ **WVMX(FM) Stowe, VT** (BALH921208GW; 101.7 mhz; 43 w; ant. 2,653 ft.)—Granted assignment of license from Sage Broadcasting Corp. to Vermont Communications Systems Inc. for \$750,000. **Seller** is headed by Gerald A. Poch and has interest in WACO(AM-FM) Waco, TX. **Buyer** is headed by Ronald L. Shaffer and has no other broadcast interests. Action June 7.

■ **WQWM(AM) Kaukauna, WI** (BAL930426ED; 1050 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Martin Communications Inc. to Evangel Ministries Inc. for \$380,000 ("Changing Hands," May 31). Action June 9.

■ **WOSX(FM) Spencer, WI** (BALH930323GW; 92.3 mhz; 6 kw; ant. 300 ft.)—Granted assignment of license from DN Communications Inc. to Goetz Broadcasting Corp. for an undisclosed amount. **Seller** is headed by Patrick J. Delaney and has

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1992 TO JUN 29, 1993



interest in WKBH(AM-FM) Trempealeau, WI. Buyer is headed by Nathan L. Goetz and is licensee of 6 AM's and five FM's. Action June 4.

■ **WHET-FM Sturgeon Bay, WI** (BALH930223GG; 99.7 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Davison Communications Corp. to Midwest Communications Inc. for \$3,500,000 ("Changing Hands," March 1). Action June 18.

■ **WJJO-FM Watertown, WI** (BALH930330GV; 94.1 mhz; 50 kw; ant. 525 ft.)—Granted assignment of license from Joyner Radio Inc. to WJJO Limited Partnership for \$1,600,000 ("Changing Hands," March 22). Action June 18.

■ **KUUY(AM)-KKAZ(FM) Orchard Valley (Cheyenne), WY** (BAL920214EE; 650 khz; 8.5 kw-D; 500 w-N; FM: BALH920214EF; 100.7 mhz; 100 kw; ant. 490 ft.)—Granted assignment of license from Arlie L. Davison and Associates Inc. (formerly Windsor Communications Inc.) to Windsor Communications Inc. of Wyoming for \$1 million ("For the Record," March 9).

NEW STATIONS

Actions

■ **Felton, CA** (BPH920521MM)—Granted CP of Miklos Benedek for 93.7 mhz; 229 ch.; ant. 150 m.; ERP 0.656 kw. Address: 734 Marnell Avenue, Santa Cruz, CA 95065. Applicant has interest in KQBR-FM, Davis, CA. Action June 14.

■ **Felton, CA** (BPH920520MB)—Dismissed CP of Barney L. Dewey for 93.7 mhz; 229 ch.; ant. 347 m. Address: 6551 Circle Hill Drive, San Jose, CA 95120. Applicant has no other broadcast interests. Action June 14.

■ **Cedar Falls, IA** (BPH920506MC)—Dismissed app. of CP of 98.5 mhz; 253 ch.; ERP: 25 kw; ant. 100 ft. Address: Rte. 4, Box 78, Cedar Falls IA 50613. Applicant is headed by Ronald J. Michaelson and has no other broadcast interests. Action June 17.

■ **Sandusky, MI** (BPED920826MB)—Granted CP of Ross Bible Church for 90.7 mhz; 214 ch.; ant.

100 m. Address: 2865 Maywood Drive, Port Huron, MI 48060.

Applicant is headed by Eugene Kent and has interest in noncommercial WNFA-FM Port Huron, MI. Action June 14.

FACILITIES CHANGES

Applications

AM's

■ **Pompano Beach, FL WRBD(AM)** 1470 khz—June 15 application of WRBD Inc. for CP to increase day power to 50 kw and make changes in antenna system.

■ **McMinnville, OR KLYC(AM)** 1269 khz—June 15 application of Bohnsack Strategies Inc. for CP to change: TL to 4-12Km ENE of McMinnville city limits on Warmington Rd., 45 13 49 - 123 7 28.

FM's

■ **Texarkana, AR KUKB(FM)** 106.3 mhz—June 15 application of State Line Broadcasting for mod. of CP (BPH-850712SF) to make changes to new station; change: ERP 50 kw H&V; ant. 150 m.; TL: 1/2 mi. S. of Ferguson cross roads, just off hwy 71, Fouke, AR, Miller Co.; chng class to C2 (per MM docket 89-440).

■ **Coosa, GA WSRM(FM)** 95.3 mhz—June 15 application of Jean M. Gradick for mod. of CP (BPH-900226MD) to make changes; change: ERP: 0.70KW(H&V); ant.: 207 m.; TL: atop Mount Alto on N. side of Mt. Alto Rd. in Floyd Co., Ga.

■ **Lafayette, LA KRRQ(FM)** 95.5 mhz—June 17 application of KRRQ-FM Corp. for mod. of CP (BPH-860507OF) to make changes; change: ERP: 50 KW (H&V) ant.: 134.8 m.; TL: 6.5 km SE of Church Point, Aca Dia Parish, La. Class chng to C2 (per MM docket no. 90-550).

■ **Raleigh, NC WSHA(FM)** 88.9 mhz—June 15 application of Shaw University for mod. of CP (BPED-920304MI) to make changes; change: ERP: 50KW(H&V); Class change C1.

■ **Yellow Springs, OH WYSO(FM)** 91.3 mhz—June 17 application of Antioch University for CP to make changes; change: ERP: 37 KW (H&V), chng

class from B1 to B.

■ **Socastee, SC WMYB(FM)** 99.5 mhz—June 17 application of WMYB Puritan Radiocasting Co. for mod. of CP (BPH-871231ND) to make changes; change: ERP: 14.5 KW (H&V) ant.: 131 m.; TL: 2 km E. of Nixonville, Horry Co., SC.

■ **Big Spring, TX KBST(FM)** 95.9 mhz—June 17 application of David W. Wrinkle for mod. of CP (BPH-9301151E) to make changes; change: ERP: 8.0 KW (H&V) ant.: 147 m.; TL: Atop South Mountain, 4.52 km on bearing 136.8°T from Big Spring, Howard Co., Tx. Frequency chng from 237 TO 240 & class chng from A to C3 (per MM docket no. 90-614 & 91-312).

■ **Midvale, UT KQMB(FM)** 102.7 mhz—June 17 application of Walter P. Faber, Jr. for mod. of CP (BPH-810819BE) to make changes; change: ERP: 44.0 KW (H&V) ant.: 843 m.; TL: transmitter and antenna is proposed to be co-located with KZHT(FM) transmitter and antenna on Lake Mountain.

■ **Milwaukee, WI WMSE(FM)** 91.7 mhz—June 16 application of Milwaukee School of Engineering for CP to make changes; change: ERP: 3.2KW(H&V); ant.: 39 m.

Actions

AM's

■ **Costa Mesa, CA KOJY(AM)** 540 khz—Granted app. of Mount Wilson FM Broadcaster Inc. (BP-930513AB) for CP to change hrs. of oper. from unlt. to daytime with reduced power of 240 w. Action June 4.

■ **Paris, TN WTPR(AM)** 710 khz—Granted app. of Wenk Broadcast Group Inc. (BP-890920AD) for CP to change TL to .28 km W. of Old Palestine Rd. on north side of Cherry Hill Rd., Paris, Henry County, TN, and make changes in antenna system: 36 16 47 - 88 20 32. Action June 7.

