

JUL 12

Broadcasting & Cable

The Newsweekly of Television and Radio

CABLE



Operators hedging
over Fox cable **16**

TELEVISION



New syndication
package for
'Baywatch' **33**

ADVERTISING



MobiLink ad
campaign enlists
superheroes **66**

Vol. 123 No. 28
62nd Year 1993 \$2.95
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BLUE SKIES FOR SATELLITES

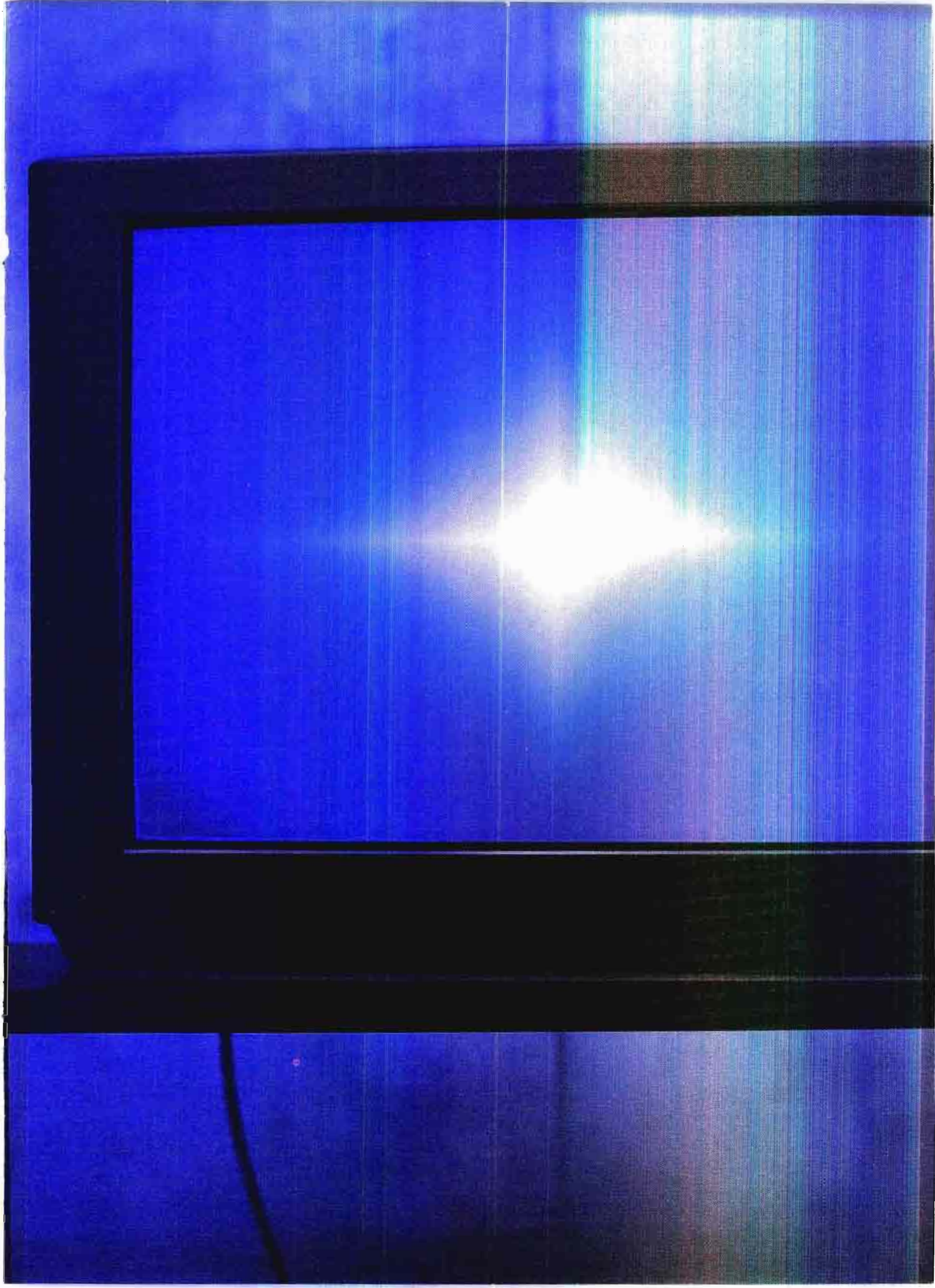
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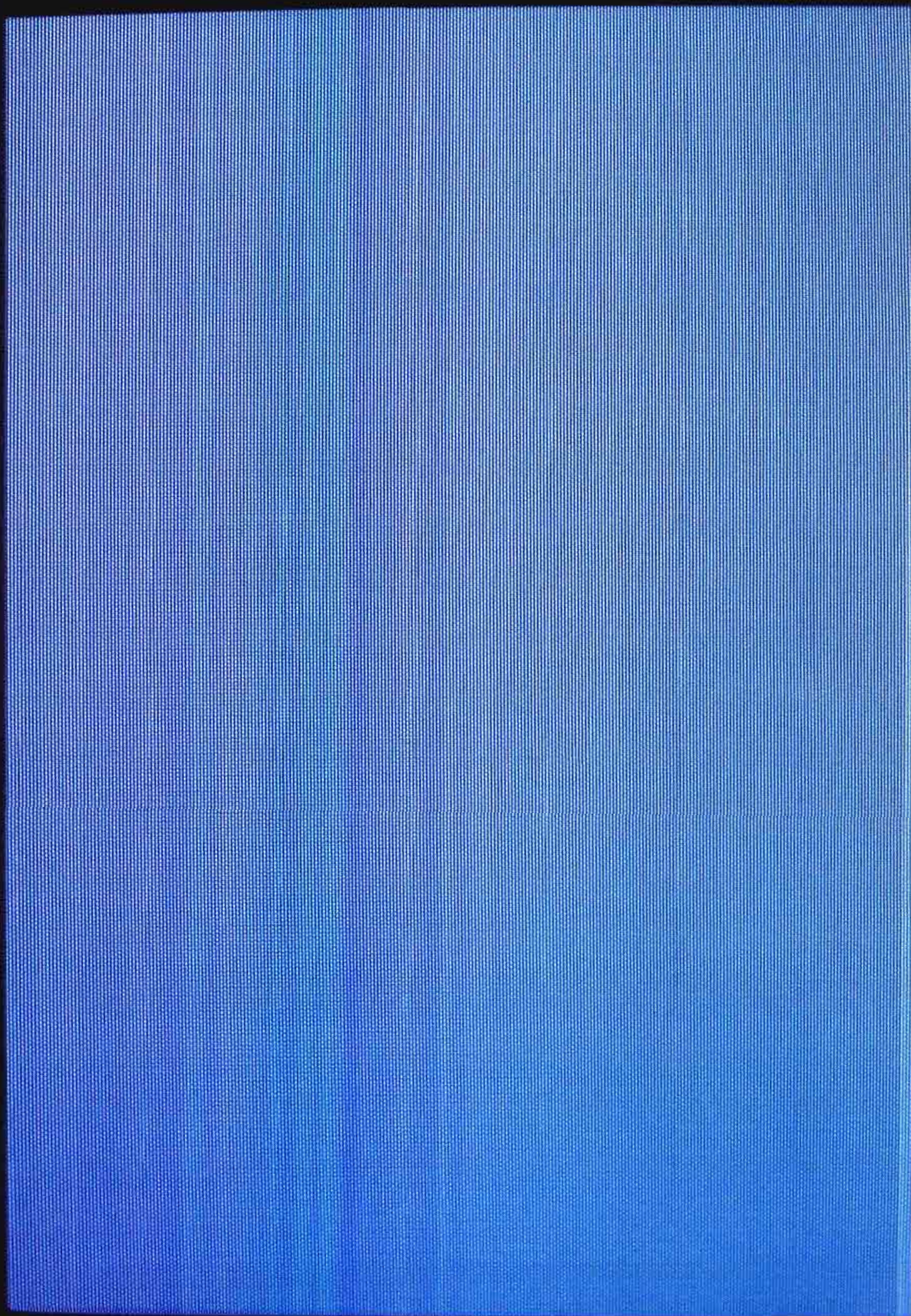
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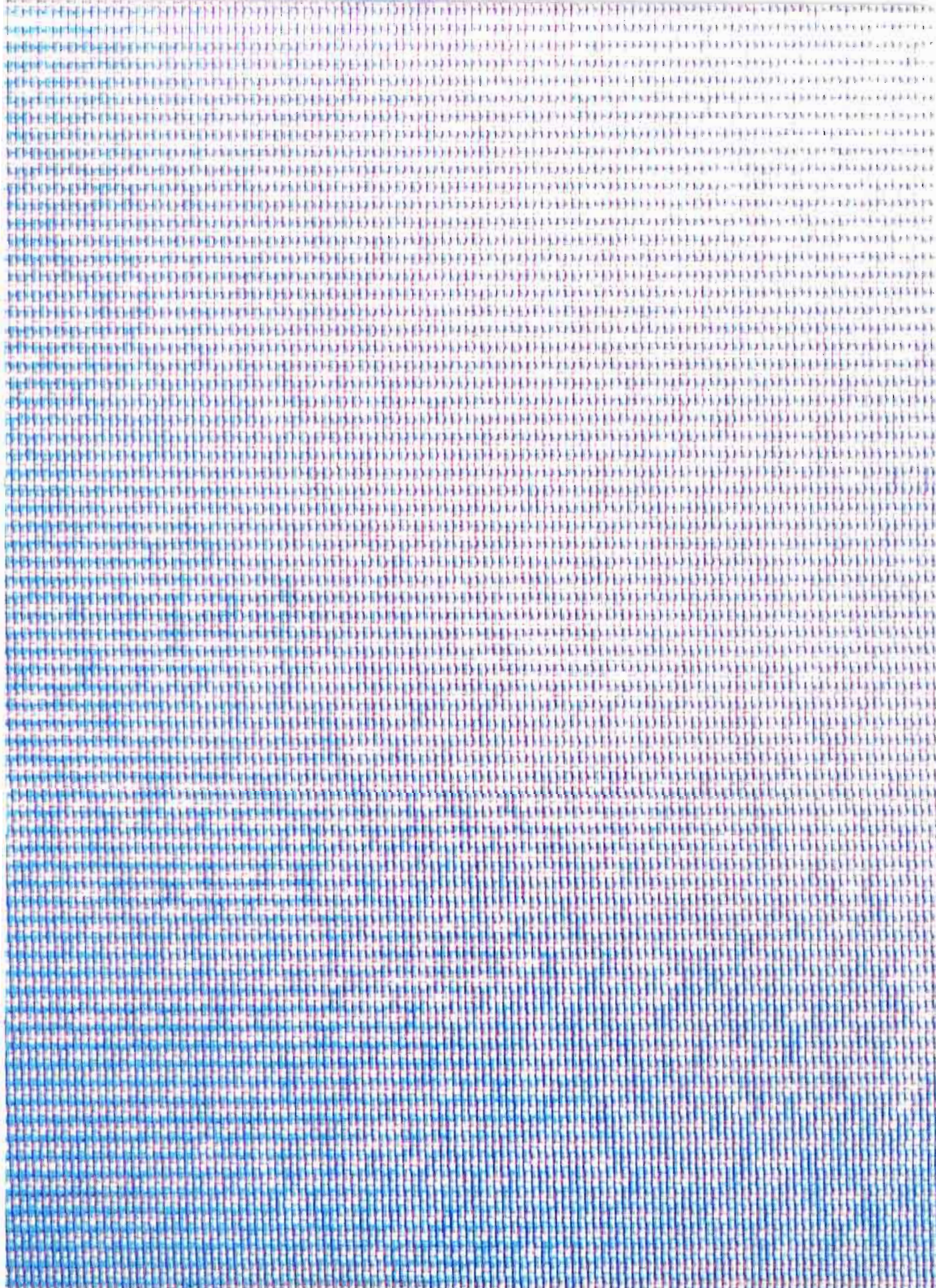
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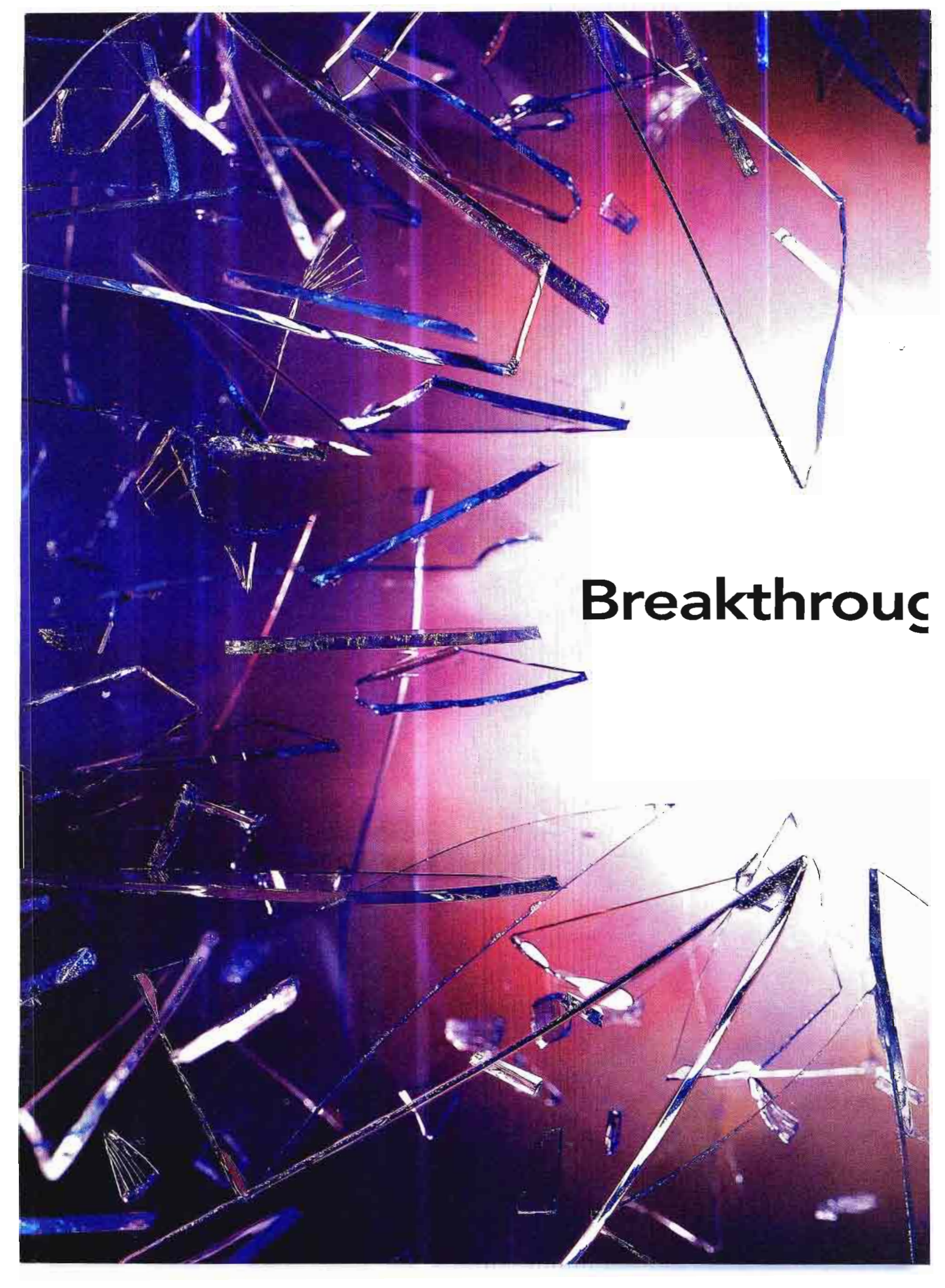


interesting...



happens.



The background is an abstract composition. It features a dense network of thin, translucent lines in shades of blue and red. These lines are scattered across the frame, some appearing as straight segments while others are curved or bent. A prominent, bright white area is located on the right side, creating a strong contrast with the darker, more saturated colors. The overall effect is one of dynamic movement and complex, interconnected patterns.

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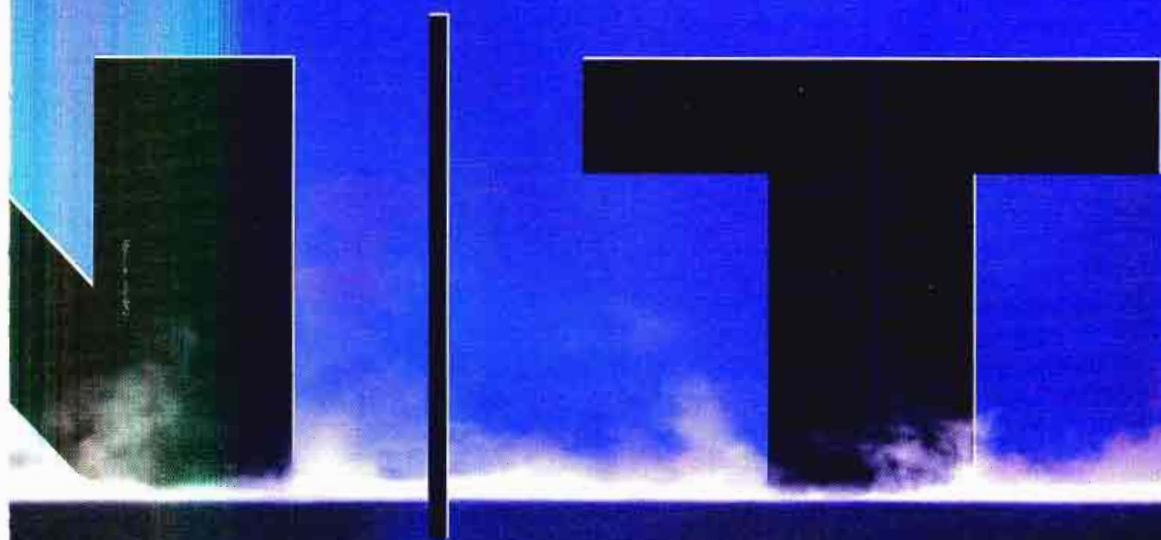
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Fast Track

MUST READING FROM BROADCASTING & CABLE

NBC PLANS THREE CABLE CHANNELS

As part of its retransmission-consent negotiations, NBC appears ready to debut three cable services: a news/talk channel, a Latin American news service and a sports news service. The network will offer affiliates an interest in the news/talk channel if the stations let the network handle the retransmission negotiations. / 16

FOX CABLE CHANNEL MAY BE DELAYED

A lukewarm response from cable operators may force Fox to delay the debut of its yet-unnamed cable channel until April 1994. So far, only TCI has committed; other operators are balking at the channel's high price as well as the time block and ad time allotted to Fox broadcast affiliates. / 16

The prime time upfront market is beginning to show signs of life, but ad sales are still expected to fall short of last year's total, marking the third straight annual decline. / 18



Bruce Campbell stars in "The Adventures of Brisco County, Jr.," a Fox "fall" series with a midsummer start. / 22

New ownership rules have boosted demand for radio stations in medium and large markets, with sales running almost 60% over last year's. Lack of financing still bedevils small markets. / 18

RADIO OWNERS MAKE MEGA-SWAPS

In what may be a preview of other deals about to break, Group W and Viacom have concluded a \$40 million swap involving four stations in Houston and Washington, D.C. The deal allows each company to protect its strong position in those markets. / 20

Fox is planning an August rollout of its fall season, saying the unusually early start will give it an edge over the other networks. / 22

NEGOTIATIONS OPEN FOR OLYMPIC RIGHTS

Olympics officials and network sports executives will meet in New York July 27 to cut a deal on rights for the 1996 summer Olympics in Atlanta. Word from the networks suggests that bids may come in much lower—perhaps on the order of \$200 million—than the Olympic Committee expects. / 24

'ENT' TAKES ON THE TABLOIDS

Warner Bros.' new "Entertainment News Television" may pass on direct combat with entrenched "Entertainment Tonight" and instead take on the tabloid news shows, which are showing signs of audience erosion, and independent slots. / 30

MORE TO VIEW IN PAY PER VIEW

Competition in the pay-per-view market will heat up this sum-



A saturation promo campaign for David Letterman's "Late Show" on CBS launches during baseball's All-Star Game. / 20



On the cover

An Atlas rocket lifts the Intelsat-K satellite into orbit in June 1992. On the eve of the SBCA show in Nashville, the satellite industry seems to be looking up. / 68
Photo courtesy General Dynamics

"Sports fans are crazy. They'll move heaven and earth to watch, no matter what size dish it takes."—SBCA Chairman Taylor Howard on the enduring appeal of big C-band satellite dishes / 58

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mer as two major networks, Request TV and Viewer's Choice, prepare to boost their offerings with digital compression. Meanwhile, PPV companies are scrambling to take advantage of opportunities presented by cable reregulation, which doesn't touch PPV. / 32

All American Television will offer "Baywatch" as an off-first-run strip in the 1995-96 season. / 33

With the Astra 1C satellite in orbit, American networks Nickelodeon, Nick at Nite and The Cartoon Network are hoping to grab the attention of UK youngsters this summer. / 38



Bill Clinton takes a beating on the nation's radio talk shows. / 43

TALKERS TARGET CLINTON

The honeymoon never even got started for President Clinton, at least on talk radio. "He is most likely the most bashed individual in talk radio history," said Michael Harrison, editor of "Talkers." / 43

SPECIAL REPORT: SATELLITE BIZ LOOKS UP

On the eve of the Satellite Broadcasting & Communications Association show in Nashville, every indication is that the growing demand by programming services for transponder space is firming up prices in what had been an oversupplied market / 48; Digital compression raises questions about how to balance supply and demand / 52; DBS may end up boosting, rather than undercutting, the C-band market / 58; One company is looking to give nationwide DBS a local flavor / 60; The switch from the old Telstar 300 series to the new 401 has given competitors a chance to break AT&T's lock on the syndication market. / 62

INVESTORS EAGERLY AWAIT TELCO-TV

Speculation that telcos may get into television as part of the "information superhighway" has doubled Broadband Technologies' stock value almost overnight. The company produces a switching system for fiber optic lines. / 64

TOP DOLLAR CAMPAIGN FOR CELLULAR

MobiLink, a continent-spanning cellular telephone service, kicked off a multi million-dollar ad campaign in the U.S. and Canada, tapping the broadcast networks, A&E, TBS, ESPN and CNN to carry its message. MobiLink, a partnership of 15 major telcos, will offer coast-to-coast service to callers in 88 of the continent's 100 largest markets. / 66



Scatter-market deals with Nike, Bugle Boy, Nissan, MCI and TDK have helped Comedy Central boost business 61% over last year. / 67

The cable upfront market gained momentum last week with some early deals with auto and packaged goods companies. / 67

The Centers for Disease Control and Prevention is launching an ad campaign to counteract what it says is deliberate targeting of African Americans by cigarette manufacturers. / 68

ALLIANCE OFFERS LOOK AT HDTV

The FCC's HDTV advisory committee got its first detailed look at the grand alliance's plans at a meeting late last month. While many details are yet to be worked out, the committee seems inclined to let the alliance begin work on the combined prototype. / 69

Top of the Week

NBC planning not one, but three, new cable TV networks

Network would give broadcast affiliates a financial interest if NBC is allowed to conduct retransmission-consent negotiations for them; channel formats under consideration include news/talk, Hispanic and sports news

By Joe Flint

NBC, which last month said it would consider launching a new cable channel and would take carriage as a form of retransmission-consent payment, has plans to launch three cable networks and to offer their affiliates a financial interest in at least one of the networks if affiliates let the network handle retransmission-consent negotiations for them, BROADCASTING & CABLE has learned.

According to a network executive, one of NBC's new cable networks will be a news and talk network that will focus on one or two major news events of the day and will feature debates, detailed coverage, analysis, audience participation and, possibly, an interactive element.



NBC also plans to offer its Latin American news service—NBC Noticias—to U.S. cable operators that may have an interest in such a service.

In addition, the network is planning a full-scale rollout of NewSport, a 24-hour sports news channel.

NBC, said one source, plans to of-

fer its affiliates a financial interest in the new news/talk channel in return for permission to handle all retransmission-consent negotiations. Still unclear is whether NBC would share subscriber or advertising revenues with affiliates.

NBC affiliate board chairman Jim Waterbury confirmed the plan's existence but said it was far from a "done deal" and one of several proposals.

If NBC goes this route, it would join Fox in seeking to use retransmission-consent negotiations as a means of launching a new cable channel.

But many cable operators are not pleased with the idea of Fox sharing part of its subscriber fees with its affiliates (see story below). If NBC alters that approach, one operator said, it may have a better success rate. ■

Delayed start for Fox channel

By Joe Flint

Facing tough negotiations with operators and a cable industry reeling from new regulations and an uncertain bottom line, Fox executives confirmed last week that the company's cable channel launch will likely be pushed back to April 1994 at the earliest.

Fox Chairman Rupert Murdoch said last May that he wanted to get the channel on cable systems as early as October of this year and no later than February 1994.

So far, only Tele-Communications Inc., the nation's largest cable operator, is officially on board. Although Anne Sweeney, chairman and chief executive officer of the still-unnamed cable channel, and other Fox executives have told affiliates that other cable operators have signed on, they have not named any MSO's. Sweeney declined to say who has signed up or how many subscribers the Fox cable channel currently has.

A random sampling of top cable operators also indicates that Fox's cable effort may be a tough sell. Many are



Continues on page 26

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Duopoly deals fuel radio trading

But lack of bank financing hurts small buyers, sellers

By Peter Viles

The market for radio stations has heated up considerably this year, fueled by new ownership rules that have created new demand for stations in medium-size and major markets.

But brokers and industry observers say the demand for smaller, less profitable stations continues to be almost nonexistent, largely because there is little bank financing available for low-dollar deals.

According to figures compiled by BROADCASTING & CABLE, the total value of deals filed at the FCC through July 12 this year is running 59.4% ahead of 1992 levels. Through July 12, some 405 stations had changed hands, for a total of \$723.8 million; through July 13, 1992, the year-to-date total was 316 stations, for \$454.1 million.

Observers attribute almost all the increase to the new ownership limits, which have encouraged strategic transactions. "This is not free money out there, with people running around spending and buying," says Richard Blackburn, president, Blackburn & Co. "This is strategic buying and selling that will help the industry over the long term. This is healthy. The industry needed it."

"If you count them up, there have been about 210 duopoly deals," says broker Gary Stevens. "That's not a whole lot.... The market of the '80s was relatively indiscriminate; this is a very discriminating market."

The most aggressive buyers fall into two categories, observers say. Wall Street-backed companies such as Infinity, Evergreen and Clear Channel have been at the forefront of duopoly deals. In addition, there are numerous smaller companies, such as Liberty Broadcasting, backed by large amounts of equity.

Demand from those two groups has pushed up prices in major markets, so that stations are now selling for eight

Network upfront active but may fall below last year's level

By Christopher Stern

The prime time upfront market is heating up with modest cost-per-thousand increases, but total dollars are expected to fall flat or slightly short of last year's \$3.6 billion.

If the prime time market does not hit \$3.6 billion, it would be the third time since 1989 that it has fallen below the previous year's level. An ABC spokesman predicted that the total market would add up to \$3.6 billion, while an NBC executive believes upfront revenues will reach \$3.4 billion.

More than \$2 billion has already been spent on prime time inventory, according to some estimates. But the market is not expected to close until mid-August, as advertisers are taking a closer look at their businesses before spending money. "The driving factor is the economy. I think people are more concerned about their own businesses," said Bob Silberberg, executive vice president, director of national broadcast, Backer Spielvogel Bates. Several agency buyers said clients are reluctant to commit to advertising budgets until the last minute.

Silberberg estimated this year's upfront market would be in the \$3.3 billion-\$3.5 billion range, slightly below last year's upfront.

Arnold Chase, senior vice president, director of national broadcast, Vitt Media International, believes that the networks may have been bolstered by a tightening of the scatter market shortly before the July 4 weekend. "I think it may have given [the networks] a little more muscle, a slight psychological advantage," he said.

A network executive who also reported a recent increase in scatter activity said it bodes well because "it shows the money is out there." He added, "We were surprised—and I think the advertising agencies were surprised, too."

Independent media buyers and advertising agencies offered consistent predictions for the networks' upfront business:

- NBC—CPM's remain flat or even decrease by up to 2%.
- ABC—CPM's remain flat or increase by 2%.
- CBS—CPM's could increase in the 2% to 5% range.
- Fox—CPM's could increase 2% to 3%.

CBS has reportedly sold 70% of its inventory for the 1994 winter Olympic games in Lillehammer, Norway. The network paid \$300 million for the rights to the games. Fox has reportedly done about \$300 million in upfront business, well over half of the more than \$500 million it completed last year; Fox executives said they **are** looking at CPM increases of between 4% and 7%.

An ABC spokesman said his network expects to have completed \$900 million worth of business by the end of **last** week, more than half of what it expects to do upfront in prime time. He added that unit prices were averaging increases of 3% to 4%. **ABC** expects the overall upfront market to remain at the \$3.6 billion level, not **including** Fox.

NBC's Larry Hoffner, vice president, network sales, said he expects the total upfront market to fall to \$3.4 **billion**. Although Hoffner would not comment on NBC's CPM levels, he **cautioned** that CPM averages do not tell the whole story, with some programs seeing gains, while others may be flat. "You see stories where **some guy** is seeing a 5% increase and another is seeing a 2% decrease. **There** is a lot more to that story than just a flat number," Hoffner said.

The three major networks are working against an April announcement that they have a record low of 60% of the television audience. "They are asking for incremental rate increases—on what basis?" said Foote Cone & Belding's Howard Nass, senior vice president/corporate director, spot broadcast. ■

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to 10 times trailing cash flow. But outside the top 75 markets, there is little demand for stations.

"The small-market people still haven't figured out that the high multiples they're seeing in major markets just don't filter down to their level," says Charles Giddens of Media Venture Partners.

"Unless you're a big, multimarket operator and you're going to borrow \$10 million or more, the banks just don't want to fool with you," Giddens says.

William Steding of Star Media Group estimates that, outside of the top-10 markets, "stick values" remain 50% below their 1989 levels, and are not rising.

"We see no increased activity, and we see no increase in pricing at all for the nonperforming assets, the turnarounds," Steding says.

What, if anything, will bring the banks back? "I think a lot of time, and a little dose of amnesia, will do wonders," Steding says. ■

Viacom, Group W swap radio stations

Group owners consolidate market hold with 'megacombos'; more major deals expected

By Peter Viles

Two of radio's giants, Group W and Viacom, last week announced a four-station swap in which Viacom will trade its two Houston stations for Group W's two Washington, D.C., stations plus an undisclosed amount of cash.

The deal, valued at \$40 million, creates four-station "megacombos" in both markets that will enable the two companies to consolidate some operations and protect their existing franchise stations from future competition.

In Houston, Group W already owns KILT-AM-FM, a country station that leads the market in ratings and bill-

ings. In the swap, Group W gets KIKK-AM-FM, a country station that ranks second in both categories. The resulting combination should give Group W a lock on country radio in Houston.

"Those two stations are the franchise players in country music in Houston, and they always will be," said broker Charles Giddens of Media Venture Partners, who advised Viacom in the transaction.

"With this acquisition, we're creating one of the most powerful station combinations in the nation," said Dan Mason, president of Group W Radio.

In Washington, meanwhile, Viacom moved to protect its franchise, country-formatted WMZQ-AM-FM. By adding Group W's WCPT(AM), an all-news station, and WCXR-FM, a classic rock station that has not been among the market leaders, Viacom expands its presence in the market. Perhaps more significantly, Viacom gains a second FM station that it can use as a buffer to protect its franchise. If any competitor thinks of challenging WMZQ's dominance, Viacom can simply create a second country station to head off the challenge.

Broker William Steding of Star Media, who advised Group W in the deal, described the swap as a "pure strategic play," intended to help both companies protect valuable assets.

"This is kind of a prototype of the kind of deal you'll see a lot more of in the next several months," he said.

For Group W, the deal is further evidence that corporate parent Westinghouse Electric Corp. has a long-range commitment to stay in the broadcasting business. Said broker Gary Stevens, "It very likely debunks the theory that they've been looking to get out of the business."

In fact, Steding said, Westinghouse has encouraged Group W to pursue other similar deals.

The deal, the second swap engineered by Bill Figenshu, president of Viacom's radio division, gives Viacom three FM-FM combinations, or duopolies—in Los Angeles, Seattle and Washington. ■

CBS launches Letterman promos



Letterman debuts Aug. 30

CBS will launch its national and local promotional campaign for the *Late Show with David Letterman* during Major League Baseball's All-Star Game tomorrow.

The network has produced 80 spots that will run in all dayparts, said George F. Schweitzer, senior vice president, marketing and communications, CBS/Broadcast Group.

The campaign will build throughout the summer until the show's premiere Aug. 30.

Schweitzer said the campaign, built around the theme "Same Dave, better time, new station," will target hard-core fans, a wider audience of potential or occasional viewers who would have preferred an earlier start time for *Late Night with David Letterman* on NBC, and new viewers.

The campaign follows two creative approaches, the first uses 10- and 20-second spots featuring Letterman standing in front of the CBS logo (which he calls "creepy"). "You can't spell scuba without CBS," Letterman quips, and asks viewers if they've "checked themselves for ticks."

The second ad consists of a more subdued Letterman sharing personal anecdotes with an off-camera interviewer about, among other things, his sisters and his hair.

Schweitzer said the network expects to have 97% clearance—some of that on a delayed basis—by the show's premiere, and he added that the ad campaign will "dominate the network" throughout the summer.

Joe Abruzzese, senior vice president of sales at CBS, said 20 advertisers in the beer, automotive, fast-food, movie and credit-card categories have signed deals. He declined to discuss specific accounts, but said that the first four weeks of the show are sold out and that he expects the late-night upfront market to be about \$400 million and units for the new Letterman show to go for \$30,000. ■

Remember
USA Today:
On TV?

Fall comes early for Fox

Network will introduce new shows and new times for returning programs in August

By Steve Coe

Fox Broadcasting will roll out the first of its fall schedule during the week of Aug. 22 with the debut of three new series. In addition, four returning shows will make their season debuts in August.

"Our rollout schedule of programs is early and aggressive," said Sandy Grushow, president, Fox Entertainment Group. "By premiering our new shows and moving our returning shows to their new time periods in August," he said, "we believe we'll gain a competitive edge over the other networks. We'll be in pattern with the majority of our schedule weeks before the other networks are gearing up for their launches."

The new shows are *My Girls*, *The Sinbad Show* and *The Adventures of Brisco County, Jr.* *My Girls* stars rap star Queen Latifah as one of four upwardly mobile young black women living in New York City. It debuts on Sunday, Aug. 22, at 8:30 p.m.

The Sinbad Show stars comedian

Sinbad as a successful video game designer and bachelor whose life changes when he begins taking care of two foster children. The show premieres on Thursday, Aug. 26, at 8:30.

The Adventures of Brisco County, Jr. debuts as a special two-hour movie on Friday, Aug. 27, at 8-10 p.m. The action hour starring Bruce Campbell centers on the adventures of a Harvard-educated bounty hunter in the old West. The two-hour premiere will repeat on Sunday, Aug. 29, at 6-8 p.m. before debuting in its regular Friday time slot on Sept. 3 at 8-9 p.m.

The returning shows premiering early: *Roc* returns on Tuesday, Aug. 31, at 8 (Fox will air back-to-back episodes that night); *Martin* makes its new day and time period debut on Sunday, Aug. 22, at 8; *America's Most Wanted* premieres on Tuesday, Aug. 31, and *Cops* returns for its fifth season on Saturday, Aug. 7, at 8-9 with back-to-back episodes.

In an effort to ready the Friday 8-10 time period for the two-hour premiere of *Brisco County*, Fox will run movies



Fox premieres its new series 'Brisco County Jr.' with a two-hour movie on Aug. 27.

on Friday nights from July 30 through Aug. 20. They include "Nuns on the Run" (making its broadcast television premiere) on July 30, "Robin Hood" on Aug. 6, *Frankenstein: The College Years* on Aug. 13 and *Hi Honey, I'm Dead* on Aug. 20.

Grushow also said *Herman's Head* will move to Thursday at 9:30 beginning Aug. 12, with repeats. The show will also continue airing in its Sunday 9:30 slot until Aug. 29.

Cable asks Supreme Court to review must carry

As anticipated, the cable industry has petitioned the Supreme Court to review a District Court decision upholding the FCC's new must-carry rules. The rules, which took effect June 2, are part of the 1992 Cable Act, and are being challenged in a joint petition filed by

to take the case, a decision is not likely to emerge before spring.

Meanwhile, the broadcast and cable industries are preparing to win the public relations war over retransmission consent. Both the NCTA and the National Association of Broadcasters have produced television spots for their members.

The NCTA's 30-second spot with Ted Turner says: "There's a new federal law that permits local TV stations to demand money or refuse to allow their signal to be carried on your cable system. So, in the next few months, you'll be hearing about some important and controversial negotiations that may affect your channel lineup. Your cable company will do its best to limit any inconvenience to you and keep you informed of changes as they occur."

The NAB's commercial emphasizes the value of free, over-the-air television stations by putting a question to the viewers: "How much cable would you watch if it didn't include local TV stations? No *Seinfeld*, no *60 Minutes*, no *Home Improvement*, no soap operas, no *Star Trek*, no Super Bowl. Doesn't look much like television, does it? Local TV—it makes cable worth watching."

—KM



the National Cable Television Association, Turner Broadcasting, Time Warner, Daniels, Discovery and others.

Must carry, the petition argues, is a "deliberate, focused effort by Congress to control the editorial choices made by cable operators—in order to assure that the programming expressly preferred by Congress (that of local broadcast stations) will gain the largest possible audience." Even if the Supreme Court agrees

Remember
EDJ?

Fox network

Continued from page 16

concerned about Fox's asking price, the split of the price with Fox affiliates and the lack of a program schedule.

Fox wants 25 cents per subscriber for the cable channel. Of that, Fox is giving its broadcast affiliates a choice of either a 7½-cent cut or a 5-cent cut plus an ownership interest in the channel.

Fox is also offering affiliates the noon to 2 p.m. time slot to program, and nine minutes of advertising to sell daily.

Under the terms of its agreement with affiliates, if the Fox cable channel is not up and running by April, Fox must begin paying affiliates their cut, regardless of carriage.

Sweeney told BROADCASTING & CABLE that it is not the terms of Fox's offer but rather the impact of retransmission consent and the FCC's rate regulations that are slowing down the channel's rollout. Those two factors, she said, have created an "environment that has the broadcast and cable industry in a state of flux."

Fox has talked to such major operators as Time Warner, Cox Communications, Jones Intercable, Cablevision

Systems and Continental, as well as scores of others, but none have yet signed on. Executives at many of those systems expressed doubts about signing any deals under Fox's present asking price and conditions.

"We're not interested," said Mark Weber, president, Sammons Communications, which has about a million subscribers.

"The link to retransmission consent is a difficult one for us," said Elizabeth Steele, vice president, general counsel, Jones Intercable.

Post-Newsweek cable executive Harvey Boyd said the 25-cent asking price—without a program lineup and only a verbal commitment to invest \$100 million in programming—is "not enough."

At Time Warner, the nation's second-largest operator, Fox received an "extremely hostile reception," according to one executive there.

Many operators who have stated publicly that they will not pay a broadcaster a retransmission-consent fee to carry their signal see the Fox cable channel as nothing more than a "retransmission-consent sham," as one operator put it.

Given the time set aside for Fox's broadcast affiliates, nine minutes of ad

time allotted to them and the premium asking price, "it's clear the Fox affiliate board has zapped any appeal" that the channel might have to operators, one cable executive said.

Other operators expressed concern about paying what they see as a retransmission-consent fee to stations that are usually ranked fourth in the market.

"It sets a precedent," said one top-five MSO executive. "What about the other stations?"

Sweeney said the tough talk from operators is the result of "people talking in the heat of negotiations." She and other Fox executives remain confident that deals with all the top operators will be completed in the near future.

As for programming, details are still not forthcoming. Sweeney said Fox is doing research and conducting focus groups in several cities in regard to what subscribers want to see.

Whether Fox will go back to its broadcast affiliates and ask to change the arrangements if carriage becomes a serious problem remains to be seen. The affiliates also don't know yet who has signed on and who has not. Fox sent affiliates a memo last week listing all the systems with which they are talking, and said an announcement about carriage would come in the next few weeks.

One operator said the Fox cable network would be more appealing at half the price.

If the Fox channel does not get solid carriage by August, broadcast affiliates are anticipating that Fox will tell them to go out and get carriage for themselves.

One affiliate suspects that cable systems will not even think about negotiating with broadcasters until they get reaction from subscribers on the impact of dropping local stations from their systems.

Fox is sending out the heavy hitters to negotiate with operators. In addition to its team of executives from Fox Net, the company has Chase Carey, president and chief operating officer of Fox Inc., as well as executives from its broadcasting and syndication sides, meeting with cable system operators. New negotiators may also be added in light of the surprise resignation last week of Bill Schreck, vice president, cable affiliates, Fox. Schreck is joining former Fox Inc. Chairman Barry Diller at QVC. ■

Schanzer heading baseball venture

Ken Schanzer, executive vice president, NBC Sports, has been named president and chief executive officer of the new joint venture between Major League Baseball, ABC and NBC. The venture, created in May, will produce, distribute and sell MLB broadcast network telecasts for an initial six-year term, starting with the 1994 baseball season.

But Schanzer will wear a second hat as well. MLB has also named him the executive in charge of all the league's broadcasting activities. In that capacity, Schanzer will report to the MLB commissioner, when one is named. David Allworth, MLB's director of broadcasting, will report to Schanzer. In his capacity as head of the joint venture, Schanzer will report to a nine-member board of directors, with five representatives from MLB and two each from ABC and NBC, all yet to be named. Schanzer assumes his new duties Aug. 2.

The venture was formed as MLB faces a number of problems, including a declining image in the eyes of the public, a drop in the number of young fans, declining ratings for its network coverage and an unwillingness on the part of the broadcast and cable networks to pay huge rights fees. The venture takes the place of an extension of the typical rights agreement. ABC and NBC will pay no rights fee. Instead, MLB receives the lion's share of sponsorships and advertising sold in the network telecasts.

Last week Schanzer told BROADCASTING & CABLE that "the simple fact is we are launching this thing into an abyss. It's new and it's different and nobody knows for certain what we are going to find in that abyss." But Schanzer thinks the venture is a "prototype for the future of sports on television." Yet to be resolved is what, if any, packaging opportunities the venture will have to bundle baseball inventory with other network properties. That will be the subject of future talks, he said.

—SM

Neither do we.

ENTERING T O N

Anything else

Entering our
Renewed th



s anything but.

13th season.
ough 1996.



A Paramount Communications Company

Programming

Warner looks to topple tabs with 'ENT'

Strength of 'Entertainment Tonight' in access has programmer primarily targeting 'advertiser-unfriendly' tabloids and/or looking for pairing with ET

By Mike Freeman, Joe Flint and Steve Coe

Warner Bros. has begun its full-court press for the fall 1994 launch of *Entertainment News Television (ENT)*.