FM's

■ **Florence, AL WFIQ(TV)** ch. 36—Granted app. of Alabama Educational TV Commission (BPET-930111KF) for CP to change ERP (vis): 1,276 kw; antenna: Harris TWSC-25, (BT). Action June 7.

■ **Orange Beach, AL WXA(H)** 105.7 mhz—

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Granted app. of Pleasure Island Broadcasting Inc. (BMPH-920612J) for mod. of CP (BPH-871203MO) to make changes; change ERP: 6 kw (H&V). Action June 7.

■ **North Crosssett, AR** KWLTV(FM) 102.7 mhz—Granted app. of South Ark Broadcasting Inc. (BMPH-930218IA) for CP (BPH-870313MD) to make changes: ERP: 25 kw (H&V) TL: .65 km ESE of intersection of U.S. Hwy 82 and State Hwy 133 in Ashley Co., AR; class changed from C2 to C3 (per MM docket #89-99). Action May 26.

■ **Chowchilla, CA** KXDA(FM) 93.3 mhz—Granted app. of Venture Broadcasting Inc. (BMPH-930104IE) for mod. of CP (BPH-880928ML) to make changes: ERP: 2.95 kw (H&V) ant.: 102 m. Action June 7.

■ **Wrens, GA** WAKB(FM) 96.9 mhz—Granted app. of Advertisement Network Systems Inc. (BMPH-930225ID) for MP (BPH-910325IA as mod.) to make changes: ERP: .75 kw (H&V); ant.: 416 m.; TL: Old Miller Place Rd., Wrens, Jefferson Co., GA. Action June 3.

■ **Lawrenceville, IL** WAKO-FM 103.1 mhz—Granted app. of Lawrenceville Broadcasting Co. (BPH-891013IH) for CP to make changes; change ERP: 6 kw (H), 4.5 kw (V); amended 3-2-93. Action May 26.

■ **Missoula, MT** K20Q-FM 100.1 mhz—Granted app. of JS Marketing Inc. (BMPH-921210IE) for mod. of CP (BPH-910606IH) for changes; change TL: antenna will be located on top of Mt. Dean Stone, 8 km SSW of Missoula, MT. Action June 2.

■ **Pittsburgh** WPTS-FM 98.5 mhz—Granted app. of Univ. of Pittsburgh Commonwealth Sys. (BPED-920824MA) for CP to make changes; change ERP: .016 kw (H&V); ant.: 141 m.; change frequency

from 98.5 mhz to 92.1 mhz. Action May 27.

■ **Huron, SD** KZKK(FM) 105.1 mhz—Granted app. of Dakota Communications Ltd. (BMPH-930122ID) for mod. of CP (BPH-900523MA) to make changes: ant.: 47 m. Action June 3.

■ **Bristol, TN** WHCB(FM) 91.5 mhz—Granted app. of Appalachian Educ. Communication Corp. (BPED-930323IA) for CP to make changes; ERP: 1.52 kw (H&V); ant.: 715 m. Action May 25.

■ **Monterey, TN** WKXD-FM 106.9 mhz—Granted app. of JWC Broadcasting (BMPH-921118IB) for mod. of CP (BPH-920117IB as mod.) to make changes; change ERP: 25 kw (H&V); ant.: 223 m.; TL: Water Tank Hill, .82 km, at 347 deg. true, from Hwy. 70 and I-40 overpass, Putnam Co., TN. Action May 26.

TV's

■ **Spokane, WA** KAYU-TV ch. 28—Granted app. of KAYU-TV Partners Ltd. for CP to change ERP (vis): 2400 kw. Action June 7.

■ **Portsmouth, OH** WPBO(TV) ch. 42—Granted app. of Ohio State University (BPET-920716KE) for CP to change ant.: 382 m.; antenna: Dielectric TFU-30J, (BT); (38-45-41.5 - 83-03-41). Action June 7.

ACTIONS

■ **Issued** Interim Report to Congress regarding sports programming migration, in accordance with Cable Television Consumer Protection and Competition Act of 1992. Action June 24. (PP Docket 93-21 [Report DC-2444, Action in Docket Case])

■ **Adopted** new equal employment opportunity (EEO) rules for cable television systems and broadcast television station licensees in compliance with Cable Television Consumer Protection and Competition Act of 1992. (MM Docket 92-261 [Report DC-2451, Action in Docket Case] Action June 24 by R&O.)

■ **Adopted** regulations interpreting and implementing anti-trafficking and crossownership provisions in compliance with Cable Television and Consumer Protection and Competition Act of 1992. (MM Docket 92-264 [Report DC-2450, Action in Docket Case] Action June 24 by R&O. [FCC 93-332])

■ **Denied** Westmarc Cable Group, Inc., and NCTA reconsideration of declaratory ruling that smaller television market licensees in hyphenated markets may receive network program nonduplication protection through each 55-mile zone surrounding each designated community of market. (By MO&O [FCC 93-313] adopted June 14 by Commission)

■ **Granted** petition filed by San Mateo Community College District, licensee of station KCSM-TV San Mateo, CA, and ordered Century Cable of Northern California Inc. to commence carriage requested by KCSM-TV. (By MO&O [DA 93-693] adopted June 10 by Chief, Mass Media Bureau)

■ **Conditionally granted** applications filed by Hughes Communications Galaxy Inc. Authorized it to locate Galaxy 6 domestic satellite at 103 degrees W.L. temporarily; authorized Hughes to locate SBS-6 at 95 degrees W.L. and to extend launch date of Galaxy 3H hybrid satellite from January 31, 1994 to December 31, 1995. (By MO&O [DA 93-701] adopted June 4 by Acting Chief, Common Carrier Bureau)

■ **Denied** petition filed by IT&E Overseas, Inc. to reject Micronesian Telecommunications Corporation Tariff F.C.C. No. 1-Transmittal 82 which provides foreign and interstate communications services to and from Commonwealth of Northern Mariana Islands. (By Order [DA 93-735] adopted June 18 by Associate Bureau Chief, Common Carrier Bureau)

■ **Ozark, AL** Dismissed a petition for rulemaking filed by Ozark Broadcasting Corp., licensee of WOAB-FM Ozark, AL, asking Commission to permit commercial FM stations to operate with vertical polarization only. (By Order [FCC 93-306] adopted June 11 by Commission)

■ **Moultrie, GA** Ordered Radio Moultrie, Inc., licensee of station WMGA(AM) Moultrie, GA, to forfeit \$1,000 for willful and repeated violation of Communications Act by failing to receive prior consent to transfer control and filing annual ownership reports. (By MO&O [DA 93-711] adopted June 16 by Chief, Mass Media Bureau)

■ **Ponte Verda Beach, FL** Affirmed a Review Board order granting application of Emision de Radio Balmaseda Inc. for an FM station on Channel 293A at Ponte Verda Beach, FL. Action June 18 by Order (FCC 93-324).