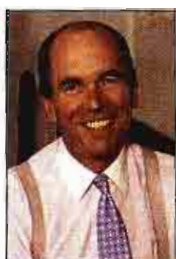
A survey of station executives in some of the top 30 markets indicates that most *Entertainment Tonight* incumbent stations are not about to give up on the 12-year-old franchise. Mindful of that strength, however, Warner Bros.' primary objective is to unseat "advertiser-unfriendly" tabloid strips and, secondarily, to target independent clearances.

Over the last several sweeps periods, the tabloids have exhibited signs of audience erosion, something

Warner Bros. will be seeking to exploit in sales presentations scheduled for midwestern markets over the next few weeks.

Warner Bros. also faces such entrenched prime access series as *Wheel of Fortune* and *Jeopardy!* The challenge is especially acute in the central and mountain time zones, where stations have only a half-hour of prime access.

"*ET* has been very successful for us," said Ed Piette, president and general manager, WDAF-TV Kansas City. "We're in the central time zone, so we don't have an hour in



Dick Robertson

access to pair the programs. *ET* has been on for 11 years, and I don't see us not going with a tried-and-true show." As for the Kansas City market, Piette said clearing any new show in prime access will be tough going. "I don't see anybody kicking off *Wheel*, *Inside Edition* or *ET*, which are the top access shows in this market, for *ENT*," he said.

"We have *ET* in access at 6:30 p.m. and plan to keep it as long as there is an *ET*," said Joe Franzgrote, president and general manager, KUSA-TV Denver. "Pairing it with *ENT* would require us to drop a half-hour of news." He said the station will be pitched by Warner Bros. executives later this month, but "we really don't have a place to put it."

In Orlando, Jeff Lee, president and general manager of WESH-TV, predicts that clearing another show in access will be a challenge. "Everybody's locked in here. The ABC station has *Wheel* and *Jeopardy!*, the CBS station is running *Inside Edition* and *Hard Copy* and we've got *A Current Affair* and *Entertainment Tonight*. We could possibly team it with *ET*, but we've got *American Journal* locked in at 4:30 p.m. starting this fall. Everybody in this market seems to be locked up, and therein lies the challenge."

For some, even a slight drop in *Entertainment Tonight's* ratings is not enough to cause worry. "The numbers have slipped a little, but the demos are still very good," said Richard Lobo, president and general manager, NBC-owned WTVJ(TV) Miami.

ET also has multiyear commitments through at least 1994 in Cleveland, Pittsburgh and St. Louis.

Warner Bros. has converted the top two NBC O&O's, in New York and Los Angeles (BROADCASTING & CABLE, June 28), from *ET* incumbents to

Broadcasting & Cable

Jun 28-Jul 4

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,461

2.4/4.6

TBS 1,320

2.2/4.3

TNT 1,014

1.7/3.4

ESPN 853

1.4/2.7

LIFE 714

1.3/2.3

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.

Children's corner

DIC Animation City Inc. has formed an educational division to be headed by Robby London, DIC's senior vice president of creative services. London will be responsible for developing and acquiring educational children's programming. Longtime DIC employee Lori Crawford has been named executive director of the unit, while Seth Levinson, vice president of media information systems, has been tapped to explore programming opportunities in the emerging multimedia technologies. DIC is currently producing educational series *Where on Earth Is Carmen Sandiego?* for debut on Fox's Saturday lineup next season, and co-produces *Captain Planet and the Planeteers* with Turner Entertainment for syndication.

□

Five of the Westinghouse Broadcasting-owned stations will clear Tribune Entertainment Co.'s fall 1993 educational children's weekly, *Energy Express*, which is currently sold in 36 markets representing 45% U.S. coverage. In a unique arrangement in the Philadelphia market, Group W's KYW-TV will air the live-action sports-and-fitness show on Saturday mornings, while Tribune Broadcasting's WPHL(TV) will have a separate broadcast window on Sunday mornings, according to Peter Walker, vice president and general manager of WGN-TV Chicago, the Tribune flagship producing the series.

□

Consumer Reports Television, a division of Consumers Union, is jumping on the children's educational programming bandwagon with the fall 1993 launch of *Zillions TV*, based on the youth-oriented print magazine *Zillions: Consumer Reports for Kids*. The half-hour debut special, directed toward the 6-11 demographic group, will be offered to PBS affiliates nationally by American Program Service (APS), which distributed Consumer Reports TV's *Kids* and *Lead Hazards* (hosted by the late Arthur Ashe). PBS Educational Services will also distribute the program and additional educational material to

affiliate stations.

□

MCA TV reports its fall 1993 pre-educational kids weekly, *Exosquad*, has been sold in more than 100 markets representing 85% U.S. coverage. The half-hour animated series, produced by the Universal Cartoon Studios division, has cleared 48 of the top 50 markets, including five of the Chris-Craft/United Television independents and four Paramount independents. *Exosquad* will expand to a strip in the 1994-95 season.

□

The Fox Children's Network has extended its licensing agreement for Warner Bros. Animation's *Batman* cartoon series for three more seasons, through 1996-97. An FCN spokeswoman said 20 episodes have been ordered in addition to the 65 episodes commissioned in the original output agreement with Warner signed nearly three years ago. In the most recent May sweeps, *Batman* averaged a 3.9 rating/10 share in household ratings (NSI, April 29-May 26) representing a 25% improvement over May 1992 time period averages. It has been in a neck-and-neck battle with Buena Vista Television's syndicated *Goof Troop* for bragging rights among kids 2-11.

□

Revving up

ITC Distribution has pronounced the fall 1993 premiere of *Motorweek*, a half-hour weekly automotive magazine, a firm go for syndication next season. KABC-TV Los Angeles, WGN-TV Chicago, KRON-TV San Francisco, KHTV(TV) Houston, KOMO-TV Seattle, KARE-TV Minneapolis and KSCH-TV Sacramento lead a lineup of stations representing 75% U.S. coverage. ITC is offering the show on an even three-and-a-half-minute local/national barter split.

Popular fare

King World Productions reports that its nationally distributed 90-second *Mr. Food* cooking inserts are being cleared in over 100 markets. Hosted by Art Ginsburg, the

vignettes have been in distribution since 1982. King World offers *Mr. Food* to stations on a cash-plus-barter basis.

Producer credits

Paramount Domestic Television's *Entertainment Tonight* has named two longtime staffers, Bill Olson and Jim Zeigler, producers on the 12-year-old magazine strip. Both joined *ET* in 1981. Olson has served as writer, associate director, post-production supervisor and weekend show producer and Zeigler as a segment director, writer and weekend producer.

□

Columbia Pictures Television has added two former NBC producers to the *Ricki Lake* staff: Stuart Krasnow as supervising producer and April Benimowitz as senior producer. *Lake* is set to launch in fall 1993. Krasnow is a former supervising producer of NBC's *A Closer Look* and senior coordinating producer of *Dateline NBC*. Benimowitz was most recently a producer on NBC's *A Closer Look*.

Fairy-tale lineup

MGM Domestic Television Distribution is launching a new "Family Classic" film package that includes eight theatricals, all to be offered in syndication on a straight barter basis. The titles are: "Red Riding Hood" (starring Craig T. Nelson and Isabella Rossellini); "Sleeping Beauty" (Morgan Fairchild, Tahnee Welch); "The Emperor's New Clothes" (Sid Caesar, Robert Morse); "The Frog Prince" (Aileen Quinn, Helen Hunt); "Hansel & Gretel" (Cloris Leachman); "Puss in Boots" (Christopher Walken, Jason Connery); "Snow White" (Diana Rigg, Billy Barty); and "Beauty and the Beast" (Rebecca DeMornay and John Savage).

Fighting fire with clearances

Grove Television Enterprises has cleared its first-run reality series, *Firefighters*, in 10 additional markets, bringing its station list to 100 markets representing 82% of the country.

Request, VC ready shift to five channels

PPV companies believe cable systems are ready to boost their movie offerings

By Rich Brown

It is shaping up to be a busy summer for the two major distributors of pay-per-view programming, as both Request Television and Viewer's Choice prepare to expand their channel offerings through digital compression.

Request Television, which has gone through an overhaul since Hugh Panero was named president last January, plans to use digital compression to launch its five channels on Sept. 15. Viewer's Choice will expand to five pay-per-view channels on Aug. 2 and has slated more than 200 hours of test and transition time during July and August.

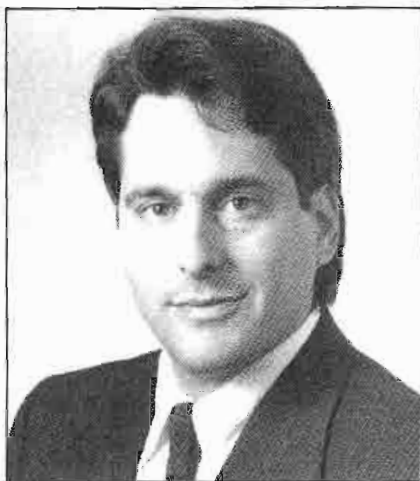
Viewer's Choice President and CEO Jim Heyworth said that he believes cable system operators will be motivated to expand their PPV channels for a variety of reasons, particularly because such channels are not subject to the FCC's new rate regulations and because cable system operators could face PPV competition from direct-broadcast satellite and telco delivery. While telco delivery is, for the most part, still in the testing phase, DBS services DirecTV and United States Satellite Broadcasting are prepared to launch by early next year.

It is still unclear, however, just how many cable system operators will have the upgraded channel capacity to launch five pay-per-view channels in the near future. Panero would not offer projections, but did say that the number that will carry five PPV channels in the near future would be "significant."

"There are a lot of cable systems that initiated their upgrade plans, and they're coming up with expanded channels," he said. In order to make room for the expanded PPV channels, both Panero and Heyworth said, it is conceivable that cable systems could drop some cable networks that charge subscriber fees and are subject to rate regulation.

"I foresee people shifting away from marginal cable networks to pay per view," said Heyworth. "It makes good business sense to do so."

In preparation for the expanded



"There are a lot of cable systems that initiated their upgrade plans, and they're coming up with expanded channels."

Hugh Panero, Request



"I foresee people shifting away from marginal cable networks to pay per view. It makes good business sense to do so."

Jim Heyworth, Viewer's Choice

pay-per-view channels, Request Television and Viewer's Choice are sending out integrated receiver-decoder equipment to systems at no cost. Viewer's Choice is making decoders available to as many as 450 headends, and Request is sending out about 500, according to executives at the companies. The decoder units cost about \$1,800 each.

And both companies are already thinking beyond five channels. Heyworth said he envisions offering more PPV channels in the future, but he added that Viewer's Choice wants to remain "technologically conservative" for the time being.

"The number of systems that can go beyond five channels are not the vast majority of the marketplace at this point," said Heyworth.

Panero said it would be premature to attempt to launch more than five pay-per-view channels on cable systems now, but he could envision a 40-channel pay-per-view lineup that could offer a variety of themed channels, such as a kids PPV channel. He said that Request—which in March announced plans to offer service to TVRO subscribers—envisions offer-

ing such a 40-channel setup initially to backyard-dish owners.

"That's the next step, and you'll hear noise about that late next year," said Panero.

Meanwhile, Panero has been busy with much more than channel expansion in revamping Request. The company this week moves its main office from New York to Denver, just two weeks after moving its playback and uplink operations from Northvale, N.J., to Western TeleCommunications (WTCI) in Denver. WTCI is a subsidiary of Denver-based Tele-Communications Inc., the nation's top multisystem operator and one of the owners of Request Television. (TCI and Twentieth Century Fox became major investors in Request—a subsidiary of Reiss Media Enterprises—about a year ago.)

Panero also has been busy assembling a staff, including a regional affiliate sales force that did not exist prior to his coming on board. Executives hired during the past five months include Jeffrey Bernstein, vice president, programming and marketing; Larry Smith, vice president, affiliate relations and sales, and five regional directors.

France takes the offensive

Europe's direct-to-home satellite market will be facing stiffer competition during the next several years, as national contenders put up rival satellites to vie with the Astra "hot bird" system. The French government has confirmed launch dates for two new satellites, Telecom 2C and 2D, which will be co-located with its existing satellites. The first launch is scheduled for mid-1994, and France Telecom has confirmed that it is negotiating with Canal+ to continue its occupancy on the new digital-capacity satellites.

Pay per view is clearly an aim of the successful French pay TV service, and if France Telecom signs up new French broadcasters, it will set back the efforts of Pan-European services Astra and Eutelsat, which are after many of the same customers. Operational satellites Telecom 2A and 2B currently deliver 11 TV channels to French viewers as part of Canal+ Satellite DBS service.

Commercial broadcaster TF1 has also been looking for ways to enter the satellite thematic channel market but has shied away from competing directly with Canal+. Nevertheless, the two services may be considering a joint effort to launch France's first 24-hour satellite news service—potentially bad news for CNNI.

—MA

'Baywatch' hits streets as off-net/off-first offering

All American is offering 111 episodes for stripping

By Mike Freeman

All American Television is planning to offer *Baywatch* for off-first-run (back-end) stripping beginning in the 1995-96 season.

That expansion of the beach-adventure franchise is one of several sales projects All American has in the works for the next few seasons. According to Paul Siegel, All American's president of international and ancillary enterprises, the New York-

based company is planning a series of specials called *Robin Leach's Private Files: The Price of Fame*, which could launch as a possible late-night strip beginning in January 1994. The company is also developing two other strips for launch next season.

The most immediate sales push, said Siegel, will be on back-end stripping of *Baywatch*, which will be completing first-run production on 88 original episodes at the end of a two-year contractual cycle with stations through

the 1994-95 season. By acquiring the series rights from Gannett (which formerly produced the series in partnership with Grant Tinker's GTG Entertainment), All American has picked up the original 23 episodes from *Baywatch*'s brief incarnation as an NBC network series (1989-90) and is guaranteeing stations 111 episodes for repeat stripping.

In sales presentations, which began last week in major markets, *Baywatch* repeats are being marketed on cash-plus-barter terms. Siegel declined to be more specific, other than to say that the back-end term is going to be a "multiyear" licensing period (probably less than four years) and All American will likely attach more than a minute of national barter to the cash license fee.

"We're expecting to make some good deals in the market, given the show's strong 18-34 and teen demographic ratings," Siegel said. "If there were no barter, it would have to go for a higher price. By going this route, the deals will be cost-efficient for stations."

Baywatch is one of only a few off-network or off-first-run dramas in the broadcast marketplace. The most recent back-end drama offerings have been Worldvision Enterprises' *Beverly Hills, 90210* and MCA TV's *Northern Exposure*. During the last decade, most off-net series have gone the basic cable route.

But in claiming that *Baywatch*'s teen and female demo ratings are stronger than those of Paramount's *Star Trek: The Next Generation*, which entered off-first-run stripping last season, Siegel said the series is "uniquely qualified" to serve as an early fringe transitional vehicle from kids programming to adult sitcom blocks on independent stations.

As for new first-run series: Siegel said production began last week in Mexico on *Acapulco H.E.A.T.*, a fall 1993 offering that has been cleared in approximately 127 markets representing more than 90% U.S. coverage, and that animated kids strip *The Bots Master* (formerly *ZZ Bots*) has been sold in 77 markets and 74% of the country for its fall 1993 strip.

In addition, now that CBS will drop *Family Feud* from its daytime lineup, the syndicator has been freed to sell the game show in all dayparts, with station clearances over 70% nationally for next season.



'Baywatch' launches in off-net/off-first run.

HEADENDINGS

Universal PPV

DirecTv, the direct-broadcast satellite service set to launch in North America next year, has signed a pay-per-view agreement with Universal Pay Television for Universal Pictures. The deal follows earlier agreements with Paramount Pictures and Columbia TriStar International Television. DirecTv, scheduled to launch in first quarter 1994, will deliver 150 channels via 18-inch home satellite receiving dishes.

Mighty deal

The Walt Disney Company-owned National Hockey League expansion team, The Mighty Ducks of

Anaheim, has signed a deal with Prime Ticket Network giving the regional cable sports network rights to 165 games over a five-year period—including home, away and playoff games. The team will begin its first season in October. Prime Ticket serves Southern California, Arizona, Nevada and Hawaii.

Rocking Russia

MTV Europe has negotiated a one-year syndication deal with Biz Enterprises to deliver 43 hours per week of the network's programming throughout the former Soviet Union. On July 9, five different TV networks in the CIS will begin airing MTV Europe shows to more than 88 million households.

future *ENT* customers, but Warner Bros. Domestic Television Distribution President Dick Robertson acknowledges the path to prime access is not going to come at the expense of *ET*. In fact, the path of least resistance, he says, will be to offer *ENT* as a companion piece to *Entertainment Tonight*.

"Our pitch is not to go after *ET*, but rather to place *ENT* in the marketplace as an advertiser-friendly companion piece to *ET*," Robertson said. "In fact, we have been quite complimentary of *ET*. I don't think we're going to replace [King World's] *Wheel of Fortune* and *Jeopardy!* in access, but what we're saying is that *ENT* is going to knock out the advertiser-unfriendly tabloid magazines."

The idea of pairing the two shows to form an hour of entertainment news has turned some heads, especially given the demographics pulled in by *ET*. "It's too early to make a decision, but the idea of grouping the two is intriguing," said Greg Veon, vice president and general manager, KOIN-TV Portland, Ore. "*ET* has been a good performer for us, and we've been pleased with the kind of audience it's brought in. We would be interested in any new show that would bring additional audiences of that kind."

Despite the strength of the executives attached to *ENT* and the resources of the Time Warner publications, most stations contacted were wary about purchasing a show without benefit of a pilot. "They don't have a

pilot, and we've all been through shows where the moon is promised," said Piette, citing *USA Today: On Television* and *America*. "In the first-run arena there's a 95% failure rate."

With the need to maintain competitive secrecy against Paramount's *ET*, Robertson says, the studio is relying on the reputations of David Nuell, former executive producer of *Entertainment Tonight*, and veteran ABC News and King World producer Av Westin (most recently executive producer of KWP's *Inside Edition*) to carry *ENT* from a presentation to a sale.

Robertson chafed at references to *USA Today: On TV*, saying it was unfair to make such a comparison with the marketing of *ENT*. "The analogy between *USA Today* and *ENT* is total apples and oranges," he said. "David Nuell's background is in syndication, where he produced more than 1,180 episodes of *Entertainment Tonight*. Getting [*USA Today* executive producer] Steve Friedman from the network [NBC's *Today* show] was like taking [baseball player] Barry Bonds and using him as a tight end in football. It just didn't work."

"All I can say is that what we're going to do is going to be completely different than *ET*," Robertson said, "but I don't want to tip our hand to Paramount. There is one entertainment show in syndication currently, but our show is going to have all of the bells and whistles, two veteran syndication producers, and the editorial resources of over 1,600 reporters from the Time

Inc. magazines. We are going to do more focused in-depth reporting on entertainment and pop culture."

Based on the long-anticipated synergy between Warner Bros. and the Time Inc. publications, *ENT* has won the attention of some major-market executives.

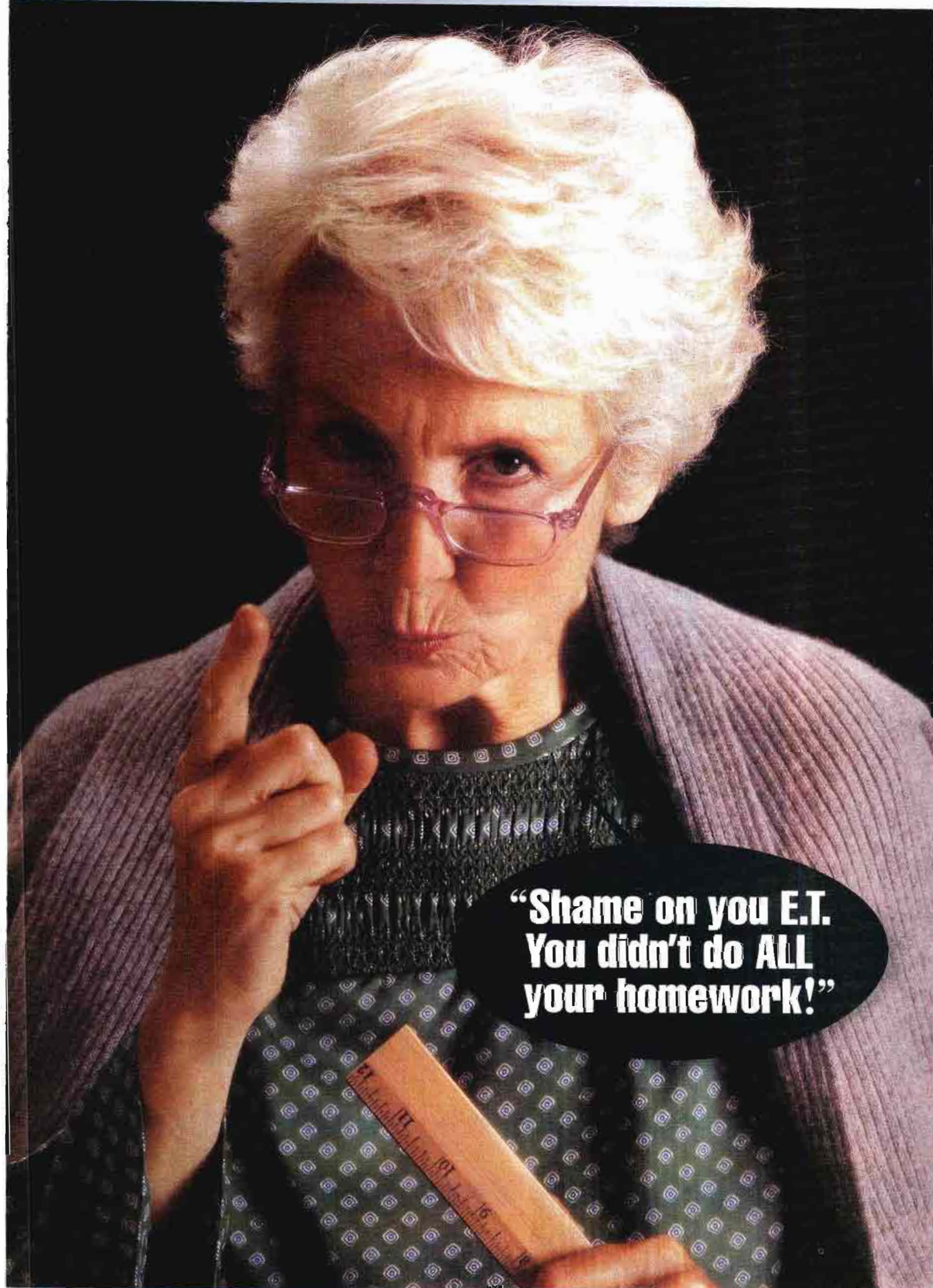
"If there is a show that can get away without having a pilot, it could be this one," said Jim Coppersmith, president and general manager of Hearst Broadcasting ABC affiliate WCVB-TV Boston. "Nuell did a hell of a job fixing *ET* [starting in 1986], and this time around he has a lot more resources to work with. If you look at the profile of *People* and *Time* [magazines], those two alone are incredible resources to be harnessed."

Coppersmith noted that his station and WBZ-TV Boston are two affiliates that only schedule for single (7:30-8 p.m.) access programming. With WCVB's in-house magazine, *Chronicle*, averaging a second-ranked 11 rating/17 share (NSI) in February 1993 sweeps, in addition to a top-ranked 6-7:30 p.m. news block, Coppersmith said *ENT* is "out of the consideration" for access but that a late fringe berth could be a possibility.

It is considered equally unlikely that CBS affiliate WHDH-TV Boston would consider replacing its access slotting of *Wheel of Fortune* and *Jeopardy!*, which turned in top-ranked 16/25 and 17/26 February sweeps averages, respectively. However, Jonathan Klein, president of Group W Television, acknowledged he was "less than thrilled" with *ET*'s third-ranked 7/11 average on WBZ and would give *ENT* a "fair look."

Klein, who also oversees Group W's four other major-market affiliates (KYW-TV Philadelphia, KPIX-TV San Francisco, WJZ-TV Baltimore, KDKA-TV Pittsburgh), has received Warner Bros.' presentation on *ENT* but said that the station group "isn't anywhere near a decision" on picking up the series.

"In some markets we're happy with *ET*," said Klein, referring to second-ranked February averages on KYW (9/14) and WJZ (12/18). "At a certain point there may be a need to get in before any other station groups get involved [possibly bidding for *ENT*], but I get the feeling that Warner Bros. is going to present it to all the stations to get a sense of what kind of prices they can get in the market." ■



**"Shame on you E.T.
You didn't do ALL
your homework!"**

“Wheel & Jeopardy You Across

	W 18-34	W 18-49	W 25-54
Wheel	5.1	6.1	7.3
Jeopardy	4.4	5.4	6.3
Ent. Tonight	4.3	5.1	5.8



rdy Out-Scored The Board!"

M 18-34	M 18-49	M 25-54	DMA HH R/S
3.2	3.9	4.7	15.2/29
3.1	3.6	4.1	12.4/26
2.8	3.2	3.7	7.6/15

Source: May '93 NSI Cassandra DMA Ranking Report. ET-Original Telecasts.

WHEEL OF FORTUNE® / JEOPARDY!®



U.S. services target British kids

Promotional efforts for the children's channels intensify as each battles to secure ad revenue in still-limited market

By Meredith Amdur

As schools across Britain release their charges for the summer holidays, an assortment of new networks will be eagerly competing to woo these prized young viewers (and their parents' pocketbooks) with promotional campaigns for their new fall offerings.

With the launch of Astra 1C, at least three American networks will debut on cable and satellite, including Turner's The Cartoon Network and Viacom's Nickelodeon and Nick at Nite. Their reach will cover all of Europe, but the UK will be where much of the marketing battle is won.

The Cartoon Network and Viacom's Nickelodeon UK will join existing UK network The Children's Channel, which launched in 1984 and has struggled to attract viewership. Both the Children's Channel and Nickelodeon will join BSkyB's basic pay tier, drawing subscription revenues from satellite customers, while The Cartoon Network and TNT will remain unencrypted.

"Our strategy is to build the brand identity of the channel and its characters," says The Cartoon Network's managing director for Europe, Sue Kroll. "We will be launching with *The Flintstones*, which should transcend cultures."

Despite their best efforts, however, the three channels will be chasing the same limited audience in the near term: satellite channels reach only 20% (roughly 2 million) of all UK kids between the ages of four and 15. To be successful, the new imports will have to count on luring viewers and ad revenue away from ITV and Channel 4, both of which have a solid kids viewing share.

"How well the channels do will depend on how well they market themselves in the pre-launch period; cost and coverage will also be key," says one London advertising executive.

European regulations on advertising in children's programming limit how far the ad campaigns can go. Some advertisers are waiting to be convinced that the children's niche can support a

number of specialized services. Overall, the European youth market has yet to be tapped by advertisers—or catered to as much as are their American counterparts—but as cable and satellite viewing increases targeted advertising should increase also.

Astra is currently the satellite of choice for would-be cable programmers, claiming roughly 42 million homes across Europe, 11 million of which receive the satellite's programming via home dish or SMATV. The largest concentration of Astra homes is in Germany (16.85 million), Belgium (3.54 million) and the UK (3.24 million).

Currently, the only option for subscription revenue is in alliance with UK service BSkyB, which has the

dominant encryption technology—and largest viewership—in Britain.

Counting on the instant-recognition factor of many of The Cartoon Network's characters, Kroll says, the network has several major marketing events planned for August. Cartoon is also working on tie-ins with educational groups and other organizations.

The Children's Channel will be going on the road later this summer with its characters to promote both cable TV and the channel's program offerings.

The Cartoon Network will air from 6-8 p.m. in half-hour blocks, maintaining its rigid "no humans allowed" on-air policy. "Turner's 'Toons,'" as some UK industry watchers have dubbed the channel, will launch on



Silver lining

In this age of dual revenue streams, WTVJ(TV) Miami has come up with a way to "market a hurricane" that it sees as a win-win-win situation for viewers, advertisers and the station. WTVJ, whose meteorologist Brian Norcross (above) gained national prominence through his weather forecasts and warnings during Hurricane Andrew, has produced a how-to video hosted by Norcross that shows step-by-step instructions for protecting houses from hurricane damage. The video is being marketed for \$14.95 through Blockbuster Video.

The station also produced 250,000 ad-supported brochures that it is distributing free to viewers. The video and brochure are part of a station-wide effort that includes specials, news series and PSA's on hurricane preparedness. According to Marina Angleton, executive producer, programming and public services, the hurricane preparedness campaign is expected to generate more than \$1 million for the station.

—JE

Sept. 17 and plans to expand its language coverage to increase its Pan-European appeal.

According to Kroll, France, Scandinavia and the Benelux countries will be able to view certain portions of the Cartoon/TNT package with subtitles or dubbing. The Children's Channel already dubs 25% of its programming in Dutch and Scandinavian languages. Although Germany and Spain are attractive markets for the Pan-European service to target, much of Turner's programming is tied up in extended licenses.

In terms of programming, Cartoon will rely primarily on its catalogue in the near term, but will look to acquisitions perhaps as soon as its second year. Turner's showcase is the 8,500 cartoon titles produced by Warner Bros., MGM and Hanna-Barbera.

Nickelodeon, however, plans to feature original British programs and other internationally acquired shows. Its costs should be defrayed by subscription income and its partnership with Sky, while Turner has chosen to go it alone.

Kroll concedes that the Turner venture is a big investment. Electing to launch without a local partner, Cartoon—and its transponder-mate TNT—hope to utilize ad sales expertise and cross-promotion opportunities with CNNI. "This is a very expensive investment," says Kroll, noting formidable start-up and uplink costs. And it will likely be a tight ad market in which to earn the payback. In the UK, Zenith Media forecasts a limited growth of 3.5% in television advertising this year, but media prices are still down.

Despite some expected chum when the satellite pay tier is inaugurated this fall, the entrance of such big brand names could help raise consumer perception of the UK cable business which, as Kroll notes, remains down-market and undermarketed. "Cable and satellite television in Europe need an image campaign and better branding," she observes.

Communication and marketing coordination would also spur subscriber-ship. With an even stronger brand offering, another possible rival, Disney, has long been rumored to be considering a channel launch, but economic caution—along with tricky rights considerations—may constrain any imminent European launch of the service. ■



Broadcasting
& Cable

Top Cable Programs

June 28-July 4

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. 2,668	4.5	NBA Draft	Wed. 7:30-11:45p	TNT
2. 2,226	3.8	Ren & Stimpy	Sun. 11-11:30a	NICK
3. 1,927	3.2	MLB (Florida-Atlanta)	Sun. 1-4:30p	TBS
4. 1,862	3.1	Professional Boxing	Tue. 9-11p	USA
5. 1,773	2.9	Murder, She Wrote	Mon. 8-9p	USA
6. 1,770	2.9	WWF Monday Night Raw	Mon. 9-10p	USA
7. 1,769	2.9	Little House on the Prairie	Wed. 10p-12m	TBS
8. 1,762	2.9	Deadly Desire (movie)	Sun. 10p-12m	USA
9. 1,755	3.0	Rugrats	Sun. 10:30-11a	NICK
10. 1,738	2.9	Silk Stalkings	Mon. 10-11p	USA
11. 1,732	2.9	Murder, She Wrote	Tue. 8-9p	USA
12. 1,724	2.9	Born on the Fourth of July (movie)	Fri. 8-11p	USA
13. 1,710	2.8	Sweet Poison (movie)	Sun. 2-4p	USA
14. 1,679	2.8	The Longest Yard (movie)	Sun. 10:30a-1p	TBS
15. 1,663	2.8	Lonesome Tonight? (movie)	Sun. 8-10p	USA
16. 1,599	2.7	Cyborg (movie)	Sat. 4-6p	TBS
17. 1,560	2.6	MLB (Florida-Atlanta)	Sat. 7-10:15p	TBS
18. 1,542	2.6	Invasion USA (movie)	Sat. 2-4p	TBS
19. 1,521	2.5	Little House (movie)	Wed. 8-10p	TBS
20. 1,488	2.4	NASCAR Racing	Sat. 11a-2p	ESPN
21. 1,475	2.4	Murder, She Wrote	Thu. 8-9p	USA
21. 1,475	2.5	Ren & Stimpy	Sat. 9-9:30p	NICK
23. 1,474	2.4	Dangerous Pursuit (movie)	Sun. 12n-2p	USA
24. 1,468	2.4	MLB (Colorado-Atlanta)	Tue. 7:30-10:30p	TBS
25. 1,438	2.4	Saved by the Bell	Thu. 5-5:30p	TBS
26. 1,398	2.3	Personals (movie)	Sat. 6-8p	USA
27. 1,390	2.4	Doug	Sat. 3:30-4p	NICK
28. 1,388	2.3	MLB (Colorado-Atlanta)	Thu. 7:30-10:15p	TBS
29. 1,385	2.3	MLB (Florida-Atlanta)	Fri. 7:30-10:15p	TBS
30. 1,373	2.3	Saved by the Bell	Fri. 5:30-8p	TBS
31. 1,328	2.3	Clarissa Explains It All	Sun. 12n-12:30p	NICK
32. 1,325	2.3	Doug	Sat. 3-3:30p	NICK
33. 1,314	2.2	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK
34. 1,303	2.2	Salute Shorts	Tue. 5:30-6p	NICK
34. 1,303	2.2	Saved by the Bell	Thu. 5:30-6p	TBS
36. 1,301	2.2	Saved by the Bell	Mon. 5:30-6p	TBS
36. 1,301	2.2	WCW Saturday Night	Sat. 6-7p	TBS
38. 1,299	2.2	Doug	Sun. 3:30-4p	NICK
39. 1,294	2.2	Welcome Freshmen	Sun. 12:30-1p	NICK
40. 1,285	2.1	Little House: Last Farewell (movie)	Wed. 12m-2a	TBS

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TV Ratings Week

The Broadcast World According to Nielsen, Jun 28-Jul 4

	ABC	CBS	NBC	FOX
MONDAY	10.8/19	9.9/18	9.2/17	6.5/11
8:00	23. Day One 9.5/17	30. Evening Shade 8.9/17	21. Fresh Prince 9.8/18	58. Fox Night at the Movies—Lifepod 6.5/11
8:30		32. Major Dad 8.8/16	24. Blossom 9.4/17	
9:00	9. ABC Monday Night	14. Murphy Brown 10.6/18	29. NBC Monday Night Movies—The Girls of Summer 9.0/16	
9:30	Movie—Last P.O.W.? The Bobby Garwood Story	20. Love & War 10.2/17		
10:00		18. Northern Exposure 10.4/19		
10:30	11.5/20			
TUESDAY	10.1/18	12.3/22	8.0/14	3.5/6
8:00	12. Full House 11.1/22	10. Rescue: 911 11.4/22	70. Route 66 5.4/10	86. Beverly Hills 90210 3.5/7
8:30	17. Hangin' w/Mr. C 10.5/20			
9:00	2. Roseanne 14.7/26	5. CBS Tuesday Movie—When No One Would Listen 12.8/22	58. South Beach 6.5/11	87. Key West 3.4/6
9:30	14. Room for Two 10.6/18			
10:00	53. Jack's Place 6.9/12		6. Dateline NBC 12.1/21	
10:30				
WEDNESDAY	10.0/18	8.7/16	9.6/18	4.4/8
8:00	61. Wonder Years 6.4/13	49. Family Dog 7.1/14	11. Unsolved Mysteries 11.3/22	74. Beverly Hills 90210 4.8/9
8:30	61. Doogie Howser 6.4/12	55. Bugs Bunny Sp 6.8/13		
9:00	1. Home Improvmt 16.0/28	35. In the Heat of the Night 8.5/15	36. I Witness Video 8.3/15	81. Melrose Place 3.9/7
9:30	3. Coach 14.4/25			
10:00	36. Sirens 8.3/15	14. CBS Reports 10.6/19	26. Law and Order 9.3/17	
10:30				
THURSDAY	9.9/18	9.1/17	8.8/17	6.9/13
8:00	49. Crossroads 7.1/14	24. Top Cops 9.4/19	42. Wings 7.5/15	34. The Simpsons 8.7/18
8:30			38. Wings 8.2/16	41. Martin 7.6/15
9:00	27. Matlock 9.1/16	22. Eye to Eye with Connie Chung 9.7/18	18. Cheers 10.4/19	63. ILC: 1st Season 6.3/12
9:30			8. Seinfeld 11.9/21	72. Down the Shore 5.0/9
10:00	4. Primetime Live 13.5/25	38. Picket Fences 8.2/15	44. Sisters 7.4/14	
10:30				
FRIDAY	9.6/20	6.1/13	5.6/12	6.1/13
8:00	32. Family Matters 8.8/20	65. Golden Palace 5.8/13	79. Blossom 4.1/9	51. America's Most Wanted 7.0/15
8:30	27. Step By Step 9.1/20	77. Cutters 4.7/10	85. Out All Night 3.6/8	
9:00	40. Dinosaurs 8.0/17	46. Street Stories 7.3/15	58. NBC Movie of the Week—C.A.T. Squad 6.5/13	69. Sightings 5.5/11
9:30	44. Home Free 7.4/15	67. Johnny Bago 5.7/12		74. Code 3 4.8/10
10:00	7. 20/20 12.0/25			
10:30				
SATURDAY	5.7/14	5.7/14	6.1/15	5.1/12
8:00	81. Young Indiana Jones Chronicles 3.9/10	48. Dr. Quinn, Medicine Woman 7.2/18	78. Almost Home 4.4/11	63. Cops: DEA 6.3/16
8:30			74. Nurses 4.8/12	
9:00	57. ABC Saturday Night Movie—Passion and Paradise 6.6/16	72. CBS Saturday Movie—Stompin' at Savoy 5.0/12	53. Empty Nest 6.9/17	81. Front Page 3.9/9
9:30			46. Mad About You 7.3/17	
10:00			56. Reasonable Doubts 6.7/16	
10:30				
SUNDAY	5.8/15	8.4/23	4.6/12	2.9/8
7:00	90. Life Goes On 3.2/9	13. 60 Minutes 10.8/31	88. Quantum Leap 3.3/9	96. Parker Lewis 2.2/6
7:30				95. Shaky Ground 2.3/6
8:00	65. Am Fun Hm Vid 5.8/16	30. Murder She Wrote 8.9/24	84. I Witness Video 3.8/10	88. In Living Color 3.3/9
8:30	71. Am Fun People 5.1/14			92. Roc 3.0/8
9:00		51. CBS Sunday Movie—Mrs. Lambert Remembers Love 7.0/18	67. NBC Sunday Night Movie—Cat Squad II: Python Wolf 5.7/15	79. Married w/Childn 4.1/11
9:30	42. ABC Sunday Night Movie—Lean on Me 7.5/19			90. Herman's Head 3.2/8
10:00				94. Flying Blind 2.5/6
10:30				93. The Edge 2.8/7
WEEK'S AVGS	8.7/18	8.6/18	7.3/15	4.8/10
SSN. TO DATE	11.8/20	12.5/21	10.9/18	7.3/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Hosts, callers trash Clinton on talk radio

By one measure, he's 'the most bashed individual' in the history of the genre

By Peter Viles

President Clinton may be a friend of town meetings and talk radio, but those warm feelings certainly haven't been returned by the nation's talk show hosts and their callers, according to an unscientific survey of the talk radio world.

The survey, conducted for *Talkers* magazine, concludes that Clinton was more heavily criticized on talk shows in April and May than was any other public figure during any period in the past three years—more heavily criticized even than was Saddam Hussein during the Gulf War.

"He's been mercilessly bashed, the most bashed individual in talk radio in the past three years," said Michael Harrison, editor and publisher of *Talkers*. Noting that talk radio has grown rapidly in recent years, Harrison added, "He is most likely the most bashed individual in talk radio history."

Harrison has been surveying talk stations, hosts and producers at regular intervals for the past three years to compile the "Talker's Ten," a periodic ranking of hot talk topics.

He attributes Clinton's low standing in the talk radio world to a variety of factors, among them Clinton's underwhelming victory in November, gaffes such as his airport-stopping haircut, his unpopularity with conservatives, his call for higher taxes, his flip-flops on campaign promises and, significantly, the conservative nature of most talk radio hosts.

"There is a definite conservative bent in talk radio, both among the hosts and the callers," Harrison said.

Clinton has appeared on numerous talk radio programs since being elected, and has conducted several regional conference-call interviews with radio broadcasters. He has also kept alive the tradition of weekly radio address-

es, and has on his staff a radio director to coordinate radio media requests.

Not all the news from talk radio is bad for Clinton, however. Two of the most-listened-to talk show hosts, Mutual's Larry King and Jim Bohannon, are known for generally balanced discussions of political matters.

And recently, syndicated morning man Don Imus, of WFAN(AM) New York and the Unistar Radio Network, has spoken often in support of Clinton. In fact, Imus has said many times that one of his motives in taking his show into syndication was to make sure that Clinton would have at least



President Clinton prepares to deliver a weekly radio address.

one vocal defender in the national media.

It may be for that reason that Clinton, according to an item in the *New York Daily News*, keeps a cartoonlike bobble-head doll of Imus on his desk in the Oval Office. ■

Court TV to launch radio show

Courtroom Television Network, the cable network that provides live trial coverage, announced last week that it will join with WABC(AM) New York to produce a weekly hour-long radio show.

Court TV said it plans a 13-week run on ABC "as a prototype for a possible regular syndicated national series." The program, *Trial Talk*, premieres Friday, July 16. WABC personality Jay Diamond will serve as host, and will be joined by Court TV anchors and reporters to review trials from across the nation that Court TV has televised during the previous week.

Each show will feature audio highlights of key trial testimony, interviews and listener calls.

"Since much of Court TV's trial coverage invites dialogue on important issues facing the American criminal justice system, we feel a collaboration with a leading talk radio station such as WABC will encourage greater public participation," said Steven Brill, president and editor in chief of Court TV.

The series grew out of an unusual simulcast in which WABC broadcast a Court TV special report on the New York murder trial that resulted from racial disturbances in the Crown Heights section of Brooklyn. —PV

Jazz format debuts

KJAZ-FM San Francisco, which bills itself as the nation's oldest 24-hour commercial mainstream jazz station, has formed a national jazz radio network. The network began operations on June 30, with KRML-FM Carmel, Calif., as its first affiliate. Delivered via satellite by United Video, KJAZ radio is also available to cable TV systems. The network, available on a barter basis, plans live coverage of selected jazz festivals. According to *Duncan's Radio Market Guide*, KJAZ billed an estimated \$1.8 million in 1992, good for 23rd in the market. In the Arbitron winter ratings report, it registered a 12-plus share of 1.5 and ranked 20th in the market among adults 25-54.

Nets find new home

Basketball's New Jersey Nets have found a new radio home on WQEW(AM) New York, the nostalgia/big band station that succeeded WNEW(AM) in the format. Under the deal, the Nets, heard in recent years on WEVD(AM) and WPAT(AM), buy time from WQEW for the broadcasts and then sell advertising time

themselves. Many NBA teams have similar in-house arrangements. No details were released on the amount the Nets will pay WQEW.