■ **White City, FL** Granted application of Midway Broadcasting Company for a new FM station on Channel 284A at White City; dismissed applications of Karen M. Lowery, Crystal Communications Inc., White City Broadcasting Inc. and Heather Wilson Cass. (MM Docket 91-86 by MO&O [FCC 93R-32] adopted June 16 by Review Board)

■ **Biltmore Forest, NC** Dismissed as repetitious further petitions for reconsideration of its earlier decision upholding Review Board's selection of Orion Communications Limited as comparative winner in proceeding involving five mutual applications for a new FM station at Biltmore Forest, NC. (MM Docket 88-577 by MO&O [FCC 93-310] adopted June 14 by Commission)

■ **Arlington, College Station, Howe, all TX** Dismissed petition for reconsideration filed by Roy E. Henderson regarding upgraded station KHY1 Arlington, TX, and station KTSR College Station, TX, and allotment of new FM Class A channel to Howe, TX; and dismissal of other related proposals. (MM Docket 88-48 by MO&O [FCC 93-312] adopted June 14 by Commission)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,954	181	5,135
Commercial FM	4,853	906	5,759
Educational FM	1,613	308	1,921
Total Radio	11,420	1,395	12,815
Commercial VHF TV	558	12	570
Commercial UHF TV	594	142	736
Educational VHF TV	124	4	128
Educational UHF TV	241	7	248
Total TV	1,517	165	1,682
VHF LPTV	474	136	610
UHF LPTV	859	972	1,831
Total LPTV	1,333	1,108	2,467
FM translators	1,993	390	2,383
VHF translators	2,421	81	2,502
UHF translators	2,416	386	2,802

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.

† Construction permit.

† Penetration percentages are of TV household universe of 92.1 million.

Source: Nielsen, NCTA and Broadcasting & Cable's own research.

Datebook

JULY

July 9—Deadline for entries for 1993 Ollie Awards sponsored by *American Center for Children's Television*. Information: David Kleeman, (708) 390-9435.

July 9—Deadline for entries for the 28th annual Gabriel Awards sponsored by *Unda USA*. Information: Nancy Kinross, (513) 429-2663.

July 9—Deadline for entries for 1993 Nancy Susan Reynolds Award sponsored by The *Center for Population Options*. Information: (310) 559-5700.

July 14—*The Caucus for Producers, Writers & Directors* general membership meeting. Speaker: Terry Rakolta, founder and director, Americans for Responsible Television. Chasen's Restaurant, Los Angeles. Information: David Levy, (818) 846-2159.

July 14—*Women in Cable, Oklahoma chapter*, luncheon and tour of Witel Communications Co. Tulsa. Information: Andrea Hood, (918) 665-6690.

July 15—Deadline for entries for *Alfred I. duPont-Columbia University Awards*. Information: Lesley Kuchek, (212) 854-5047.

July 15-18—1993 *Upper Midwest Communications Conclave*. Radisson South Hotel, Minneapolis. Information: Tom Kay or Lisa Nordmark, (612) 927-4487.

Information: Tom Kay or Lisa Nordmark, (612) 927-4487.

July 17-19—*California Broadcasters Association* annual convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

July 18-23—Management Development seminar for television executives sponsored by *National Association of Broadcasters*. Evanston, Ill. Information: (202) 775-3527.

July 19-20—"Communications Skills for Cable Issues," training course sponsored by *Community Antenna Television Association* and the *Cable Television Public Affairs Association*. Charlotte, N.C. Information: Janenne Springer, (703) 691-8875.

July 22-23—"Communications Skills for Cable Issues," training course sponsored by *Community Antenna Television Association* and the *Cable Television Public Affairs Association*. Raleigh-Greensboro, N.C. Information: Janenne Springer, (703) 691-8875.

July 25-28—*New York State Broadcasters Association* 32nd annual executive conference. Gideon Putnam Hotel and Sheraton Hotel and Conference Center, Saratoga Springs, N.Y. Information: (518) 456-8888.

July 27-29—*Florida Cable Association* annual convention. Registry Resort, Naples, Fla. Information: Joice Ventry, (904) 681-1990.

AUGUST

Aug. 13-14—*Pennsylvania Cable Pioneers* weekend. Toftrees Resort Hotel, State College, Pa. Information: Alane Sica, (717) 234-2190.

Aug. 22-24—*Minnesota Cable Communications Association* annual meeting. Radisson Arrowwood Resort, Alexandria, Minn. Information: Mike Martin, (612) 641-0268.

Aug. 29-31—*Nebraska Broadcasters Association* 60th annual convention. Holiday Convention Centre, Omaha, Neb. Information: Richard Palmquist, (402) 333-3034.

SEPTEMBER

Sept. 10—*North American National Broadcasters Association* advisory council meeting. HBO, New York. Information: Kate Normandeau, (613) 738-6553.

Sept. 20-22—*Inter-Union Satellite Operations Group* biannual meeting. Washington. Information: Kate Normandeau, (613) 738-6553.

Sept. 28-30—*Central Canada Broadcast Engineers* 1993 broadcast convention and exposition. Skyway Trade and Conference Center, Toronto. Information: Jo Anne Firminger, (519) 740-0037.

MAJOR MEETINGS

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. 20-21—*Corporation for Public Broadcasting* annual meeting. Washington. Information: (202) 879-9600.

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.

Information: (609) 848-1000.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 14-17—*Society of Professional Journalists* national convention, Miami. Information: (317) 654-3333.

Oct. 16-20—*Radio Advertising Bureau* fall board meeting. Phoenix, Ariz. Information: (212) 387-2100.

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.

Jan. 14-20, 1994—*National Association of Broadcasters* winter board meeting and legislative forum. Carlsbad, Calif. Information: (202) 775-3527.

(202) 775-3527.

Jan. 24-27, 1994—*NATPE International* 31st annual program conference and exhibition. Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

Jan 29-Feb. 1, 1994—*National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

Feb. 10-12, 1994—*Satellite Broadcasting and Communications Association* winter trade show. Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.

March 21-24, 1994—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 775-3527.

May 21-25, 1994—*Broadcast Cable Financial Management Association* 34th annual convention. San Diego. Information: (708) 296-0200.

May 22-25, 1994—*National Cable Television Association* annual convention. New Orleans. Information: (202) 775-3669.

May 22-25, 1994—*National Association of Minorities in Cable* annual convention. New Orleans. Information: (310) 404-6208.

June 10-13, 1994—*PROMAX International* conference and exposition. New Orleans. Information: (213) 465-3777.

Monday Memo

"Increasingly, TV news is taking on the trappings of public relations puffery and huckstering for advertisers."

America's television viewers are deserting network news broadcasts in growing numbers, and local stations are confronting the same problem.

Why?

One answer is that news is changing and the present fare is not good. Increasingly, television news is taking on the trappings of public relations puffery and huckstering for advertisers.

For example, the recent hype by NBC over the long good-bye for the last episode of *Cheers* was successful, to be sure. At a reported \$600,000 for each 30-second spot, the more than 40-odd commercials generated some \$24 million in ad revenue. Expectedly, NBC promoted the show extensively.

But when this blather intrudes into news programs, a fine line has been crossed that prompts concern. When network news succumbs to the pitchman's product as content for its news presentation, that's bad news.

NBC fed additional *Cheers* promo material that masqueraded as news to its affiliates. For example, the network's Miami affiliate, WPLG, devoted chunks of its 6 and 11 o'clock news to superficial "interviews" with the series' personalities.

The night that *Cheers* closed its doors for the last time, virtually the entire news program on WPLG was given over to the last episode of the show, comments from the stars and more promos for the upcoming *Tonight Show*, to be seen live from Boston.