Joyner cleared in Chicago

ABC has lined up an impressive flagship station for Tom Joyner's morning show, set to debut in January. The program will air in Chicago on WGCI-FM, which had aired Joyner's afternoon show when the celebrated "flyjock" was doing mornings in Dallas and afternoons in Chicago.

AM listenership stable

Statistical Research, which produces the RADAR ratings for network radio, reports that radio listenership by band remains stable, with FM maintaining a 78% share of the total radio audience of persons 12 and older. Other tidbits from the spring RADAR report: radio listening in cars is at its peak during afternoon drive, when it accounts for 39% of radio listening. Listening in cars remains relatively stable during other dayparts, accounting for 26% of listening during morning drive, 24% during midday and 25% from 7 p.m. to midnight.

Stop the music

There's been a quiet departure from network radio. Westwood One confirmed last week that it did not renew "Downtown" Julie Brown's *American Dance Traxx*, the weekly three-hour dance program. The show was carried by about 75 stations when it last aired, over the weekend of June 26-27, Westwood said. A network spokeswoman said Westwood is moving in a new direction with its dance music with *The Retro Show*, which highlights dance music from the 1970's.

Buchanan debut

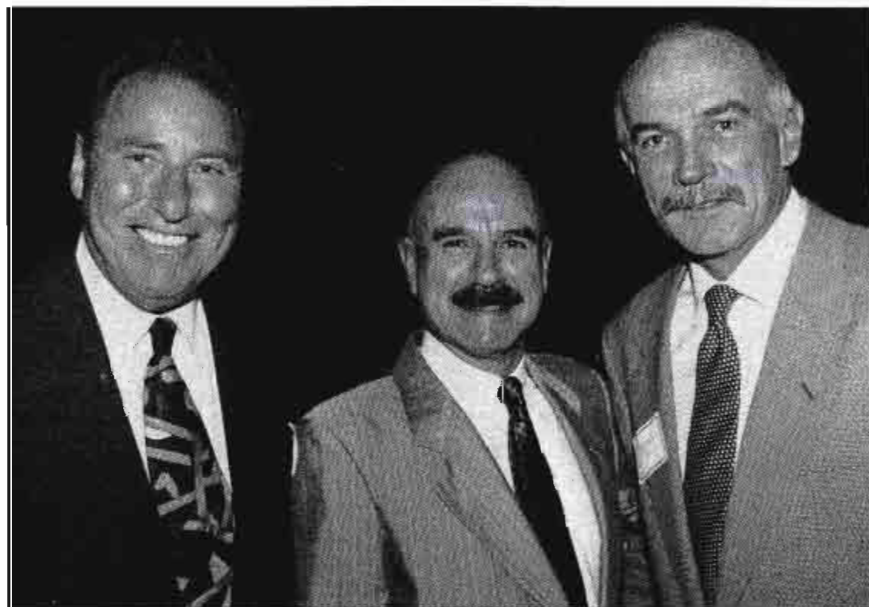
Westwood One rolled out *Pat Buchanan & Company*, its latest talk offering, last week. The show, airing at noon-3 p.m. ET, is cleared in three of the top 10 markets: Washington (WWRC(AM)), Houston (KNUZ(AM)) and Atlanta (WGUN(AM)). The show will feature Buchanan debating issues of the day with a revolving panel of liberal-leaning commentators, including political analyst Bob Beckel, Juan Williams of the *Washington Post* and *San Francisco Examiner* and nationally syndicated columnist Chris Matthews.

AccuRatings snapshot

Highlights from the first round of Strategic AccuRatings reports for the spring indicate stability in the major markets. In Chicago, according to the spring AccuRatings book, the three top-rated stations remain the same from winter: WGCI-FM, WBBM-FM and WGN(AM). In Philadelphia, the top three held steady, too: KYW(AM), WIOQ-FM and WYSP-FM.

Osborn raises \$7 million

Osborn Communications announced last week that it had raised nearly \$7 million through a successful subscription rights offering. The offering, 3.49 million shares, gave common-stock shareholders the right to purchase one share at \$2 for every two shares they held. Said Frank D. Osborn, president: "With our additional equity, we will move to obtain more favorable debt financing as well as to seek out logical acquisitions, primarily focusing on middle-market radio stations."



LIDDY TOPS 100 STATIONS: The G. Gordon Liddy Show is off to an impressive start on the Unistar Radio Networks. Unistar reports that the program is now heard on 100 stations, including talk giant WABC(AM) New York, which will broadcast it on a tape-delayed basis. "This has been the fastest rollout of any type of programming from Unistar," said Kirk Stirland, senior vice president, affiliate relations. Liddy is shown here flanked by Harvey Pearlman (l), vice president/general manager of WJJD(AM) Chicago, and Bill Hogan, Unistar president/general manager.

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Technology



Satellite business looking up

Despite loss of business, such as telephone, to fiber optics, satellites remain viable enterprise, with video and international markets booming

By Sean Scully

A period of overcapacity of transponder space in the late 1980's has not kept the satellite operation business down in the '90s.

"I would say it's on its way up, so to speak...With all the stuff that's going on in communications and the media, the trend is toward more and more [satellite transmission]," said Harry Mahon, director of sales, GTE Space-net.

"It's not a boom business; growth is slow," said Jerry Farrell, senior vice president for Hughes.

The domestic industry is just stabilizing from a period of change, Farrell explained. During the 1980's, telephone communications moved from satellites to fiber optic terrestrial lines. "There's almost no voice carried on satellite anymore; there hasn't been for a number of years," he said.

Unfortunately, many satellite operators had planned for the telephone

business and were left with lots of vacant transponders. Although business was growing in the broadcast segment, it was still a buyer's market. Now, though, that imbalance is beginning to stabilize, and prices are firming up, Farrell said.

Hughes and most of the other major operators are banking on the boom in video transmission to continue.

"It never ceases to amaze me just how the video market continues to expand," he said.

Comsat, the U.S. representative of Intelsat, likewise is enjoying the fruits of the video boom. Overseas networks are springing up, and domestic networks are looking abroad to distribute their programming. Patricia Benton, vice president and general manager for Comsat World Services, said contracts for video services have tripled in just the past five years. The growth of the

overseas market is so explosive that international operators have never experienced the sort of transponder glut that hit the domestic operators.

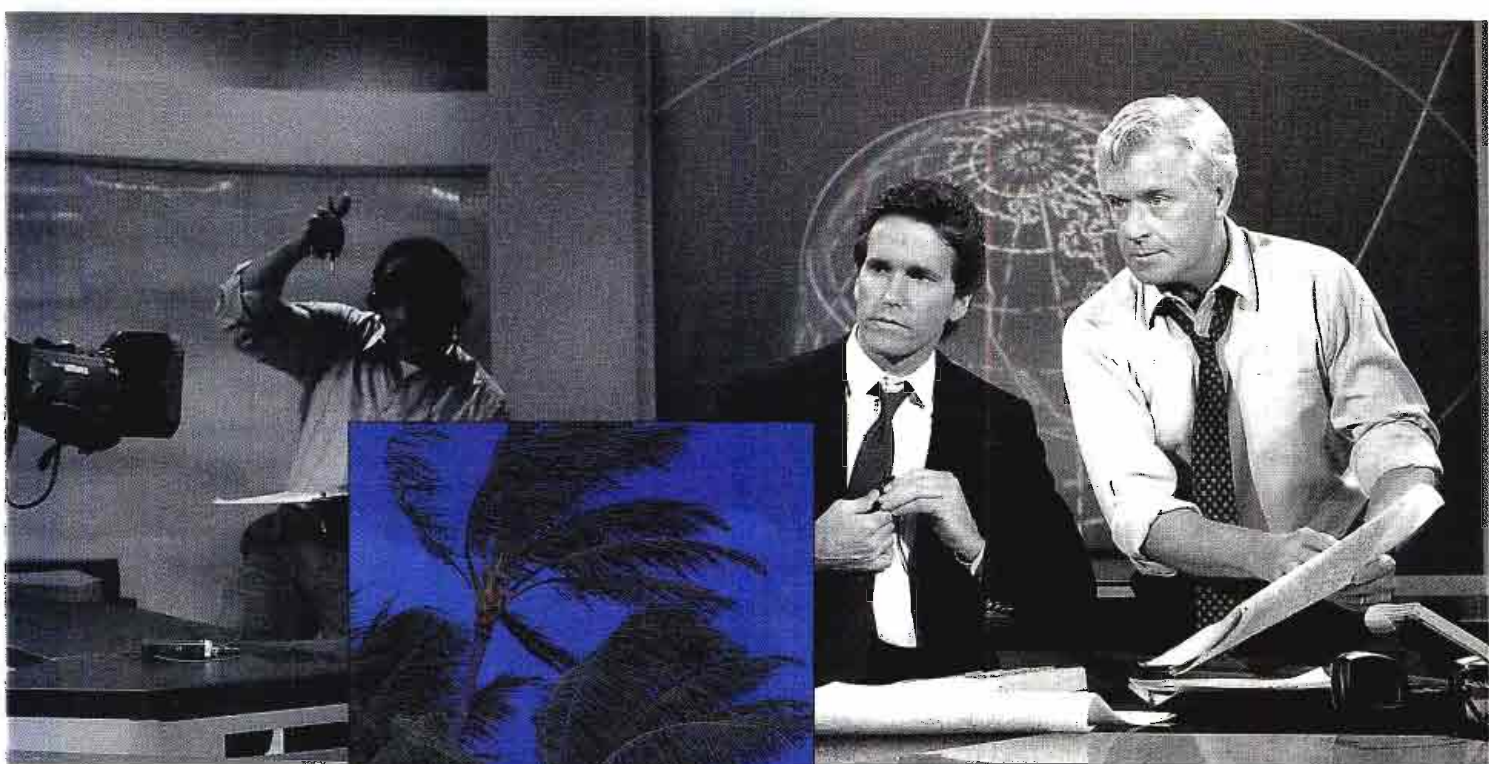
"What we're having is a problem with capacity," she said. "We're struggling to find capacity for our customers."

Meanwhile, the booming international market has made room for private, non-Intelsat companies. U.S.-based PanAmSat recently launched its first satellite, beaming to Latin America. It plans three more over the next two years, giving it worldwide reach.

"If domestic satellites are in their golden years, we are, internationally...toddlers or preteens, at worst," said Fred Landman, president of PanAmSat.

While the U.S. has made heavy use of satellites for more than three decades, much of the rest of the world has only just broken into them. In just the past five years, international networks have gone from a dream to near

COVER STORY



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perfection, Landman said. CNN, Discovery, MTV and HBO have all exploded internationally.

In South America, he said, television has expanded from a few state-controlled part-time stations to more than 30 full-time international cable channels since the launch of PanAmSat's first satellite.

"We could probably add another 30 if we just had the capacity," he said.

PanAmSat is also working on deals in Asia and Africa in anticipation of the launch of the remaining three satellites in its fleet of four.

"My only regret is, our system, when the last new satellite is launched in 22 months, will only cover about 98% of the world's population... although I haven't figured out where that 2% is," he joked.

Even telephone service, almost all

fiber optic in the developed world, still exists on international satellites. The fact is, said Comsat's Benton, fiber is still relatively rare in most of the world.

"It's very apparent there are regions of the world where, at least by the turn of the century, [fiber] cables are not going to go," she said.

Even when fiber reaches Africa and Asia, the cost of stringing cable into the interior of rugged or poorly developed countries will mean satellites will have a place in communications of all sorts.

Even domestic operators are excited about the international market. "The global market is certainly one of our hottest areas of interest," said Ernie DeNegris, general manager of AT&T's Skynet Satellite Communications Services.

One company not looking to tap into the video market, at least for full-time syndication and program distribution, is GTE Spacenet. Mahon said GTE takes a different approach to satellite operations. "We look at it more as a value-added service," he said. Instead of renting entire transponders, as most satellite operators do, GTE Spacenet rents shorter blocks of time to clients, primarily for satellite newsgathering.

GTE Spacenet recently reorganized, laying off a third of its work force. The move was widely interpreted as a response to the company's failure to get into the wide video market. Mahon denied the move was a sign of trouble.

"We're not considering ourselves through," Mahon said.

The satellite newsgathering market is wide open, he said. Although there are fiber optic lines running throughout the nation, in many parts of the U.S. satellite trucks are still the most effective way to link up to a central location.

"I think it's going to be quite a while, if ever, before you can roll up to Anywhere, USA, and hook into fiber," he said.

Other operators largely agree. Alternative technologies, such as fiber optics, could put a dent in the present satellite business, but other technologies could insure its future. DeNegris said AT&T is looking to distance learning and business applications such as teleconferencing. Comsat and many other operators say they are looking toward wireless personal communications.

All the operators said satellites will remain viable far into the future simply because satellite distribution is ideal for widespread distribution of information. A broadcaster can send a signal from one location to one satellite and have it received by an unlimited number of locations at a reasonable cost. Fiber and other direct transmissions, on the other hand, require a specific investment to build a line from one point to another single point, explained Benton. Laying landlines requires as much as a 25-year commitment to transmit to that location, she said. With a satellite, a business can transmit to a remote location for as long as it wants—a month, a year, 10 years, whatever suits its needs.

"You have a lot of flexibility that's very attractive to businesses when making their plans," Benton said. ■

DBS will change the retail world

With the impending arrival of DBS, satellite system retailers are going to have to learn a whole new set of skills, according to the Satellite Broadcasting and Communications Association.

Unlike existing C-band and Ku-band receivers, DBS receivers are pieces of consumer electronics gear, more closely related to stereos and TV sets than the huge parabolic receivers of the past, the association said. This means that new retailers—Circuit City and Sears, for example—will be entering the satellite market. To compete with the high-volume, low-price consumer electronics stores, satellite retailers will have to fall back on their strengths—service and satellite industry expertise. To do that, said SBCA Retail Council Chairman Charlie Abbott, retailers will need information and a coordinated marketing program. The SBCA is offering to be the keeper of that information and the forum for the retailers.

To encourage retailers to join, the SBCA has slashed its retail membership dues from \$100 to \$50 annually. The association is also offering discounts on convention admission to members. In effect, Abbott explained, it will become cheaper to join the SBCA than to attend the conventions and not join.

At its annual convention in Nashville this week, the SBCA will unveil two new benefits for members. First, it will debut the new association newsletter, featuring information for retailers on all sorts of satellite gear. Second, and most dramatically, the association will introduce the Satellite Television Retailer Instruction and Vocation Education (STRIVE) courses, designed to teach retailers how to survive in the face of increased competition from consumer electronics retailers. The courses will be presented by representatives of the National Association of Retail Dealers of America.

Abbott said SBCA's retail membership is rather low, perhaps only 500 out of a potential 8,000 nationwide. In part, he said, this derives from SBCA's efforts several years ago to crack down on the piracy of satellite signals. Many retailers felt the efforts were directed at them. Since then, SBCA has turned over its antipiracy efforts to another agency, so relations with retailers are improving.

The goal is to attract at least 500 more retailers, Abbott said. Ideally, those new members would come from retailers who have an established storefront or location, about 3,000 out of the total 8,000 dealers. —SS

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Digital compression sends mixed signals

Increased supply could end up being positive for satellite owners as well as programmers

By Geoffrey Foisie

The market for satellites may not be all that different from the market for pork bellies. In both cases an investment in the product must be made several years in advance of knowing what demand will be. In the case of satellites, the uncertainty is compounded by the advent of signal compression which, by reducing the bandwidth needed to transmit a video signal, effectively multiplies by three or more times the satellite industry's supply.

During the next 18 months, transponder lease terms and pricing for new satellites will indicate what impact compression will have on the business. "Satellite owners are throwing out some huge proposed rate increases," says Bret Leifson, chief financial officer of Keystone Communications. "The unit is still the transponder, but there is talk about charging by the data when we start digitizing."

Part of what happens to pricing and capacity will depend on whether satellite owners dole out transponders to digital services at a pace that insures demand will maintain pricing.

Delwin Bothof, president of Vyvyx, says the cost of installing digital equipment will insure that supply will not exceed demand. Encoders, he says, now cost several hundred thousand dollars each, and each decoder costs roughly \$10,000. "That is just for one channel. And that assumes that compressed programming is of a quality to survive further manipulation."

And demand from existing networks for digital compression will be minimal at the start, says Tom Watts, managing director of Ascent Communications L.P., a New York-based communications consulting firm. "We have surveyed virtually all of the cable programmers, and over the next couple of years none of them intend to compress their main feed." Many of the major cable networks, he says, have "significant" backyard dish populations they do not wish to lose.

The satellite industry has already started down the road toward digital. In February, PanAmSat signed a con-



An artist's rendering of the PanAmSat fleet

tract to use General Instrument Corp.'s digital compression video system and had at least four customers signed to use it. One source said that PanAmSat was getting 50%-70% of the price of an analog signal for each compressed digital signal, six of which can fit on the same transponder that once carried one or two analog signals.

PanAmSat President Frederick Landman says the price estimate was not far off the mark, but adds that comparisons to analog pricing are difficult. For digital customers, he says, the company provides "a lot more

than the transponder. We also bought the General Instrument encoders, provide a gateway service through our teleport and provide other services."

Comsat previously filed a tariff that also charged a premium for a transponder "slice." But, according to Joanne Tanner, director of broadcast services, those leasing a full transponder would pay the same, whether they were using it for digital or analog.

Thus, the impact of compression could be positive for both satellite owners and users. Those coming on board with new services could benefit from reduced per-channel costs, while



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owners would generate more revenue per transponder.

Rudy Wann, chief financial officer of IDB Communications, has little doubt that business conditions in the near term favor the intermediary service companies and TV programmers. "IDB has been going 'short.' We don't feel comfortable entertaining long-term transponder lease commitments." By keeping its transponder leases to only one or two years, Wann thinks the communications transmission service company will be in a better position to benefit from future price declines and technological developments. He says IDB is not worried about getting locked out: "We think that there is sufficient bandwidth available."

Sufficient bandwidth overall may have little impact on prices aboard individual satellites. One reason is that the "neighborhood" effect, in which

Projected dollar growth in satellite business, 1992-98

	Pacific Ocean Region	Atlantic Ocean Region	Indian Ocean Region
TV	24%	25%	22%
Business	16%	17%	13%
Telephony	3%	2%	5%

Note: Figures exclude domestic U.S.

Source: Ascent Communications Advisors LP.

TV programmers try to position themselves on the same satellite as other programmers, may actually be accentuated by compression.

Those "hot" satellites, Ascent's Watts says, will now be able to accommodate many more programmers, making those satellites even more desirable.

Popular satellites might be in a position to dictate terms about compression. In Europe, Watts says, those leasing transponders are not allowed to compress signals on the popular ASTRA satellites.

Partly because of the neighborhood effect, international satellite revenue from TV programmers is expected to grow 24% a year (see chart), outpacing both business TV and telephony.

Not everyone is sure that compression will work in the interests of those owning the hardware—at least initially. Steve Salamoff, vice president of marketing, Orion Satellite Network, says there might be a "mini-glut as initial compression soaks up the current channels and reduces them to a small number of transponders." But lower transponder prices, he says, will attract people to programming, thereby setting in motion an increase in demand.

PanAmSat's gamble: four of a kind

Being the first deregulated player in an industry whose capacity is still largely regulated can be extremely profitable. That is one conclusion that can be drawn from looking at PanAmSat's financial statement, which was made public several weeks ago. The international satellite owner is trying to raise more than \$400 million in the public-debt markets to finance three new satellites.

To be launched in a 10-month span beginning next May, the three—combined with the company's existing Atlantic-region satellite, PAS-1—would provide transmission coverage over 98% of the world's population.

The Greenwich, Conn.-based company's financial statements essentially are a record of how profitable PAS-1, its only operating entity, has become. For every \$100 in revenue, roughly \$65 is turned into cash profit, defined as earnings before income, taxes, depreciation and amortization (EBITDA). In 1992 that formula produced EBITDA of \$25.3 million on revenue of \$40.3 million.

Since the satellite ownership business has considerable upfront investment costs and risk (in this case borne mostly by PanAmSat's founder and chairman, Rene Anselmo), a return-on-capital margin may better define the company's success. According to Tom Watts, managing director of Ascent Communications LP, PAS-1 may be generating a return in the "high 20%" area, which he said would rank with the most successful satellites in the business.

The question, said Susan Irwin of Irwin Communica-

tions, a Washington-based satellite consulting firm, is whether PanAmSat can "continue to be as successful with the new satellites as they have been with the first

one. They are going to be met with more competition, not only from Intelsat signatories but from national satellites that aspire to become regional satellites and regional satellites that aspire to become international. There are other transmission media as well, such as international fiber optic cable."

There may be enough business to accommodate many competitors. In Latin America the growth of program delivery, particularly from north to south, has led to a capacity

shortage. PAS-1's analog channels to Latin America were filled a year and a half ago; digital compression may ease the situation somewhat (see story, page 52).

All three segments of the international satellite business promise growth. Regulations limiting the provision of switched voice service should be completely lifted in several years, and the business video market is growing rapidly. Among PanAmSat's current customers are Pacific National Bank, Associated Press, Reuters, Credit Suisse, Sara Lee, Citicorp and Mobil Oil, which use the satellite for everything from credit-card verification to inventory control.

But TV entertainment is also a growth area, and PanAmSat President Frederick Landman sees TV's roughly 70% of business holding in years to come: "There are a thousand would-be Ted Turners out there. I don't think they all will make it, but a lot of them will accomplish something."

—GF

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Total:	\$700 million

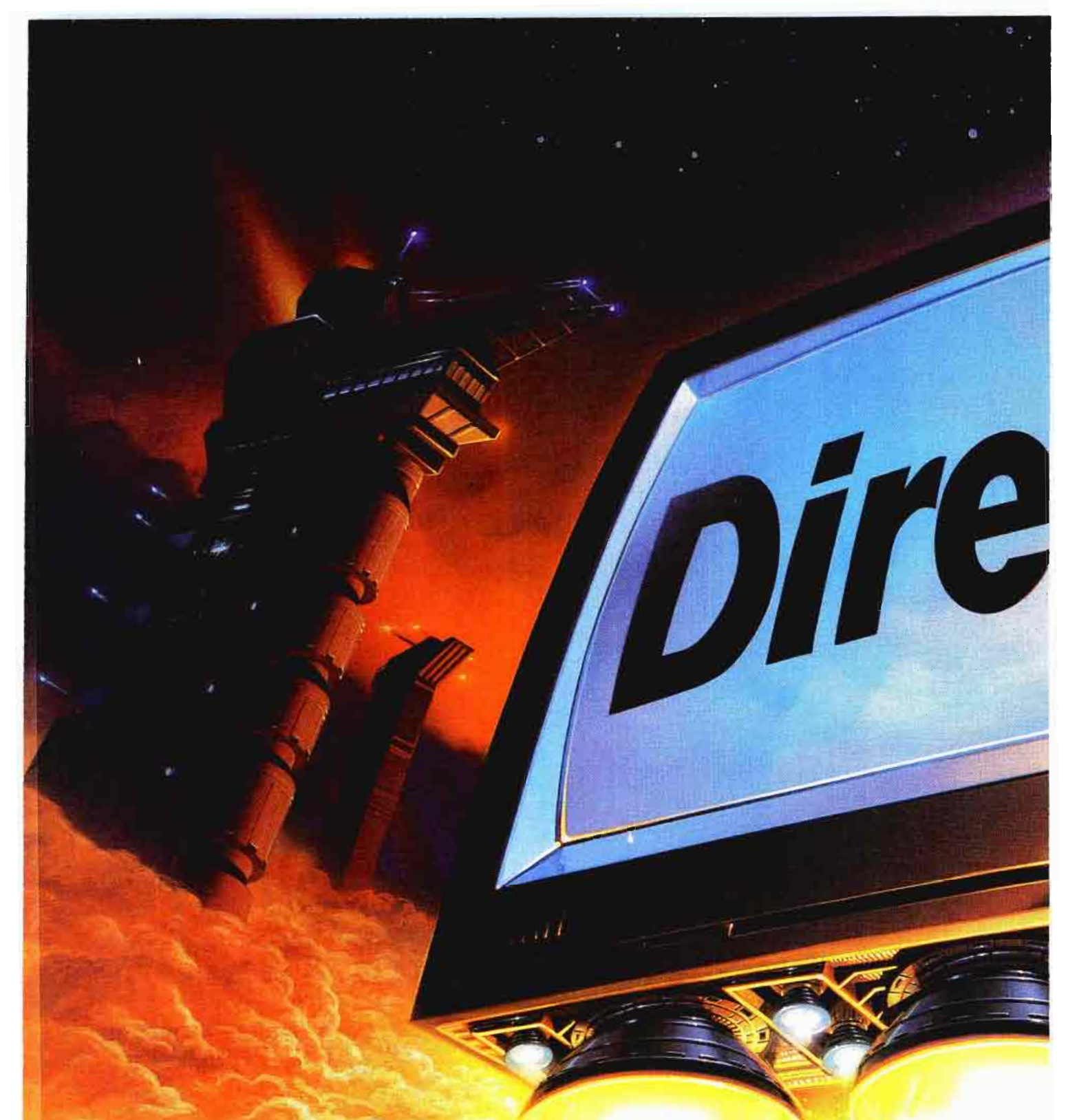


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DBS also seen as boosting C-band

SBCA predicts advent of Ku-band transmissions, rather than rendering C-band installations obsolete, may end up boosting their sales

By Sean Scully

Despite the impending arrival of direct-broadcast satellites, the C-band satellite industry appears to have a reasonably bright future, according to Chuck Hewitt, president of the Satellite Broadcasting and Communications Association.

The SBCA does not look at C-band and Ku-band as an either/or issue, he said. In fact, DBS might end up boosting C-band, at least in the near term.

"I guess what we want to say is, 10 people may come in [to a retailer] today for C-band and seven or eight will walk out with one; 1,000 might come in tomorrow for DBS and 10 or 15 might walk out with C-band," he said. "Ten or 15 of them may walk out with both."

While DBS will almost certainly cut down C-band's slice of the pie, Hewitt said, the pie will be so greatly inflated that C-band will actually gain ground.

Association Chairman Taylor Howard explained that there are also some good practical reasons why C-band will last.

First, there is an established base of more than 11,000 C-band receiving sites in use by the cable industry, and millions of consumer C-band dishes. The capital cost of replacing those dishes is tremendous. With the recent cable reregulation, he said, cable operators are looking for the most efficient use of their money. Huge investments in replacing C-band receiving equipment are probably not high on their list of priorities.

Until the cable operators upgrade their capacity to the home, offering dozens or hundreds of new channels, he said, it doesn't pay to abandon the analog C-band receivers in favor of digital signals on the Ku-band, on which DBS services will broadcast.

On a strictly technical level as well, Howard said, C-band offers certain advantages. "Cable companies like C-band because there's no rain fade or weather fade."

"With the very small dish [for DBS]...there's not a lot of margin for weather," he said. "There are going to be some parts of the country where



Some see the 18-inch DBS receiving dish as competition to the traditional C-band systems. Others see DBS as a complementary technology.

the signal will go away, and we're not used to that."

Moreover, the generation of satellites being launched today still have considerable C-band capacity. Those satellites, and the contracts to use the transponders, will last at least 10 years.

Second, C-band's future is protect-

"There are going to be some parts of the country where the signal will go away, and we're not used to that."

**Taylor Howard
SBCA Chairman**

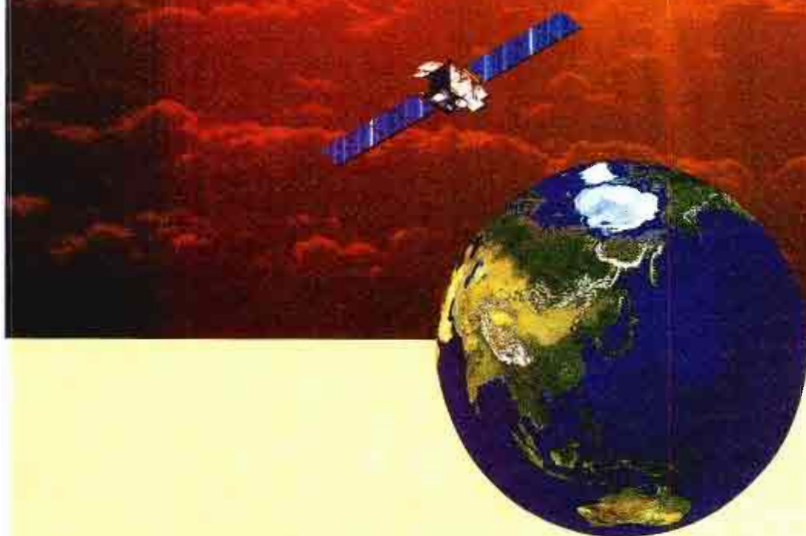
ed, at least in the near term, by the wide range of programming it offers. Not only do C-band subscribers receive regular programming, such as HBO and the Turner networks, they also have access to the huge volume of network backhaul, particularly sports.

"Sports fans are crazy," Howard said. "They'll move heaven and earth to watch [their sports], no matter what size dish it takes."

Ku-band does offer some raw network news feeds, and even some sports feeds, but not in the profusion found on C-band. Probably, Howard said, networks will not be quick to transfer the bulk of their feeds onto Ku-band, simply because of the high cost. Ku-band transmissions cost four to eight times as much as C-band. Until compression becomes widespread enough to cut the cost of Ku-band, networks probably will remain with C-band. Even once compression becomes the norm for satellite transmission, C-band will probably remain cheaper. There are an abundance of C-band transponders, and compression will merely multiply the already tremendous capacity.

Consumers also might find DBS programming more difficult to access than C-band, Howard said. DBS companies are offering exclusive programming choices to customers. In order to receive a certain program, you have to

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have a dish dedicated to a particular DBS service. To receive programming on a rival service, you may have to have another dish.

"[Consumers] are going to be damned annoyed when they find out they can't use [one dish] to look at everyone else's satellites, too," he said.

Since the earliest days of C-band, dishes have been able to rotate and see multiple satellites. That makes it easier for consumers to buy packages of services, even if the individual channels are offered on different satellites. DBS customers might get turned off by the lack of options offered by the companies. "There will be some of that," Howard said, "but there will be some people with three or four dishes also.... There are some of us around who want to see it all."

DBS will almost certainly cause some disruption of the C-band market, at least at first. Howard speculated that it will not be nearly as bad as 1985-86, the infamous "Cliff Year," which saw a precipitous drop-off in satellite dish sales brought on by the advent of scrambling by many of the major cable services.

Primestar primed for DBS

Now that it appears close to settling a long-standing antitrust action, direct-broadcast satellite company Primestar is looking toward an exciting future. Primestar President John Cusick said the company is considering what to do once the GE K1 satellite, current home of Primestar's programming, expires in 1996. There have been rumors that Primestar was considering some higher-powered satellites that could go head-to-head with Hughes's DirecTV, a high-powered DBS company set to launch late this year. Cusick left that open as a possibility, but he said it's too early in the process to comment.

While Primestar has been considering its options for some time, the management believed it shouldn't take any firm steps until the antitrust actions were settled. The company signed a consent decree with attorneys general of 40 states in early June (BROADCASTING & CABLE, June 14). The agreement is still subject to court review.

Primestar now operates an 11-channel DBS service, including three channels of pay per view and Japan TV. Primestar serves three-foot backyard dishes. A higher-powered satellite might allow Primestar to serve the 18-inch dishes used by DirecTV and Hubbard's United States Satellite Broadcasting.

—SS

Already, the C-band and Ku-band markets are showing signs of co-existence. Dealers are now selling combined C- and Ku-band feedhorns, which receive both frequency ranges, Howard said.

Of course, he added, there's no guarantee that DBS will flourish in the marketplace. "The technology is going to work, there's no problem with that...but some of the business aspects are not clear," he said. ■

Local DBS is on the beam

Satellite company hopes to combine bird's reach with spot beam's targeted capability

By Sean Scully

By the middle of next year, direct-broadcast satellite firm Local DBS plans to have sold much of the capacity on its first satellite, scheduled for launch in 1997.

Local DBS Chairman Ed Taylor said larger independent stations have expressed interest in the company's services, but no formal contracts have been signed. The first major agreements should be out this fall.

Local DBS proposes to put two direct-broadcast satellites into orbit by the end of the century. Instead of broadcasting nationwide, like Hughes's DirecTV or Hubbard's USSB, Local DBS would broadcast dozens of spot beams, each about 300 miles wide, over major television markets. Broadcasters in those markets could contract to carry their signal on the local spot beam, increasing their coverage and clarity yet retaining their

links with the community.

The service may ease the fears of DBS critics, who argue that nationally broadcast television, originating from satellites, would ruin established local stations.

Independents are excited by DBS, Taylor said, since it offers an easy way to deliver high-definition television. Since independents tend to use theatrical films and other programming originally created on 35 mm film, which would be easy to convert to the HDTV format, they have an advantage over network stations in converting to HDTV, Taylor said. Independents in many major markets are already laying plans to convert to HDTV.

Local DBS will probably use only half of the first satellite launched. The company is looking for a partner to share the capacity—and half the \$300 million price tag—of the first satellite. The second satellite, which will likely

be dedicated entirely to Local DBS, will probably be ready by 1999 or 2000.

The company briefly considered trying to launch earlier, perhaps in 1996, to go along with the early HDTV rollout envisioned by the HDTV grand alliance, but most of the interested broadcasters advised sticking to the original, more conservative, schedule, Taylor said. By waiting until 1997, Local DBS will be able to assess the strength of the HDTV market and see how other DBS companies, scheduled for launch in 1994, have fared. The idea, Taylor said, is to be compatible with DirecTV and USSB, adding a local element to their national service rather than competing directly. Local DBS, therefore, wants to make sure these other services are well established before it goes on the air.

"You don't want to stand alone," he said. "We can't stand alone." ■



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Competition for syndication satellite

Switch from Telstar 300 series to new 401 has some syndicators moving to Hughes's new Galaxy IV satellite

By Sean Scully

The somewhat awkward transition from AT&T's old Telstar 300 series to the new Telstar 401 has given some rival satellite operators an opportunity to break into the syndication business.

Launch of Telstar 401, AT&T's next-generation communications satellite, has been delayed until November, almost halfway through the annual syndication season. Hughes's new Galaxy IV, a similar satellite, was launched last month and will be operational in August, just before the start of the season.

As a result, some syndication companies have chosen to defect to Hughes rather than accept being carried for half a season on the older, lower-power Telstar 301 and 302. Global Access Telecommunications,

which represents Aaron Spelling and Worldvision, is among those companies.

"We just decided to put our product on Galaxy IV. 'It's very difficult to get syndicators to move in the middle of the syndication year,'" said Global Access Vice President/General Manager Jack Morse. "Right now, I think the industry's split about 50-50 [between the Hughes and AT&T satellites]."

Some companies were attracted by immediate access to the high-powered, 50-state coverage of Galaxy IV, Morse explained. Although Telstar 401 will offer those features, he said, syndicators saw an opportunity to receive them immediately, rather than waiting until winter.

Other companies have decided to stick it out through the transition. Keystone Communications, whose

most prominent client is Paramount, will feed signals over Telstar 301 and 302 until Telstar 401 is operational. "We know Paramount likes the features of Telstar [401] and is comfortable with our expertise," said Keystone Director of Marketing Doug Jessop. "AT&T has been really good to work with, trying to make it a smooth transition," he added.

This is the first time syndicators have had to face a major transition between generations of satellites. Paramount launched *Entertainment Tonight*, the first major syndicated daily, in only 1981. "We haven't been an industry that's been around for eons," Jessop said. Therefore, he noted, it's natural that companies may be worried about such a generational transition.

"I think it'll be fine. I don't think it will be a major problem," he said.

Now that the syndication market has blown open, Morse said, the industry should benefit.

"Most syndication contracts run year to year...the syndicators themselves don't know which shows will be renewed," he said. "As a result, I think, there will be keener competition at the end of the syndication year, which is good for the industry."

With more satellites in the sky, the "Telstar neighborhood"—the concentration of broadcasters on AT&T satellites during the 1980's—has largely moved apart, Morse said. In fact, the three major broadcast networks are now on three different satellites: CBS on Galaxy IV, ABC on Telstar 401 and NBC on GE K2. The syndicators are split between Galaxy IV and Telstar 401. The only exception, he said, is Columbia, which has yet to commit.

Ernie DeNegris, general manager of AT&T's Skynet Satellite Services, said his company believes it can retain its traditional lead in syndication. The potential difficulties of the transition between the Telstar series has meant a little extra work for AT&T. "We've had to put very focused, individual customer service in place," he said.

The increased competition in the satellite arena does not bother DeNegris. "I feel the hot breath of competition every day," he said. "It's a way of life."

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Business

Investors clamor for telco-TV stock

Broadband Technologies, client of RBOC's, almost doubles in first few days of trading

By Geoffrey Foisie

Are the telephone companies really going to fiber the nation so they can get into the TV business? Some investors think so. Broadband Technologies, whose only product is a software-based switching system designed to enable fiber networks to offer interactive video and other services, has taken off like a rocket in the stock market. More than 80% of its revenue is already coming from the regional Bell operating companies (RBOC's).

Initially planned as a 2.8 million share initial public offering of common stock at between \$15 and \$17, investor interest caused the IPO to be increased at the last minute to 3.5 million shares. On the first day of trading, July 1, the Durham, N.C.-based company's stock (NASDAQ: BBTK) closed at 28½. After going as high as \$30 the next day, it closed last Wednesday at 26¾.

That market capitalization of just under \$300 million is for a company that, in its entire five-year history, has generated \$30 million in losses on just \$8 million in revenue, and which, as of March 31, had an order backlog of only \$1.4 million.

What appears to have investors interested is the possibility that the telcos—in particular, the RBOC's—will build the plant for television service, either in cooperation with cable operators or in competition with them. Broadband Technologies' switching system, which the company describes as a relatively uncomplicated, yet effective, way to provide interactive video services, would be a prime beneficiary of the telcos' capital spending.

One RBOC has already stepped up to the plate. Bell Atlantic has indicated it intends to buy up to \$100 million of software and equipment. A Bell Atlantic subsidiary, New Jersey Bell,

has already committed to \$17.1 million of Broadband Technologies' "FLX" system for the plant the telco has agreed to build for two cable operators in New Jersey.

Most of the other regional Bell operating companies are now testing the FLX system.

Those tests for the most part involve only the system's narrowband—primarily telephone—capabilities. But in addition to Bell Atlantic, both Ameritech and GTE are testing FLX's broadband capabilities.

The company said its system is especially valuable for those telcos wishing to provide to viewers interactive services "...with high-quality, full-motion video images and audio capabilities comparable to compact disks." Among the system's other advantages is that the software switch is on a card, which merely needs to be installed in homes likely to use interactive services.

At test levels involving several hundred homes, the cost per home, including the necessary coaxial cable on

the last 500 feet to the home, is roughly \$2,500 per home, but the company's president and CEO, Salim Bhatia, told a Goldman Sachs conference late last year that the cost upon mass distribution would be roughly half that.

Some of those present at the conference questioned Bhatia on the system's advantages over cable's planned upgrades. He responded: "The point I'm really trying to make is not that there is not a possibility or a way by which a cable network can be evolved to provide fancier services than are provided today."

"My point is that telephone companies have to be in the information movement business. They recognize that. They have to be differentiated to compete with others. The way to be differentiated is by providing an interactive switched digital broadband capability early on. The sooner they move, the more competition or challengers there would be to their competitors. In this case, it may well be the cable TV companies."

Changing Hands

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

Eight-station television group sold by the News Press and Gazette Co. to New Vision Communications Inc. for \$110 million. The stations: KOLD-TV Tucson; WSAV-TV Savannah, Ga.; WECT-TV Wilmington, N.C.; WJTV-TV Jackson and WHLT-TV Hattiesburg, both Mississippi; KSFY-TV Sioux Falls, satellites KPRY-TV Pierre and KABY-TV Aberdeen, all South Dakota. **Seller** is headed by David R. Bradley, Jr., and has no other broadcast interests. **Buyer** is headed by G. Woodward Stover II, Jason Elkin and Bennett S. Smith

and has no other broadcast interests. Elkin is the former general manager of Clear Channel Television's KOKI-TV. Smith is a former vice president of Clear Channel Communications. KOLD is on ch. 13 with 107 kw visual, 15.6 kw aural and antenna 3,610 feet. WSAV is on ch. 3 with 100 kw visual, 20 kw aural and antenna 1,476 feet. WECT is on ch. 6 with 100 kw visual, 20 kw aural and antenna 2,054 feet. WJTV is on ch. 12 with 316 kw visual, 63.1 kw aural and antenna 1,630 feet. WHLT is on ch. 22 with 1,200 kw

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$1,070,000** □ **3**
 FM's □ **\$117,629,500** □ **7**
 AM-FM's □ **\$850,000** □ **1**
 TV's □ **\$32,000,000** □ **1**
 Total □ **\$151,549,500** □ **14**

So far in 1993:

AM's □ **\$30,943,049** □ **118**
 FM's □ **\$389,560,372** □ **186**
 AM-FM's □ **\$303,303,727** □ **101**
 TV's □ **\$1,072,105,866** □ **36**
 Total □ **\$1,795,913,014** □ **441**

For 1992 total see Feb. 1, 1993 BROADCASTING.

visual, 120 kw aural antenna 800 feet. KSFY is on ch. 13 with 316 kw visual, 39.8 kw aural and antenna 2,000 feet. KPRY is on ch. 4 with 100 kw visual, 20 kw aural and antenna 1,240 feet. KABY is on ch. 9 with 316 kw visual, 31.6 kw aural and antenna 1,401 feet. *Broker: Frank Kalil, Kalil & Co.*

WTVH-TV Syracuse, NY ■ Sold by Meredith Corp. to Granite Broadcasting Corp. for \$32 million. **Seller** is headed by Phil Jones and has interests in KCTV Fairway, Kan.; WNEM-TV Saginaw, Mich.; WOFL-TV Lake Mary, Fla.; KCTV Kansas City, Kan.; KVVU-TV Henderson, Neb., and KPHO-TV Phoenix. **Buyer** is headed by W. Don Cornwell and is licensee of WEEK-TV Peoria, Ill.; KNTV-TV San Jose, Calif.; WPTA-TV Fort Wayne, Ind.; KBJR-TV Superior, Wis.; UHF translators K59BJ Grand Portage, K65BJ Grant Marais, K61BH Deer River and K82AF Cass Lake, all Minnesota. WTVH is a CBS affiliate on ch. 5 with 100 kw and antenna 950 feet.