Genuine news was hard to come by. This is not news; it is the pap that belongs on *Entertainment Tonight*, where viewers got their full share. When award-winning stations such as

WPLG (it won a Peabody Award for its reporting on Hurricane Andrew) stumble to this level, viewers are in trouble.

Perhaps concern might be dismissed if this kind of thing were an isolated example. But it is not. Increasingly, local news programs devote valuable time to public relations-inspired stories of motion picture openings. The latest (at this writing) beneficiary of this kind of "news" is the Sylvester Stallone epic, "Cliffhanger."

This is not reporting news; it is public relations that made good. It is "news" that advertisers love.

This type of "news" fits into the category of Chamber of Commerce boosterism that promotes automobile shows, super-market openings and boat shows. More and more stations are resorting to this kind of coverage to fill gaps in news time in an effort to pare costs on reporting news.

And, oh yes, we are assured, this is what the public wants. If so, then why the mass exits from news programs?

Years ago, Robert Benchley, reporting for *The New Yorker* in "The Wayward Press," called this kind of reporting "gurry"—flimsy stories of dubious content, generated by public relations and advertising people, that bilked the public of genuine news. Then, it was print errant; today, it's modern electronics all decked out in color.

But a news-hungry public is still short-changed.

If the television bean-counters still wonder where the viewers have gone, the answer is clear—somewhere else, looking for real news that informs.

More infotainment isn't the answer, it's the problem. ■



By S.L. Harrison, associate professor, University of Miami

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:
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New York

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Editorial Fax: 212-340-9874
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Fax: (06) 925-5005

Distribution

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Circulation

800-554-5729
Michael Borchetta, subscription promotion director

Production

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Rick Higgs, assistant production manager

Corporate Relations

Patricia A. Vance, director

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Fifth Estater

Donald Lloyd Hacker

Although his formal education focused on accounting, finance and administration, Don Hacker's career track, entwined with the Chicago-based Tribune Co.'s development as a diversified communications company, took an unexpected turn into program development.

Hacker joined Tribune 14 years ago on the eve of a boom in the television industry. Independent stations experienced phenomenal growth in the 1980's—the Tribune Co.'s formation of the Tribune Broadcasting group was part of that boom—and Hacker's strategic planning and advice to broadcast group president Jim Dowdle and then-Tribune Co. executive vice president John Madigan helped build a platform for new programming opportunities. When Sheldon Cooper, who guided Tribune's new syndication division—Tribune Entertainment—for its first five years, retired in 1991, Dowdle made Hacker its president and chief executive officer.

Throughout his youth and college years, Hacker had a professed interest in business administration and marketing. After earning a master's in business administration and finance from Chicago's DePaul University, he was recruited by Price Waterhouse and given the chance to manage two of its largest accounts, the Tribune Co. and Inland Steel.

"Tribune was a privately held company at the time. At the corporate level, it was still very small. I became more personally involved with WGN-TV [Chicago] and WPIX-TV [New York] and KWGN-TV [Denver]—those were the only three stations."

In 1979, as Price Waterhouse was encouraging him to move into financial analysis and strategic planning, pharmaceutical giant Baxter Travenol approached him with an enticing salary offer. Scott Smith, Tribune's assistant treasurer, caught wind of Baxter Travenol's overture and made Hacker an offer he couldn't refuse.

"What interested me about Tribune was its history," Hacker says. "I was



in awe when I first walked into the Tribune Tower. The newspaper [the *Chicago Tribune*] has been here for 150 years and helped Lincoln get elected President. I grew up reading the *Tribune* and watching WGN and the Chicago Cubs," which he helped Tribune buy in 1980.

The formation of Tribune Broadcasting soon became the company's (and Hacker's) primary focus. First came the bargain buys of WGNX-TV Atlanta and WGNO-TV New Orleans in 1983 for \$32 million and \$21 million, respectively, followed by the record-setting \$510 million buyout of KTLA-TV Los Angeles from Gene Austry's Golden West Broadcasters group in 1985.

"KTLA gave us the critical mass we needed to make us a player in broadcasting," Hacker says. "It not only gave us the top three markets, it also allowed us to gain a production foothold on the West Coast."

Named by Dowdle and Cooper as executive vice president of Tribune Entertainment in 1986, Hacker immediately struck joint equity partnerships on

two weekly series, *Tales of the Darkside* (with Laurel Entertainment) and *Charles in Charge* (with MCA TV).

Then came one of the most momentous, if not ignominious, live-event specials ever created for syndication. *The Secret of Al Capone's Vault* scored a record 34 rating nationally and was the first Geraldo Rivera special to be produced with Tribune since Rivera left ABC News in 1985. After tremendous national anticipation, the vault yielded a few empty bottles and a license plate.

"I guess you could call it a great three-hour movie with a lousy ending," Hacker says. "No one had produced a live special of that scale for syndication before, so we knew we would be taking some chances the production could flop. Fortunately, the quality of the production and Rivera's investigative efforts carried the show."

Out of that relationship came the *Geraldo* in 1987, followed two years later with Hacker's signing of Joan Rivers, whose talk show career was thought to be diminished after she left Fox's *Late Show*. "We knew Joan's audience was women and daytime,"

Hacker says. "If put in the right day-parts—morning and early fringe—we knew Joan would make sense."

Hacker's focus these days has turned to series projects in which Tribune will "find new ways to use direct marketing in our programming efforts." It is believed that Tribune Entertainment may announce one or more hybrid syndicated

programs that will combine interactive home shopping and talk show elements.

"Tribune has been a very positive experience.... It really has allowed me the freedom to be an entrepreneur, of sorts," Hacker says. ■

President/CEO, Tribune Entertainment Co., Chicago; b. July 13, 1953, Waukegan, Ill.; BS, accounting, University of Wisconsin, Madison, 1977; MBA, finance, DePaul University, Chicago, 1978; auditor, Price Waterhouse, Chicago, 1978-79; manager, financial planning, Tribune Co., Chicago, 1979-81; Tribune Broadcasting: director, planning and analysis, 1982-83; VP, development, 1983-85; Tribune Entertainment: executive VP, 1986-91; present position since February 1991; m. Danielle Levy, November 1983; child: Michael, 8.

Fates & Fortunes

TELEVISION

Jerry Goldman, VP, finance, Paramount Television Group, Hollywood, named senior VP, finance, long-form production, Paramount Net-



Jerry Goldman
Paramount



Trisha Cardoso
Paramount



William Applegate
KCBS-TV



Robert McGann
WBBM-TV



John Culliton
WCCO-TV

work Television, there.

Trisha Cardoso, VP, entertainment marketing, Burson-Marsteller, Los Angeles, joins Paramount Television Group, Hollywood, as VP, media relations.

William Applegate, VP/GM, WBBM-TV Chicago, returns to KCBS-TV Los Angeles in same capacity.

Steve Gigliotti, VP/GM, KCBS-TV Los Angeles, named VP/station manager.

Robert McGann, VP/GM, WCCO-TV Minneapolis-St. Paul, returns to WBBM-TV Chicago in same capacity.

John Culliton, executive director, news, public affairs, WCCO-TV Minneapolis-St. Paul, named VP/GM.

Diane Eastabrook, money editor, WYNT-TV Albany, N.Y., joins WPBT-TV Miami, *The Nightly Business Report*, as Midwest correspondent/bureau manager, Chicago.