KSNN-FM Dallas ■ Sold by Evergreen Media Corp. to Alliance Broadcasting Co. for \$11 million. **Seller** is headed by Scott Ginsburg and has interests in WWBZ-FM, pending FCC approval, and WLUP-AM-FM Chicago ("In Brief," July 5); WVCG(AM) Miami and WFYV-FM Jacksonville, both Florida; KKBZ-FM Los Angeles; WTOP

(AM)-WASH(FM) Washington; KTRH(AM)-KLOL(FM) Houston; KMEL-FM San Francisco, and KASP(AM)-WKBQ(FM) St. Louis. **Buyer** is headed by John Hayes and has interests in KYNG-FM Dallas; WDFX-FM Detroit, and, subject to FCC approval, KFRC-

AM-FM San Francisco. KSNN has a current hit format on 94.9 mhz with 100 kw and antenna 1,509 feet. *Broker: Star Media Group Inc.*

WQTV(TV) Boston ■ Sold by Monitor Television Inc. to Boston University for \$3.8 million. **Seller**, a subsidiary of The First Church of Christ, Scientist, is headed by Donald C. Bowersock and has no other broadcast interests. **Buyer** is headed by Dr. John Silber and has interests in WBUR-FM Boston. WQTV has 1,350 kw visual, 135 kw aural and antenna 870 feet. *Broker: Media Venture Partners*

WNVZ-FM Norfolk, Va. ■ Sold by WSB of Norfolk Inc. to Max Radio of Norfolk Inc. for \$3,616,500. **Seller** is headed by Donald L. Wilks and has interests in WHY(AM)-FM Springfield, Mass.; WKFM(FM) Fulton, N.Y.; WSRZ-FM Sarasota, Fla., and WWBB(FM) Providence, R.I. **Buyer** is headed by Larry Saunders and has interests in WWDE-FM Hampton, Va. WNVZ has a CHR format on 104.5 mhz with 50 kw and antenna 480 feet.

KFIZ(AM)-WFON(FM) Fond du Lac, Wis. ■ Sold by Independence Broadcasting Wisconsin Corp. to Lakeside Cablevision Limited Partnership for \$3,500,000. **Seller** is headed by John C. Goodwill and has interests in KSAL (AM)-KYEZ(FM) Salina, Kan.; KDEL (AM)-FM Oelwein, Iowa, and KEBC(FM) Oklahoma City. **Buyer** is headed by Donald G. Jones and has no other broadcast interests. KFIZ has an MOR-/sports information format on 1450 khz with 1 kw full time. WFON has an oldies format on 107.1 mhz with 3 kw and antenna 312 feet. *Broker: Blackburn & Co.*

KCAL(AM) Redlands, Calif. ■ Sold by Sarape Communications to Embarcadero Media Inc. for \$3,000,000. **Seller** is headed by Andy James Fakas and has interests in KEZN-FM Palm Desert, Calif. **Buyer** is headed by Luis G. Nogales and has interests in KINK-AM-FM Portland, Ore. KCAL has a Spanish contemporary format on 1410 khz with 5,000 w day, 4,000 w night. *Broker: Ray Stanfield & Associates.*

WWWB (FM)-WGLD(AM) Greensboro-High Point, N.C. ■ Sold by MHD Inc. to Franklin Communications Partners LP for \$3 million. **Seller** is headed by Bernard Mann and has no other broadcast interests. **Buyer** is headed by Morton I. Hamburg and has inter-

Continues on page 80

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KTRH-AM/KLOL-FM, Houston, Texas from Rusk Corporation, J.H. Jones, II, President/CEO and John T. Jones, Jr., Chairman to Evergreen Media Corporation, Scott Ginsberg, President and CEO.

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Advertising & Marketing

MobiLink ad campaign marks start of North American cellular service

By Jim Cooper

MobiLink, the world's largest cellular telephone venture providing customers with coast-to-coast "seamless" service, marked inauguration of its service in North America last week with a national multimillion-dollar television and print campaign.

Emphasizing the ease of using the service, which does away with complicated dialing procedures when calling beyond the reach of regional cellular systems, the campaign comprises three TV commercials. The spots will run on network prime time and on A&E, TBS, ESPN and CNN, as well as around major sporting events, including the July 13 All-Star Game.

Formed in February, MobiLink service, which is expected to reach more than 4.9 million users in the U.S. and Canada in 88 of the top 100 markets—including New York, Chicago and Los Angeles—is provided by a partnership of 15 leading U.S. and Canadian cellular telephone companies, including six of the Baby Bells.

Launched nationally under the tag line "MobiLink: It's Simply the Way to Communicate," the ad was produced by Saatchi & Saatchi and is supplemented by local and regional ad campaigns. The local campaigns will function as spot advertising that will be customized by local members.

"The bottom line is that we have created a seamless cellular network that will make your cellular phone operate like your phone at home," said John Maoney, advertising and public relations director, MobiLink.

Maoney declined to discuss the exact cost of the television advertising,



MobiLink has enlisted Dick Tracy to sell its coast-to-coast cellular phone service

and said only that spending is in the range of other nationwide consumer product launches. The broadcast portion of the campaign consumed 80% of the campaign's budget.

The local and regional spots are produced by the MobiLink licensees, which include many of the regional Bell operating companies and several independent cellular carriers.

"One of the great opportunities for MobiLink service is to capitalize on the potential synergy between the national advertising and the local campaigns of its members," said Andrew Burroughs, MobiLink's president. "Local partners are doing everything from tagging existing ads with the logos of both their local company and MobiLink to producing special print

and broadcast ads," he added.

MobiLink licensees are also being provided with three customized 30-second radio spots that they may place on their own.

Called "Superheroes," the first TV ad involves the present-day use of cellular phones by fictional heroes who used similar phone systems long before they were a reality.

In the ad, Don Adams, who played Maxwell Smart in the 1960's TV show *Get Smart*, communicates with comic-book heroes Dick Tracy, Flash Gordon and others via cellular phones.

Two other ads will follow later this summer. Maoney said the ad campaign's three TV segments will run in rotating flights through December, and will likely continue into 1994. ■

Early deals under way in cable upfront

Networks reporting higher volume, with single-digit increases over last year

By Christopher Stern

The cable upfront market began to build momentum last week amid reports of single-digit cost-per-thousand increases and early deals with both car makers and packaged goods manufacturers. Although most networks and agencies do not expect final cable deals to be made until completion of the network prime time market, which could be several weeks away, two agencies, Grey Advertising and Leo Burnett Co., are reportedly putting the final touches on price negotiations with cable networks and beginning to register budgets with their clients.

"Last year we didn't finish until mid-September, and it will probably be the same this year," said Group W's Peter Weisbard, vice president of advertising sales. Group W has an equity interest in the Country Music Channel and handles advertising sales for The Nashville Network. Weisbard, who says he has already closed automotive and packaged goods deals, ex-

pects packaged goods deals, expects cost-per-thousand increases to come in somewhere between 5% and 10%. He expects CMT to sell 200%-300% more advertising this year than last and TNN to move 15%-20% more inventory.

While this year's upfront market is estimated by some to be 10% ahead of last year, TNN, CMT and other cable networks are reporting CPM increases of less than 10%. Automobiles and packaged goods were the first categories in the market, with reports of some deals completed shortly before the July 4 weekend.

*The cable upfront
"is on the early side
of busy... We have
done more deals this
year than we did at
the same time last
year."*

**Bill Beard,
Family Channel**

Leo Burnett Co., whose clients include McDonald's, Kellogg and Tropicana, has completed price negotiations with a group of smaller networks it is calling the "emerging network group," according to a source, who says Burnett is using the smaller net-

works as leverage in price negotiations with the larger networks. The agency, the source said, is looking for "modest" CPM increases.

Leo Burnett's Jack Hanrahan was not available for comment at press time.

Grey Advertising has also reportedly finished its negotiations with networks and has begun registering budgets with clients. Grey clients include Upjohn, SmithKline Beecham and Mitsubishi.

The Family Channel's Bill Beard says the cable upfront "is on the early side of busy.... We have done more deals this year than we did at the same time last year."

A&E's Ron Schneier, vice president, advertising sales, said his network had also moved inventory in the automotive and packaged goods categories. Schneier expects an 8% increase, on average, in cost per thousand. He said the best indication of A&E's upfront value is that the scatter market for the network is up. Schneier anticipates selling between 55% and 60% of his inventory by the close of the cable upfront market.

According to one media buyer, the Turner networks are putting forth "realistic" cost-per-thousand increases, while MTV Networks is seeking "very unrealistic" requests of 40%. The buyer said the overall cable market will see average CPM increases of 10% to 12%. He echoed other industry sources who said the upfront market will make for a "long, hot summer."

Comedy Central announces new business with advertisers

Comedy Central has closed advertising deals with Nike, Bugle Boy Jeans, Savoy Pictures, Pilot Pens and Nissan 300ZX in one week's scatter business, a spokesman said last week.

At press time, Joe Poletto, the network's vice president of advertising sales, reported that Comedy Central had also closed deals with MCI and TDK.

"As of this date, we have 61% more business than at this time last year," said Poletto, who added that the new business reflected a strong third quarter.

Details on the ads were not available, and Poletto refused to comment on the dollar amounts.

Poletto did say, however, that Pilot Pens, in conjunction with the network, will produce 10-15 PSA announcements on AIDS awareness that will be sprin-



kled into the pen maker's schedule on the network.

Part of the deal with Bugle Boy, a company whose previous cable ads were limited to MTV, will involve sponsorship of "Comedy Central: The Movie." Bugle Boy will sponsor three movies this summer. —JC



Anti-smoking ad campaign juxtaposes people who died for their beliefs, such as Martin Luther King Jr., Malcolm X and others, with those who died for their beliefs that 'they couldn't quit smoking.'

TV, radio ads counter tobacco pitch to blacks

CDC and minority doctors produce ad campaign

By Jim Cooper

The Centers for Disease Control and Prevention's Office on Smoking and Health last Thursday launched a \$151,000 ad campaign that counters what is seen as the tobacco industry's pitch to African-American smokers.

"The tobacco industry targets African-American communities with significantly higher levels of advertising," said Dr. Robert Robinson, assistant director for program development with the CDC's Office on Smoking and Health.

The campaign, the first of its kind to be targeted solely at blacks, uses the images of three slain civil rights leaders—Dr. Martin Luther King Jr., Malcolm X and James Chaney—as part of the nationwide campaign.

The 30-second spot will be seen on commercial television and will run on various cable networks, including BET, TBS, ESPN and CNN. The campaign also includes a \$16,000 radio spot that will be distributed to 700 radio stations having high ratings among blacks.

The television spot, which cost about \$59,000 to produce, contrasts the heroic lives and deaths of the three civil rights leaders with those of deceased smokers.

The spot portrays the slain leaders,

followed by pictures of smokers who died from heart and lung disease, as a narrator asks: "Were those beliefs [the smokers'] worth dying for?"

"To die simply because you smoke means you die for nothing," said Robinson, who said the ads will show the importance of struggling to overcome difficult situations, including addictive habits.

The CDC campaign, launched at a press conference in Washington last week, is in conjunction with the National Medical Association, which is composed of 16,000 minority doctors.

Studies conducted by the CDC show that 29% of blacks smoked in 1991, up from 26% the previous year. About 35% of black men smoke, Robinson said, compared with 29% of white men. The CDC reports that blacks have the highest incidence of lung cancer and other smoking-related diseases in the population.

The ad campaign addresses what the CDC says is the tobacco industry's focus on the U.S. African-American population. The tobacco industry reportedly spends \$4 billion on both advertising and promotion, with a little less than \$1 billion going to advertising that officials say is not targeted to any particular ethnic group. The CDC, however, reports that there are four times as many tobacco billboards in

black neighborhoods as in white. Bill Wordham, spokesman for the Tobacco Institute, said, "...the billboards are available there" and that if more affluent communities did not zone out billboards, tobacco ads would be seen there as well. Wordham said the tobacco industry has no ethnic or economic advertising agenda, pointing to ads in *Reader's Digest* as examples of broad campaigns.

Robinson countered that the billboards are in place in African-American communities because blacks lack the economic and political influence to remove them. "We believe it is simply necessary to provide a counterbalance," said Robinson of the CDC campaign.

"The campaign itself—from a tactical point of view—may be successful, but on the other hand, it is not true that we target blacks specifically more than any other group," said Wordham.

He added that the producers of the ad "underestimate the ability of blacks to make mature decisions about the risks of smoking"—risks which, he said, have been aired extensively by the government and are listed on every tobacco product sold.

The CDC worked closely with adult African-American smokers in 10 U.S. cities who approved of the TV and radio spots, said Robinson. The respondents rated the ads "considerably above average" in the effectiveness of the message, he added.

As part of the campaign, the CDC developed a smoking cessation package for the African-American community. It may be obtained free of charge by calling 1-800-CDC-1311. ■

Washington

Grand alliance lays out its battle plan

FCC formally approves joint effort; prototype expected to be ready by May 1994

By Sean Scully

The FCC's high-definition television advisory committee got its first official look at the specifics of the HDTV grand alliance's proposed system at a meeting late last month.

The alliance laid out a detailed plan for developing and constructing its joint system, and promised that pending details, such as the transmission method, would be ironed out by Nov. 30. Other critical items, such as the audio and digital compression systems, will be worked out this summer.

Although much has yet to be worked out, the committee was sufficiently impressed to officially drop consideration of the four separate HDTV systems now before the FCC—and to concentrate instead on the unified system proposed May 24 by the companies competing to develop a national broadcast standard, said Paul Misener, aide to HDTV advisory committee chairman Dick Wiley.

According to Misener, alliance members said that they should be ready to present a finished prototype for testing by mid-May 1994. If the alliance delivers the prototype on time, the committee could have a recommendation ready for FCC consideration by summer 1994.

The committee will meet with alliance engineers again on Aug. 11, and if it is satisfied with the progress made by the HDTV companies, it will give the alliance the green light to build the prototype.

At the first meeting, held in Washington on June 30 and July 1, the committee pressed the alliance to adopt what is known as a 1,080 active-line screen, meaning 1,080 horizontal lines of resolution visible on the screen, not including the vertical blanking interval. The committee also asked the alliance to use 1,920 pixels

across. The 1,080 by 1,920 screen would be compatible with proposed HDTV systems overseas, particularly in Japan, Misener said, thus removing another obstacle to the development of an international broadcast standard.

The committee also set up four working groups—scanning format, data transportation, transmission and audio—to study the details of the system as the alliance works out differences among the member companies. A fifth working group will look at the cost of receivers and transmitting equipment, with the goal of assessing the economic impact of HDTV on

both broadcasters and consumers.

Misener said the timetable for deciding the pending details calls for the alliance to decide the audio and data transport systems by Aug. 31, the scanning format by Sept. 15, the compression method by Sept. 30, and the over-the-air transmission method by Nov. 30.

The alliance plans to combine all the elements into a working prototype by March 1, Misener said. The alliance's own verification and testing, prior to turning the prototype over to the committee, will take about six weeks. ■

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Broadcasters and the recording industry may well wind up in a battle royal over a House bill that would require radio and TV stations to pay a performance rights fee for any digital transmission of sound recordings. The bill, introduced by House Copyright Subcommittee Chairman William Hughes (D-N.J.) and Representative Howard Berman (D-Calif.), has the backing of the Recording Industry Association of America, which also intends to work for its passage. The National Association of Broadcasters, though, has serious concerns about the legislation. NAB President Eddie Fritts, in a letter to Hughes, claimed that the measure unfairly penalizes radio. He argued that the real threat to the recording industry is the digital subscription services offered by cable systems, not local radio or TV stations. "Rather, satellite digital audio services could mean the demise of local radio service, and enactment of your legislation can only add to the virtually impossible burden facing radio broadcasters," he wrote.

Fritts also pointed out that radio stations are two to three years away from adopting a digital standard and that the conversion will be costly. And Fritts maintained that extensive penetration of digital receivers is not expected until 2010. "Your legislation will only further complicate the process," the letter said.

The search for a new president of the National Cable Television Association is under way. An official search committee, composed of NCTA Chairman and Newhouse Broadcasting President Robert Miron, Continental Cablevision Chairman Amos B. Hostetter Jr., Prime Cable Chairman Robert Hughes, Comcast Chairman Ralph Roberts and Landmark Communications President John "Dubby" Wynne, was slated to meet last week.

Memo to the FCC: The check is in the mail. President Clinton signed into law a supplemental appropriations bill that includes \$11.5 million for the FCC, which will be used to implement the commission's new cable rate regulations. Despite some congressional criticism, the FCC postponed the effective date of the regulations until Oct. 1, but a House-Senate conference report on the appropriations bill directed the FCC to implement the regulations by Sept. 1 (BROADCASTING & CABLE, July 5). And House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) continues to pressure the FCC to act before Oct. 1. "To remain fixated with the October 1 implementation date in light of Congress's approval of \$11.5 million in supplemental funding begins to sprout skepticism in the minds of consumers on the FCC's desire for rate relief," Markey stated.

Corning and Scientific-Atlanta are afraid that the FCC's new cable rate regulations will "substantially reduce" the cable industry's ability to invest in new technology such as fiber optics. The two companies are leading producers of fiber optics and have filed joint comments with the commission asking it to reconsider its new cable rate regulations. The comments include a financial-impact study that says cable's efforts to invest in network upgrades will suffer under the proposed rate scheme.

The study, conducted by Deloitte & Touche, looks at the

financial impact of the commission's cable regulations on three "typical systems." It found that the "aggregate effect of the commission's benchmark price-cap regime would be to choke cable industry cash flow by an average of 22%." Such a drop in cash flow would leave cable operators "struggling to cover their fixed—much less discretionary—expenses."

Scientific-Atlanta says the rules are already putting a damper on cable investments: the company says it is aware of \$10 million in specific orders for addressable and subscriber equipment that have been delayed or curtailed. Indeed, Corning and Scientific-Atlanta suggest that the commission should allow cable systems to "pass through" the amortized cost of any system upgrades.

The FCC has denied a request from Norris Satellite Communications, known as NorSat, to use 400 mhz of spectrum in the operation of a Ka-band satellite link. The commission had allowed NorSat to have 1,000 mhz, but the company asked for an additional 200

mhz each for the uplink and downlink. The commission rejected the request, saying the extra frequency, between 29.3 and 29.5 ghz, is the subject of another commission proceeding involving local multipoint distribution services, or wireless cable. To give away that spectrum to satellites without taking into account the other matter would be unfair to the LMDS parties, the commission ruled.

A recent wave of strategic alliances between entertainment, telecommunications and computer software companies threatens to create proprietary and closed standards for information exchange and to stifle competition on the "information superhighway," according to House Telecommunications and Finance Subcommittee Chairman Ed Markey (D-Mass.). In a July 6 letter to FCC Chairman James Quello, Markey called on the commission to make open access to standards a consideration in developing a national broadcast standard for high-definition television, which is expected to be the centerpiece of a future high-speed digital information network. He singled out the planned investment in Time Warner by US West, the agreement between Time Warner and Silicon Graphics to develop the "Full Service Network" in Orlando, Fla., the General Instrument-Microsoft-Intel deal to create computer-driven computer boxes, and the rumored collaboration of Time Warner, TCI and Microsoft as potential threats to interoperability among future electronics and information systems. Markey asked the commission to report to the subcommittee by July 15 on what steps it is taking.

FCC HDTV advisory committee chairman Dick Wiley said coverage of the HDTV grand alliance led to some confusion about what the companies propose. Contrary to popular belief, he said, the proposed system includes only two scanning formats, progressive and interlaced, not six as some had suggested. Meanwhile, Wiley's aide Paul Misener said that, barring anything unforeseen, the committee will probably give the go-ahead to build the prototype at an Aug. 11 meeting with the alliance's engineers. ■

Washington Watch

Edited By Kim McAvo

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Group operator needs GM for Central Illinois AM/FM with declining audience and Hungerford share. Must be able to hire competent talent and work with sales staff to increase revenue. We want to be #1. No amateurs, please. Superb salary, bonus, benefits. Reply to Box M-11. EOE.

Operations/sales manager: Spanish/bilingual AM-FM combo in Tucson, AZ. Excellent opportunity with fast-track career path to GM. Accountabilities include sales, programming, promotions and staffing. Minimum qualifications are 3-5 years radio experience in above areas. Bilingual a must. Send resume in confidence to: Operations Search, 8842 E. 28th St., Tucson, AZ 85710. EEO.

This one's a little different... San Francisco/Monterey Bay area contract engineering firm (yes, engineers!) seeks station owner/GM to consult on marketing our services. We have the skills, experience and integrity; you provide the marketing savvy. Fax us your number, good time to call and any initial thoughts. Broadcast Engineering Associates, Inc., Los Gatos, CA fax 408-356-1950. EOE.

Local sales manager: Major market Northeast ratings leader is looking for an exceptional leader/motivator. Rare opportunity for take-charge winner with a proven record of success in broadcast sales management. Join an expanding, progressive broadcast group. Sell us! Send resume to Box M-12. Strictly confidential. EOE M/F.

HELP WANTED SALES

Account executive for top-rated suburban Chicago Country FM. Excellent opportunity for competitive sales professional. Send resume to: Lenny Frisaro, GSM, WCCQ, 1520 N. Rock Run, Joliet, IL 60435. EOE.

Account executive for popular, small-market Easy Listening FM in coastal California. Hard work, great fun and high commissions for marketing oriented salesperson. Resume and letter to Chrys Barnes, GM, KWSP, Box 3610, San Luis Obispo, CA 93403. 805-438-3221. EOE.

HELP WANTED ANNOUNCERS

Radio talk host 9-noon: Tape and resume to WINK-AM, PO Box 331, Fort Myers, FL 33902. No calls. EOE.

HELP WANTED NEWS

Legal reporters: F-T northeast; P-T D.C. top salary for right qualifications. Send resume, salary, describe legal, audio production, editorial/supervisory abilities. EOE. Reply to Box M-13.