Terrance Conway, regional sales manager, KDVR-TV Denver, joins WXIN-TV Indianapolis as local sales manager.

Linda Kazynski, publicity supervisor, Columbia Pictures Television,

Los Angeles, named manager, publicity.

Cindy Schneider, director, creative services, Multimedia Entertainment's *Sally Jessy Raphael*, *Jerry Springer*, New York, resigns to form Cindy Schneider & Associates there.

Jack Serpa, eastern sales manager, NATPE Net, New York, named director, sales, marketing.

Pat Servodidio, president, Multimedia Broadcasting Company, New York, elected to board of directors, Television Bureau of Advertising.

Hank Yaggi, president/GM, WUSA-TV Washington, re-elected to TVB board.

Peter Polimino, manager, finance, administration, Group W Radio, New York, named business manager, Group W Television Sales, there.

Tom Nunan, VP, comedy development, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP.

Bob Greenblatt, VP, drama development, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP.

Gerald Baliles, former governor of Virginia and partner, Hunton & Williams, Richmond, Va., elected chairman, PBS.

Sue Kiel, director, affiliate research, marketing, Fox Broadcasting Co., Beverly Hills, named executive director, affiliate relations, west-

ern region. **Rebecca Swett**, director, affiliate relations, Fox Broadcasting Co., Beverly Hills, named director, affiliate relations, west-central region, there.

Kenneth Lawson, senior analyst, Twentieth Television, Beverly Hills,

Calif., named account executive, western division, domestic television, there.

Linda Vester, general assignment reporter, WRC-TV Washington, joins NBC News's weekend *Today*, New York, as correspondent.

Margaret Warner, diplomatic correspondent, *Newsweek*, New York, joins PBS's *MacNeill/Lehrer NewsHour*, Washington, as chief Washington correspondent.

Jennifer Loomis, contracts administrator, Stephen J. Cannell Productions, Hollywood, named manager, business affairs administration.

Adrien Seixas, senior VP, programming, sales, Bohbot Entertainment Inc., New York, named senior VP/GM.

Ileene Paset, account executive, WGN-TV Chicago, named national sales manager, east.

Bill Lamb, GSM, WBRC-TV Birmingham, Ala., joins WPLG-TV Miami in same capacity.

George Carlino, GSM, WTVG-TV Toledo, Ohio, joins WMAR-TV Baltimore as national sales manager. Appointments at Digipix Editorial,

New York: **Sol Fischler**, commercial editor, Dennis Hayes Editorial, there, joins in same capacity; **Brook Hoffman**, freelance online, offline editor, there, joins as technical operations manager; **Sharon Shahinian**, post-production coordinator, Lumiere Productions, there, joins as sales representative.

Marsha Goodman, VP, talent, DIC Animation City, Burbank, Calif., named senior VP, talent.

Von Johnson, director, information services, Walt Disney Pictures

responsibilities as consultant, Katz Radio Group Syndication, there.

Jane Shapiro, director, research, Radio Advertising Bureau, New York, joins ABC Radio Networks there in same capacity.

Lorna Gladstone, program director, WGN(AM) Chicago, joins KFAN(AM) St. Paul in same capacity.

Eduard D'Abate, network manager, Katz Hispanic Media, Los Angeles, named VP/western division manager.

CABLE

Howard Katz, president/COO, Ohlmeyer Communications Co., Los Angeles, joins ESPN, Bristol, Conn., as senior VP, production.

Julie Fields, director, creative services, E! Entertainment Television, Los Angeles, named VP.

Chris Moseley, senior VP, marketing, communications, Discovery Communications, Inc., Bethesda, Md., elected secretary of the board, PROMAX International.



Marsha Goodman
DIC



Von Johnson
ITC



Troy Roberts
CBS News



Julie Fields
E! Entertainment TV



Manuel Sosa
MTV Latin Amer.

and Television, Burbank, Calif., joins ITC Entertainment Group, Los Angeles, as VP, worldwide technical operations.

Troy Roberts, reporter, WCBS-TV New York, joins CBS News's *Up to the Minute* there as co-anchor.

Melinda Bacon, acting marketing director, WFLA-TV Tampa, Fla., named marketing director.

RADIO

Paul Levesque, VP, radio, Taylor Communications, North Palm Beach, Fla., named to National Association of Broadcasters radio board.

Trip Reeb, VP/GM, KROQ-FM, elected chairman of the board, Southern California Broadcasters Association.

Jim Higgins, senior VP, national sales, Unistar Radio Networks, New York, named VP, sales.

Joe Montone, national marketing director, Premiere Radio Networks, Sherman Oaks, Calif., named program director, KZDG-FM Denver.

Walter Sabo, president, Sabo Media, New York, assumes additional re-

Scott Lazare, GM, Blair/Banner Radio, New York, joins WYNY-FM New York as national sales manager.

Brian Thomas, VP/director, sales, Durpetti & Associates, Dallas, joins KMTT-FM Seattle as GSM.

Tony Kidd, operations manager, WVAZ Chicago, joins WHQT-FM Miami as program director.

Coy Davis, manager, marketing, development, WYMS-FM Milwaukee, joins WKWM(AM) Grand Rapids, Mich., as GSM.

Robin Hume, research analyst, KTVI-TV St. Louis, joins KMOX-AM St. Louis as research director.

Nancy Wilson, news anchor, WHIO(AM)-WHKO-FM Dayton, Ohio, named assistant news director.

Bill Baldwin, VP/GM, WLPA(AM)-WROZ-FM Lancaster, Pa., named senior VP/GM.

Larry Ross, promotions director, WTNY-FM Watertown, N.Y., joins WBEE-FM Rochester in same capacity.

Bobby Knight, music director, WROO-FM Jacksonville, Fla., named assistant program director.

Joe Davola, senior VP, development, Fox Broadcasting Company, Beverly Hills, Calif., joins MTV Networks, New York, as senior VP, MTV Productions/MTV Development.

Gary Howard, VP, corporate development, Tele-Communications Inc., Denver, elected to board of directors, Interactive Network.

Appointments at MTV: Music Television, New York: **Lisa Braun**, coordinator, affiliate promotion, named manager, affiliate promotion, eastern region; **Wendy Weatherford**, coordinator, affiliate promotion, southeast, western region, named manager, affiliate promotion, western region.

Lois Sloane, executive VP, worldwide licensing, merchandising, Turner Home Entertainment, Atlanta, elected president, Licensing Industry Merchandisers' Association.

Appointments at CNBC, Fort Lee, N.J.: **Arturo Marquez**, senior associate, Handelman Katherman Inc., Los Angeles, joins as regional manager, central west region, Burbank, Calif.; **Cathy Stevens**, supervising producer, *This Morning's Business*, named supervising producer, special

projects; **Sasha Salama**, producer, *Your Portfolio*, named supervising producer, *The Money Wheel* and *World Business*.

Renee Bruce, national advertising account executive, Prevue Networks Inc., Tulsa, Okla., named national ad sales manager.

Appointments at Discovery Networks, Bethesda, Md.: **Sandy Wax**, senior manager, consumer research, named director; **Michelle Turner**, senior coordinator, local ad sales, alternative technologies, named manager, local ad sales, affiliate sales, relations.

Appointments at VH-1, New York; **Fran Perchick**, senior publicist, named manager, marketing, business publicity; **Renee Koblentz**, publicity coordinator, named publicist.

Appointments at Home Sports Entertainment, Irving, Tex.: **Nancy Wetmore**, senior account executive, named regional advertising sales manager, Dallas office; **Deborah Nowlin**, sales development manager, *Houston Metropolitan* magazine, joins as merchandising/promotions manager, Houston office; **Jenny Gray**, account executive, Turner Broadcasting System, Atlanta, joins in same capacity.

ADVERTISING

Kim Reed, founder, Kim Reed Public Relations, Los Angeles, joins Burson-Marsteller there as VP/managing director, Burson-Marsteller Entertainment.

Richard Gillespie, founder, Gillespie Advertising, Princeton, N.J., elected to board of trustees, Beaver College, Glenside, Pa.

Kait Courlang, senior art director, Tracy-Locke Advertising, Dallas, joins D'Arcy Masius Benton & Bowles, St. Louis, as art director.

Appointments at Temerlin McClain, Dallas-Fort Worth: **Ed Layton**, director, print services, D'Arcy Masius Benton & Bowles, St. Louis, joins in same capacity; **Shari Slater**, associate, Slater & Associates, Dallas, joins as account executive; **Christine Abshire**, assistant account executive, The Jefferson Group, Washington, joins in same capacity; **Elizabeth Isom**, consulting associate, Audience Research & De-

velopment, Dallas, joins as assistant account executive.

TECHNOLOGY

James McDonald, general partner, J.H. Whitney & Company, New York, joins Scientific-Atlanta, Norcross, Ga., as president/CEO.

Carl Wegener, national director, information management systems, Philips Consumer Electronics Company, Knoxville, Tenn., joins United States Satellite Broadcasting, St. Paul-Minneapolis, as director, consumer electronics marketing.

Paul Jones, human resources manager, mid-Atlantic region office, Sprint, Reston, Va., joins COM-SAT World Systems, Bethesda, Md., as VP, human resources.

INTERNATIONAL

Manuel Sosa, president, western hemisphere, Bausch & Lomb, Miami, joins MTV Latin America, Miami Beach, as senior VP/GM.

Appointments at Cox UK Communications, United Kingdom: **William Geppert**, VP/GM, Cox Cable, Jefferson Parish, La., named managing director; **Douglas Brooks**, director, engineering operations, Cox Cable, Atlanta, named director, cable television operations, planning; **Samuel Howe**, director, business operations, Cox Cable, Atlanta, named director, headquarters marketing; **David Livengood**, director, sales, telemarketing, Cox Cable, San Diego, Calif., named director, customer services; **Marianne Livengood**, manager, training, organizational development, Cox Cable, San Diego, named manager, total quality management.

WASHINGTON

Kelly Malone, account executive, Media Plus, Washington, joins Associated Press, broadcast division, there, as marketing coordinator.

Madelon Kuchera, former adviser, Commissioner Andrew Barrett, FCC, joins Teleport Communications Group, Chicago, as regional director, regulatory, external affairs department.

Michael Morris, corporate coun-

sel/director, government affairs, Continental Cablevision, Stockton, Calif., joins Teleport Communications Group, San Francisco, as regional director, regulatory, external affairs department.

DEATHS

George (Spanky) McFarland, 64, chubby child star of *Our Gang* and *Little Rascals* fame, died June 30 of a heart attack. McFarland was found slumped over in a chair at his home, taken to Baylor Medical Center in Grapevine, Tex., and pronounced dead less than an hour after arriving there. His career began in 1931 at age 3 when he modeled baby clothes in Dallas; a Wonder Bread commercial he made later was noticed by director Hal Roach, creator of *Our Gang*. McFarland appeared in 89 episodes of *Our Gang* and made 14 films, including *Woman in the Window* with Edward G. Robinson. After retiring from film, McFarland hosted a children's TV show in Tulsa, worked in sales and served as spokesman for Justin Boot Company. Survivors include his wife, Doris, and three children.

Croy Pitzer, 65, freelance voice talent, Charlotte, N.C., died June 26 from amyotrophic lateral sclerosis (ALS, or Lou Gehrig's disease) at his home in Richfield, N.C. Pitzer worked at WMAJ(AM) State College, Pa., 1960-80. He was operations manager of KMPX-FM San Francisco 1980-82. In 1982 he returned to the East Coast as a VP for Keystone Broadcasting before starting his own business. Survivors include his wife, Sara, and two daughters.

Dale Ackers, 78, president, KRBC-TV Abilene, Tex., died June 25. Cause of death was not reported. Ackers had been president of KRBC-TV, Abilene's first television station and one of the oldest NBC affiliates, since 1953. Survivors include his wife, Roy Helen, and two sons.

Gerhardt Klemm, 62, co-owner, WBNJ-FM Cape May Court House, N.J., died May 23 in a sky-diving accident near Lancaster, Pa. Klemm was an engineer at the former WHUM-TV Reading, Pa. He was chief engineer at WRFY-TV Reading in 1962-91. Klemm was also a co-owner of the Pennsylvania Broadcast Institute, Reading, Pa.

Closed Circuit

WASHINGTON

Et tu, Paul?

Anti-violence activist Terry Rakolta, head of Americans for Responsible Television, feels betrayed by apparent congressional acceptance of the new parental discretion warnings proposed by the major TV networks (see page 6). Labeling the violent programs will do nothing to reduce the level of gratuitous violence available to children, she argues. "Violence is a cash cow for the networks," she says. "What they've given us is a labeled cash cow." She had pinned her hopes on anti-violence efforts by Senator Paul Simon (D-Ill.) and Representative Ed Markey (D-Mass.), she says, and will have to look to new Congress members to carry the anti-violence standard.

Voice of experience

Although he's proud of the work he's done so far, FCC Chairman Jim Quello says he'll be relieved to step aside when Washington attorney and chairman-elect Reed Hundt takes over the chair. Nonetheless, Quello, 79, says he's not ready to retire just yet. "I've made it quite clear that I want another term on the commission and that I'd be willing to stay on the commission," he said.

LOS ANGELES

Invite's in the mail

Some advertisers and agency executives are feeling left out of the August TV Violence summit in Los Angeles. Not to worry. The National Council for Families & Television—which is organizing the conference—is not snubbing the people who pay the bills. There will be media buyers and advertisers on both panels and in the audience; the invitations just have not gone out yet. Among those tentatively scheduled to participate is Johnson & Johnson Vice President Andrea Alstrup.

Sight unseen

Stations interested in the new Warner Bros. fall 1994 strip *Entertainment News Television* won't be able to view a pilot of the show before purchasing the six-day-a-week strip. Instead of seeing a pilot, the stations will be pitched by Warner Bros. executives and David Nuell, executive producer of the project and former executive producer of Paramount's *Entertainment Tonight*. "The problem with a pilot is it's hard to do a one-time-only version of an ongoing process," said one Warner executive. "We're not trying to reinvent the wheel, so [Nuell's] experience, along with Av Westin's experience, is the strong selling point. We just met with a station group, and they were very comfortable with us not having a pilot."

MINNEAPOLIS

Not-done deal

Hubbard Broadcasting's planned direct-broadcast satellite service, USSB, has yet to finalize a deal to carry All News Channel, even though Hubbard is part owner in the Conus news cooperative that owns the channel with Viacom, and even though the service has already been advertised in trade ads as a USSB offering. The deal is apparently getting held up by the lawyers but is expected to go through. USSB, scheduled to launch next year, is expected to make some programming announcements at the SBCA show in Nashville (July 15-17).

NEW YORK

Courting radio

Court TV will soon enter the radio business, with a formal announcement expected sometime in the next few weeks, according to a source who asked not to be identified.

The new radio involvement will reportedly adapt the network's coverage of trials into long- and short-

form radio programming adaptable to a number of formats. A source at the network confirmed that negotiations are ongoing.

Sci Fi ratings

USA Networks is said to have struck a deal with A.C. Nielsen Co. that will provide its Sci Fi Channel with network ratings beginning July 12. The cable network, which launched last fall, will be measured based on a subscriber base of 11.3 million.

Undercover move

Current Affair Executive Producer Ian Rae has formed an investigative unit within the staff that will do undercover-camera reports. "It's clear to us that viewers want these kinds of investigations," Rae said last week. He said the move was one of several planned to differentiate the program from the increasingly crowded news magazine field. Rae declined to comment on reports that Peter Brennan may return to the broadcast after leaving his post as executive producer of Paramount's *Hard Copy* later this month. But one source at *Affair* said he'd be welcomed back with "open arms."

WIMBLEDON

Looking for a match

USA Networks President Kay Koplovitz was not planning on just being a spectator when she headed to Wimbledon. USA Network, which has enjoyed some of its greatest ratings success with its coverage of the U.S. Open, is said to be interested in trying to grab rights to the tournament after HBO's contract expires next year. It may not be easy—HBO's Seth Abraham says the pay TV service plans to extend its 19-year relationship with Wimbledon and says commercial-free coverage is important to tournament organizers.

In Brief

Group W Radio and Viacom are close to a deal in which Group W would swap its Washington stations and some cash for Viacom's Houston stations, according to industry sources. The deal, if finalized, would give Group W a duopoly in Houston and Viacom a duopoly in Washington. In Houston, Group W has KILT-AM-FM, a country station that leads the market in ratings and billings; Viacom has KIKK-AM-FM, a country station that ranks second in both categories. In Washington, Group W owns WXR-AM, a rock station, and WCPT(AM), a news station. Viacom owns WMZQ-AM-FM, the market's leading country station.

USA Network won the cable prime time ratings race for the second consecutive quarter of 1993 with an average 2.3 rating representing 1,373,000 homes. The total represents a 10% ratings gain over second quarter 1992, according to

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending June 20. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	12.2/221/97
2. Jeopardy!	10.9/214/98
3. Oprah Winfrey Show	9.1/236/99
4. Star Trek	8.9/244/99
4. Star Trek: DS 9	8.9/235/99
6. Entertainment Tonight	6.8/188/96
7. Wheel Of Fortune-wind	6.5/178/81
8. Inside Edition	6.3/175/95
9. Married...With Children	6.1/194/95
10. Current Affair	5.8/182/96
11. Roseanne	5.6/139/85
12. Baywatch	5.4/179/95
13. Designing Women	5.3/206/95
13. Showcase Network II	5.3/89/84
15. Sally Jessy Raphael	5.2/214/98

A.C. Nielsen Co. data supplied by the network. Following USA were WTBS(TV) Atlanta (2.2), TNT (1.9), ESPN (1.5), Nickelodeon (1.1) and Lifetime (1.0). **The No. 1 cable network on a 24-hour basis was WTBS**, with a 1.2 rating representing

747,000 households.

The monthly TV station sales survey for May showed a 4.7% increase over the prior year's period, according to the Television Bureau of Advertising. The survey showed independents (including Fox affiliates) with a 4.5% gain for the month, while the three network affiliates had a 4.7% gain. Local revenue was up 6.6%, while spot was up 2.3%.

Evergreen Media Corp. last week announced an agreement to buy WWBZ-FM Chicago from Major Broadcasting Inc. for \$32 million. Evergreen currently owns 8 FM's and 5 AM's, including WLUP-FM Chicago as well as stations in Los Angeles, San Francisco, Washington, Miami, Houston and St. Louis. WWBZ-FM, known in Chicago as "the Blaze," has an album-oriented rock format. Broker is Peter S. Handy, Star Media Group.

Ten VCR manufacturers have agreed to jointly develop standards for a new digital VCR in anticipation of HDTV, which is expected to hit the U.S. market as early as 1996. Hitachi, Matsushita, Mitsubishi, Philips, Sanyo, Sharp, Sony, Thomson, Toshiba and JVC will meet in September to set the standards, which will then be submitted to the International Electrotechnical Committee. A draft released June 30 calls for a cassette about three by five inches, with a recording time of four and a half hours for NTSC or PAL signals and two hours, fifteen minutes for high-definition television.

The broadcast parties to the ongoing court battle over the FCC's fin-syn rules have asked that the case be transferred from the D.C. Circuit Court of Appeals to the Seventh District in Chicago. The Seventh District overturned the commission's 1991 fin-syn rules. Broadcasters challenged the commission's new rules, set out in April, and the case ended up in the D.C.

Hollywood on the Mississippi

Since leaving the chairmanship of Paramount Pictures, Brandon Tartikoff has been establishing himself as an independent producer out of New Orleans, but he says his series projects will come from a variety of locales, not just the Crescent City. On the network front, Tartikoff has reconnected with author Tom Clancy—who penned the hit theatricals "Hunt for Red October" and "Patriot Games" for Paramount—on a network series development project for NBC called *O-P Center*, about an elite government anti-terrorism unit. Tartikoff says he also has another possible midseason series for CBS called *X's & O's*, a prime time serial drama that will be shot in Nashville. He is also working on a reality-based series development project that taps into the editorial resources of super-market tabloid *World Weekly News*, a sister publication of the *National Enquirer*. On the local front, Tartikoff has already launched *Big Time TV* with Fox affiliate WNOL-TV New Orleans producing the series, which just received a midseason pickup from the Fox Children's Network.

One of his latest local projects, *N.O. It Alls*, with Tribune-owned independent WGNO-TV, is a game show he describes as "1950's camp combined with slick 1990's interactive technology." The show is set to premiere July 10 (Saturdays at 10-10:30 p.m., Sundays at 10 a.m. CT) on the station. Having completed presentations of *N.O. It Alls* to local advertisers, Tartikoff said spot sales have been strong. He also said he has had conversations with Tribune Broadcasting Co. President Jim Dowdle about having the company's syndication division possibly sell the format for the series in other broadcast markets.

—MF

King World still king of Cassandras

By Mike Freeman

The release of Nielsen Media Research's May 1993 Cassandra report last week revealed some expected ratings erosion among the news magazines in strip syndication, something previously measured in Petry Television's SNAP analysis (BROADCASTING & CABLE, June 28). Although it also seemed several other program categories suffered year-to-year erosion, possibly due in part to the unseasonably warm spring in the Midwest and East.

As expected, King World Productions' *Wheel of Fortune* game show strip remained atop the ratings for the

38th consecutive sweeps period (dating back 9½ years) with a 15.2 rating/29 share household average nationally (NSI), which was up 4% in share from the year-ago May 1992 sweeps. KWP's two other strips, *Jeopardy!* and *The Oprah Winfrey Show*, scored respective 12.4/28 (up 8%) and 10.9/32 (down 6%) averages. Paramount's two *Star Trek* series, *The Next Generation* (10.8/13) and rookie *Deep Space Nine* (8.9/11) sandwiched KWP's weekend version of *Wheel* (9.1/22) for the fourth through sixth rankings.

Following is a list of the top 20 syndicated programs compared in share gain/loss with their year-ago May 1992 sweeps period averages in parentheses.

- | | |
|--|--|
| 1. <i>Wheel of Fortune</i> , 15.2/28 (+4%) | 11. <i>Cheers</i> , 6.3/14 (even) |
| 2. <i>Jeopardy!</i> , 12.4/28 (+8%) | 12. <i>Hard Copy</i> , 5.8/13 (-7%) |
| 3. <i>The Oprah Winfrey Show</i> , 10.9/32 (-6%) | 13. <i>Full House</i> , 5.7/12 (even) |
| 4. <i>Star Trek: The Next Generation</i> , 10.8/13 (-7%) | 14. <i>Donahue</i> , 5.8/20 (-17%) |
| 5. <i>Wheel of Fortune</i> —weekend, 9.1/22 (+5%) | 15. <i>A Current Affair</i> , 5.5/13 (-7%) |
| 6. <i>Star Trek: Deep Space Nine</i> , 8.9/11 (new) | 16. <i>Married...w/Children</i> , 5.3/12 (even) |
| 7. <i>Entertainment Tonight</i> , 8.0/15 (-6%) | 17. <i>Sally Jessy Raphael</i> , 5.3/16 (-21%) |
| 8. <i>Jeopardy!</i> —weekend, 7.9/19 (+6%) | 18. <i>Cops</i> , 5.2/11 (new) |
| 9. <i>Roseanne</i> , 6.5/13 (new) | 19. <i>Live w/Regis & Kathie Lee</i> , 5.1/22 (+10%) |
| 10. <i>Inside Edition</i> , 6.4/16 (-6%) | 20. <i>Star Trek: TNG</i> [repeats], 5.1/10 (even) |

Circuit. Lawyers for Capital Cities/ABC, NBC, and CBS argue that the case should be sent back to the court that ordered the commission to rework the rules in the first place.

Elise J. Adde, most recently vice president of industry communication at the NCTA, **has been named senior vice president for communications at public TV station WETA-TV** Washington, effective July 19. Adde's experience includes six years as director of news information at ABC.

David Hall, a founder of **The Nashville Network** and its general manager for 10 years, **has been named senior vice president of cable networks.**

Both Grass Valley Group and GTE Spacenet will undergo corporate reorganizations, including the layoff of hundreds of employees. GTE Spacenet plans to lay off

350 workers, a third of its total work force. Grass Valley has not determined how many jobs will be lost, but it appears to be more than 100. Both companies are combining divisions, saying that will reduce duplication in their sales and marketing departments.

Argyle Television Holding has completed its purchase of KTVI-TV St. Louis and WVTM-TV Birmingham, Ala., from Times Mirror.

Pulitzer Broadcasting last week completed its purchase of WESH-TV Orlando, Fla., from H&C Communications for \$142.6 million.

Fred Gwynne, 66, stage, film and television actor, died July 2 of complications from pancreatic cancer at his farm outside Baltimore. Gwynne was best known for his television roles as Officer Francis Muldoon on NBC's *Car 54, Where Are You?*, which ran from 1961 to

1963, and Herman Munster on CBS's *The Munsters*, which ran from 1964 to 1966. He also wrote and illustrated children's books. Survivors include his wife, Deborah, and four children.

Buena Vista International TV has agreed to a multiyear deal with Italian state broadcaster RAI. The output deal will include rights to a wide range of live-action and animated series, specials and Walt Disney Studio feature film titles.

In the continuing consolidation of the UK's ITV network, Granada Group has purchased a 14.9% stake in fellow network broadcaster London Weekend Television. Granada will pay 67 million pounds (\$100 million) for the stake; the maximum allowed under current TV ownership regulation. ITV broadcasters are pressing the government to lift restrictions on cross holdings in the TV industry.

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Editorials

Moving on

This page has mixed emotions about the departure of Jim Mooney from the presidency of the National Cable Television Association. We can understand his desire to get on with a third career. And surely nine years is long enough in such a personally and professionally demanding role. But both we and the cable industry will miss the intelligence, the savvy and the class he brought to the battle.

Not that Mooney was all that easy to deal with. He came with a short fuse and an impatience for suffering fools; winning friends was for him not so important as influencing people. His tenure at the NCTA was surely shortened by the one vote cable fell shy of sustaining President Bush's veto of the Cable Act. But if he was to be the fall guy for that legislative disaster, it was a bum rap. The cable industry itself was primarily guilty of the excesses that brought on so drastic a retribution; Mooney was stuck with a bad hand in a high-stakes game.

But that was only the final act in a long and distinguished career that saw him acknowledged as one of the finest politicians and lobbyists in Washington. If the Cable Act of 1992 was his Waterloo, the Cable Act of 1984 was just as clearly his triumph. *Sic transit gloria mundi.*

Now, having opted for change, the NCTA must decide what it wants instead. The search committee will have its work cut out for it, challenged by John Dingell's admonition that "many in the cable industry are going to be sorry that he left."

The battle joined

The television industry last week announced a concerted effort to advise viewers about the violence content of network programming (see story, page 7). Did the move come in response to government pressure? Yes, at least in part. Does it necessarily represent second-hand censorship, to be assailed as such and rejected out of hand? We don't think so (although broadcasters can be forgiven for keeping an eye peeled for Trojan horses).

While there are legitimate concerns about the logistics and fallout of this new early warning system for violence, there are also legitimate concerns about the level of violence in our society, concerns that the industry would be foolish to ignore. Is this new policy the responsible editorial decision to make, given the television medium's influence in our society and irrespective of whatever political pressures were brought to bear? It may be, or at least part of it. It is certainly far from draconian and appears to be an extension of an advisory policy already in effect. Each network will decide when to issue such advisories, according to broad guidelines.

Nothing has shaken our resolve that broadcasters seek, and be extended, the full protections of the Constitution, or that the First Amendment shield be brandished in the battle against government dictation of content. But the First should not be a shell into which we withdraw to avoid facing tough questions or even tougher answers. It may give journalists the license to act irresponsibly, but they would be foolish to assert that as their charter, and we would be foolish to counsel it.

We were, in fact, impressed with the charter for this new initiative, taken from the four-network release announcing the plan:

"Somewhere in between lackluster drama and the insertion of gratuitous violence lies the tone of story-telling we seek: drama, suspense, the clash of opposite values—without an overlay of unnecessary violent content. We will strive to do that, hoping that the government will remain respectful of creativity and not intrude on the freedom of voices to be heard."

We can all live with that.

Hard act to follow

Jim Quello's tenure as chairman of the FCC is far from over, and we don't want to be premature in welcoming him back to the commissioner ranks. But the urge is irresistible to note once again the sterling performance he's turned in at the top, and commend to his heir presumptive the same esprit that distinguished the Quello chairmanship. It's been years since the eighth floor and the staff pulled together so harmoniously, and in doing so produced such an effective agenda.

The good news is that the vigor and judgment Jim Quello brought to the chairmanship will still be in play after Reed Hundt takes over. As will those of Ervin Duggan and Andrew Barrett, who pulled such strong oars these past months. The new chairman should be off to a running start.



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