P.D. needed for heritage Mid-Atlantic radio station. Pleasant lifestyle, quick drive to beaches, lakes, streams, etc. Small market just got a big-market attitude: Arbitron, head-to-head format battles. P.D.'s from all formats considered; Country preferred. You'll do an air shift, production, remotes, etc. Demonstrate superior marketing skills and FCC-legal knowledge. Resume plus salary to: Box M-14. EEO.

Stringers in major markets on court/legal stories. EOE. Reply to Box M-18.

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 programming. Would consider equity position. Reply to Box D-32.

Your talk format need leadership, innovation, promotion? Veteran broadcaster wants small/medium OM or station manager post. Welcomes challenge! Willing to carry short list. 805-659-4794.

Here is your chance to hire a sales and management consultant. Retainer basis. 39 years successful experience as GM, GSM. Reply to Box M-15.

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.

SITUATIONS WANTED TECHNICAL

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.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: "Channel 6 for the heartland" is seeking an energetic and ambitious individual searching for a fast-paced challenge. Ideal candidate will have an associate or bachelor's degree (or related equivalent experience) and three (3) years experience with Jefferson Pilot System, IBM 36 Mainframe and broadcasting. Prior supervisory experience is preferred as well as experience with various PC software packages and queries. Resumes should be sent to WQWT-TV, 3501 Farnam, Omaha, NE 68131. EOE.

Business manager: Seeking an individual for the southeast section of the U.S. with an accounting degree or 2-3 years experience. Responsible for financial reporting and analysis, budgets and billings. Experience with personal computers and Col-umbine a plus. Send replies to Box M-16. EOE.

Television start-up for full power station. 5 years experience. Compensation with ability, can include profit sharing. Positions available are general manager, general sales manager, national sales manager, local sales manager, chief engineer, business manager, program manager, promotion manager, traffic manager and production manager. Please send resume to Box M-17. EOE.

General manager for Indy S.E. This is a selling job, no desk jockeys. Proven, detailed success history, salary requirements and references required first letter. AA/EOE. Reply to Box M-19.

HELP WANTED SALES

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.

Fox 15 WPMT TV is seeking A.E. with broadcast exp. for the Mobile office. Must have successful track record for developing rapport with new clients, and motivating local merchants and ad agencies to purchase schedules. This is a CCC owned property. Rush resume to PO Box 9038, Mobile, AL 36691-0038, attn LSM. Call 205-602-1500 or fax 205-602-1515. EOE.

Sales promotion director wanted. Create, produce and implement advertiser cross promotions, client entertainment, and sales promotion video and print. Fax resume to 317-780-5464 or mail resume to Director of Sales, TTV4, 3490 Bluff Road, Indianapolis, IN 46217. 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.

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.

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.

WPMT-TV 22 is searching for a chief engineer. Applicant must have UHF transmitter experience, an FCC license along with SBE certification. Individual will be self-motivated and expected to maintain entire operation. Communication skills are a must. Send resume to: Kevin O'Leary, Operations Manager, PO Box 2809, Pittsburgh, PA 15230. No phone calls accepted. EOE.

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.

HELP WANTED NEWS

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.

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.

News producer: Must be a proven leader who is creative and innovative. Strong writing and people skills plus 3 to 5 years experience. Send tape, resume and philosophy to: John Cardenas, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

WCCO-TV, Minneapolis/St. Paul is seeking candidates for immediate opening for the position of assistant news director. Successful applicants must have major market experience, sound news judgment and past hands-on producing skills. College degree required. Computer knowledge preferred. If qualified send resume and tape to John Lansing, 90 South 11th Street, Minneapolis, MN 55403. Qualified female and minority candidates encouraged to apply. EOE.

Two reporter positions. The Cap Cities/ABC O&O in the heart of Carolina is looking for two experienced news reporters to replace two of our best. One position is general assignments. The other is a full-time medical reporter slot. If you're an experienced pro looking for a new challenge, send your resume and videotape to Lee Meredith, WTVD, PO Box 2009, Durham, NC 27702. No phone calls. EOE.

General assignment reporter: We need an aggressive and enterprising reporter... someone who makes a difference. Minimum 5 years experience. Send resume and tape to: Elbert Tucker, Acting News Director, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

Reporter/photographer, to shoot and report stories for New England Cable News, a twenty-four hour all news station near Boston, Massachusetts. Must be able to shoot and report, good writing skills, previous reporting experience, and knowledge of New England area required. Send non-returnable resume tape to Iris Adler, New England Cable News, 160 Wells Ave., Newton, MA 02159. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Computer editor wanted for major midwest post-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.

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.

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.

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.

Graphic artist/designer: If you've got an eye for clean design, an interest in journalism, an understanding of deadlines and a willingness to work hard, there's a great opportunity waiting for you at the CapCities/ABC O&O in Raleigh-Durham North Carolina. We're looking for an electronic artist with superior design skills to service the daily graphic needs of our top-rated newscasts. Come on board and you'll also be an important part of our promotion team. Work with brand new equipment and live in a great part of the country. Quantel paintbox and television production experience a plus. Rush tape and resume to David Rhoades, Creative Services Manager, WTVD, PO Box 2009, Durham, NC 27702. EOE.

PSA producer: NBA Entertainment is seeking a producer/director to help create, produce and edit public service announcements. Must have at least 5 years experience in commercial film production, extensive experience in graphics and post-production, and hands-on familiarity with off-line and/or non-linear editing systems. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367. EOE.

NBA Entertainment is seeking a producer with 3-5 years experience to write, edit, and produce video news releases, corporate presentations, and sales and marketing tapes. Must have hands-on experience with off-line editing, excellent writing skills, and extensive background in both field and post production. An equal opportunity employer. Send resume and 3/4" demo tape to PO Box 3367, Secaucus, NJ 07094-3367. EOE.

Public service director for CBS affiliate. Community liaison, project supervision, FCC reports, PSA management, producer and on-air talent for public affairs programs. Requires previous broadcast experience. Apply to Wilma Campbell, WWMT, 590 West Maple Street, Kalamazoo, MI 49008. EOE.

Graphic artist: ABC affiliate in 35th market seeks graphic artist with two years experience producing electronic news graphics and print ads. Design abilities, attention to detail and communications skills are most important. Equipment includes AVA paintbox, ESS-3 still store, and IBM compatible desktop. Send resume, demo reel, references and salary history to: Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please. EOE.

Senior writer producer: ABC affiliate in 35th market seeks news promo pro with at least two years experience. We're looking for teamwork, creativity, and proven writing, editing and producing skills. Send tape and resume to: Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please. EOE.

Director, television services: Clark Co. school dist., Las Vegas, NV. Salary \$53,064-\$71,000. Requires BA in Radio and Television and 5 years successful supervisory experience in public TV station management and fund-raising. For application call 702-799-5252 no later than August 2, 1993. Submit application to Hilary Porter, Personnel Analyst, 2832 East Flamingo, Las Vegas, NV 89121 no later than August 9, 1993. AA/EEO employer.

Producer sought by KPBS-TV San Diego. Produce, edit, direct, & write documentary news, entertainment, & feature programs. Strong, demonstrated visual background. Hands-on off-line edit. Supervise on-line edit. BA and 4 increasingly responsible yrs professional TV production exp. reqd. Submit resume (specify job #F93-106) by 8/9 to SDSU Foundation Personnel, 6475 Alvarado Rd., Ste 128, San Diego, CA 92120. App materials forwarded upon receipt of resume or may be picked up at same address. EEO/AA/Title IX employer.

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 NEWS

Polished, seasoned newsman available. Management skills - degree. Ratings builder with excellent work ethic and people skills. Some network experience. 513-421-6532.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director/camerman: 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.

MISCELLANEOUS

Job hunting? Climb aboard. We're broadcasting's most comprehensive employment-listings service! Media Marketing/THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

FINANCIAL SERVICES

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

Sale/lease backs: Sell your equipment to Carpenter for cash. Carpenter leases your equipment back to you. You write off the monthly payments and put the cash to work. 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.

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.

EMPLOYMENT SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

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.

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.

Sony BVP-50 3-CCD FIT broadcast camera. Includes viewfinder & CA-3A back. Privately owned & very clean. \$6,900 OBO. 818-766-0161.

Used equipment: Excellent condition. Sony Editor, 200CLE camera, portable recorders, CG's and much more. For list and prices, call 813-371-0024.

CABLE**HELP WANTED SALES**

You have to love New England to secure this job! New England Cable News, the region's award-winning 24 hour news channel seeks a highly motivated self-starter to take command of our affiliate sales and marketing effort. New England Cable News, a joint venture of the Hearst Corporation and Continental Cablevision is seen in close to 900,000 homes through the six state region. Candidates for this challenging position must have prior cable affiliate sales experience. Duties include: developing channel/MSO relationships, public relations within the New England cable industry, marketing of the services to the public through print, radio and television and general public relations. If you have the energy and skills to join a fast-growing cable news service where creativity and hardwork are top priorities, send your resume to: New England Cable News - 160 Wells Avenue, Newton, MA 02459. EOE.

National Cinema Network representing AMC, GCC & Loews theatres is seeking energetic, experienced advertising sales account executive to sell local and regional advertising for the exciting On-Screen Entertainment program in the Chicago market(s). Base salary plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

SATELLITE**MISCELLANEOUS**

State of the art studio facility with up-linking capacity and all inclusive equipment available for lease (long term). Perfect for cable network start-ups. Located in Miami. Excellent labor available too. For further information contact: Studio Center 305-828-7231 or write 6175 N.W. 167th St., Building F, Miami, FL 33015. EOE.

TELEVISION**HELP WANTED PROGRAMING PROMOTION & OTHERS****CAN YOU MAKE THE CUT?**

Hollywood based Trailer Production Company invites young, creative Calloway/Avid experienced editor to spend a week this summer editing TV spots and Trailers for major studio clients. If you are the best, this opportunity will lead to a full time position. Fax in confidence resume and letter to 213-650-1667. EOE.

SENIOR WRITER/PRODUCER

WCBS-TV is seeking a highly skilled top Writer/Producer to create breakthrough promotions in the #1 market. No phone calls and no beginners, please.

Send a reel to:

Tracy Beckerman, WCBS-TV, Advertising & Promotion, 524 West 57th Street, Room 2812, New York, NY 10019.

Equal Opportunity Employer.

**SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS****SAW THE ELEPHANT**

Now disabled Vietnam vet and ex-Africa free lance seeks position in production or feature reporting. Just developed international documentary. Ten years as writer/producer/on-air talent currently on big screen. **Reply to Box M-20.**

SALES TRAINING**LEARN TO SELL TV TIME**

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CABLE**HELP WANTED TECHNICAL****TECHNICAL DIRECTOR**

CNBC is seeking a Technical Director for our state-of-the-art facility in Fort Lee, NJ. Candidates should have 2-3 years experience with the Grass Valley 300 3ME Switcher, DVE-ABEKAS A58 and Quantel Still Store. Experience switching live news is a must.

To be part of this fast-paced, team-oriented environment, please send your resume to: Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

**HELP WANTED PROGRAMING PROMOTION & OTHERS****ASSIGNMENT DESK EDITOR ASSOCIATE PRODUCER**

CNBC has opportunities for creative individuals for their financial news programming team.

Assignment Editor should be a business journalist with solid television skills, specializing in developing story ideas, planning future news and feature coverage, and supervisory story production and script editing.

Associate Producer candidates should have 2-3 years line producing experience, a solid understanding of business news and the financial markets and superior writing skills.

For consideration, please send your resume to: Personnel Manager, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. Equal Opportunity Employer.



**HELP WANTED PROGRAMING
PROMOTION & OTHERS CONTINUED**

**GRAPHICS 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.

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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.



FOR SALE STATIONS

MUST SELL!

High power North Dakota Class C FM covering major state market plus great Canadian Coverage. This is a FIRST CLASS operation! \$20-25K per month cash collections with average monthly cash flow of \$12K. Family illness necessitates sale. New equipment (highly automated) and owned studio. Reduced to \$485,000. Assumable financing with \$100K down; existing debt service of \$5K per month nets you \$7K per month! This is one of the best opportunities in the country — See for Yourself! Call owner at 1-800-827-2483.

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"Specializing in Mid-South Broadcast Properties"

ONLY COUNTRY FM IN COUNTY OF 85,000
C-3 with increasing revenues and unlimited potential. New studios with long term lower site. Over \$700 million in retail sales. Seller financing for experienced operator. Asking price: \$550,000.

MID-WEST REGIONAL TRADE CENTER
50,000 watt (C-3) market leader. Largest city in hundred miles serving over 100,000 people with "Hot Young Country." Excellent facilities - 47 acres of real estate. Owner ready to retire. Price: \$900,000 - less than 6 times cash flow. Seller paper with down payment and terms negotiable.

DOMINANT DELTA COMBO - ABSENTEE OWNED
Top ratings on both market leaders. City of 50,000, market of 110,000. Price: \$600,000, with \$75,000 down and a combination of seller paper and bank assumptions on the balance. Manager would stay if wanted.

BEST SMALL MARKET OPERATION YOU'LL EVER SEE
Heavy local news, sports, and country music. Cash revenues near \$400,000. Asking price: \$650,000 (approx. 5-times cash flow). Attractive seller paper. Operation is neat, clean, and includes real estate.

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Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

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MEDIUM MARKET MIDWEST-FM: Desirable.

Excellent cash flow. Asking \$1.5 million.

FULL TIME AM & C1 CP move in to state's largest city and resort area.

Excellent opportunity. \$395,000 with terms.

CLASS C 100KW in rated Western market. Great facility. Shows outstanding growth. Won't last!

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Includes studio and office building

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Datebook

JULY

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 Wiltel 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.

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 **Comm-**

nity 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. 2-3—"Communications Skills for Cable Issues," training course sponsored by **Community Antenna Television Association** and the **Cable Television Public Affairs Association.** Baton Rouge, La. Information: Janenne Springer, (703) 691-8875.

Aug. 6-8—Georgia Association of Broadcasters convention. Amelia Island Plantation, Amelia Island, Ga. Information: (404) 395-7200.

Aug. 13-14—Pennsylvania Cable Pioneers weekend. Tottrees 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: (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.

Sept. 16—Everett C. Parker Ethics in Telecommunications Lecture and Awards sponsored by **National Council of Churches and United Church of Christ.** The Interchurch Center, New York. Information: Andrea Bent Fields, (216) 736-2200.

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—National Association of Broadcasters radio show 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.

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.

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.

OpenMike

Right-wing reaction

EDITOR: The furor over *NYPD Blue* is not because of sex and violence. It's because there are zealots who want to dictate what can be seen on TV.

Who's leading the crusade against *NYPD Blue*? Donald Wildmon and his American Family Association. Wildmon believes Jews are to blame for the kind of TV shows he doesn't like. (His anti-Semitism was reported by the *Detroit Free Press* in 1989.) The American Family Association was one of four right-wing groups that goaded the FCC into going after Howard Stern.

What people ought to be concerned about is the dominance of right-wing interests on TV. Patrick Buchanan openly admires Adolf Hitler. Rush Limbaugh red-baited President Clinton during last year's campaign. Why has nobody gone after them? Could it be for fear of stepping on some powerful toes?—*Charles E. Everett, Bridgewater, N.J.*

Plea for help

EDITOR: Colleges and universities in this country are enduring major budget reductions, and are confronted with everything from program eliminations to faculty terminations. If we are to survive, if we are to continue preparing the next generation of broadcasters, we must have more help from our industry.

Federal and state dollars are in short supply, and when it comes to funding programs in science, math and English versus programs in broadcasting, the basic curriculum wins every time.

We must have your assistance—and by we I mean every college and university that offers a program in broadcasting. Our needs are basic. Too many of us don't have computer terminals or good video recorders or news wire services. We teach writing classes with no lab facilities and use videocassette machines that

were 10 years out of date when we got them. And we certainly don't keep up with new technologies.

Please think about us and think about us often. For all too many college and university programs, your assistance means life or death. And don't forget, there are a lot of good colleges and universities that aren't located in major population areas.—*Oscar Patterson III, PhD, professor and director of telecommunications, Pembroke State University, Pembroke, N.C.*

Taking stock

EDITOR: As a former senior producer of *Good Morning America*, founding producer of Group W's *Evening/PM Magazine* and documentary writer and producer of some note, I'm seriously concerned about the manner in which broadcasters are creating images.

In recent issues, BROADCASTING & CABLE recognized the success of small-format videotape and hand-sized cameras. I agree with all of it. However, I'd like to draw some attention to posterity—not so much because I am terribly nostalgic, but because I, like many other producers, use stock footage.

Where would any of us be without the incredible images captured by Hearst and Fox and Metro on 35 mm and 16 mm film? Those film formats, while clearly no longer practical for broadcast news and documentaries, offered a universal standard of picture quality that has lasted 50 years or more. Will any of the current electronic formats last 50 years? Will the images be good enough to use in a 2010 retrospective of the homeless of the 1980's? Will a theatrical motion picture producer find stock images from present-day news archives to include in a 35 mm Panavision release about Canada's first World Series win?

So, while we have gained a great deal in speed and economy for the

tube of the present, we may have already lost our past.—*Peter J. Restivo, Restivo Communications Group, Alexandria, Va.*

Quick fix not answer

EDITOR: I am writing in response to the March 22 article "Rakolta Enlists ART Against TV Violence" concerning the alleged linkage between sexual images and violence.

In preparing my recent book, "Sense & Censorship: The Vanity of Bonfires," I had the privilege of researching historical, sociological and psychological literature, as well as FBI and police data on the sources of violence—in this country and others. Though it is soothing to believe we will eliminate violence if we eliminate "bad" pictures or rock lyrics, we will not.

Violence, sexual and otherwise, flourished for thousands of years before the mass-market pornography and rock industries. Most of history's rapists and child abusers saw no such material and needed no commercialized images to show them how to do it. If we look at countries like Saudi Arabia or Iran today, where no sexual material or rock is permitted, we do not see societies with strong peace or women's rights records.

The scientific data, including the Meese Commission and the Surgeon General's Report, find no connection between violence and images of sex. The social problems of our day are caused and maintained by deeply rooted social structures involving poverty, sexism and racism—and it is these that need addressing.

Blaming violence on pictures or rock is a quick fix that flatters us into thinking we are improving life while we ignore real issues. It is this attitude that is especially dangerous to women and children.—*Marcia Pally, author, "Sense & Censorship: The Vanity of Bonfires," New York.*

For the Record

Compiled by BROADCASTING & CABLE for the period of June 28-July 2 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KRTH-FM Los Angeles** (BALH930618GE; 101.1 mhz; 51 kw; ant. 3,130 ft.)—Seeks assignment of license from Beasley FM Acquisition Corp. to Infinity Broadcasting Corp. of California for \$110,000,000. **Seller** is headed by George G. Beasley and has interests in 5 AM's, 10 FM's and 1 TV. **Buyer** is headed by Mel Karmazin and has interests in KOME-FM San Jose and KROQ-FM Pasadena, both California; KVIL(AM) Highland Park; KVIL-FM Dallas, and KXYZ(AM) Houston, all Texas; WBCN-FM and WZLX-FM Boston; WFAN(AM), WZRC(AM) and WXRK-FM New York; WJFK-FM Manassas, VA; WJJD(AM), WJMK-FM and WUSN-FM Chicago; WJFK(AM)-WLIF-FM Baltimore, MD; WOMC-FM Detroit, MI; WQYK(AM) Seffner and WQYK-FM St. Petersburg, Florida; WYSP-FM Philadelphia, and WZGC-FM Atlanta. Filed June 18.

■ **KTOB(AM) Petaluma, CA** (BAL930615EC; 1490 khz; 1 kw-U)—Seeks assignment of license from the estate of North Bay Broadcasting Inc. to Petaluma Broadcasting Corp. for \$20,000. **Seller** is headed by Jeffrey Locke, trustee, and has no other broadcast interests. **Buyer** is headed by David Devoto and has no other broadcast interests. Filed June 15.

■ **KKIS-FM Walnut Creek, CA** (BALH930615GL; 92.1 mhz; 3 kw; ant. 89 ft.)—Seeks assignment of license from Diamond Broadcasting of California Inc. to KZWC Broadcasting Inc. for \$850,000. **Seller** is headed by Randolph E. George, receiver, who also acts as receiver for KRTY(FM) Los Gatos, CA. **Buyer** is headed by Amador S. Bustos and has interests in KZTA-AM-FM, Yakima, WA and KSQQ-FM Morgan Hill, CA. Filed June 15.

■ **KDEN(AM) Denver** (BAL930615EB; 1340 khz; 1 kw-U)—Seeks assignment of CP from Cashel Inc.

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

to Kids Airwaves Ltd. for \$800,000. **Seller** is headed by John McGuinness and has no other broadcast interests. **Buyer** is headed by Marc O. Hand and has interests in KYZX-FM and KNKN-FM Pueblo, CO. Filed June 15.

■ **WIRA(AM)-WOV-FM Fort Pierce, FL** (AM: BTC930616GH; 1400 khz; 1 kw-U; FM: BTC930616GG; 95.5 mhz; 100 kw; ant. 981 ft.)—Seeks transfer of control from Ardman Broadcasting Corp. of Florida to Ardman Broadcasting Corp. **Seller** and **buyer** are spouses. **Seller** is headed by Adrienne A. Feldman and has interests in WENZ(FM) Cleveland; WWSR-AM-FM Charleston, WV; KKCJ(FM) Liberty, MO; WODZ-FM Germantown, TN, and WCIB-FM Falmouth, MA. **Buyer** is headed by Myer Feldman and has no other broadcast interests. Filed June 16.

■ **WPSO(AM) New Port Richey, FL** (BAL930614EB; 1500 khz; 250 w-D)—Seeks assignment of license from the Hays Group Inc. to AKMA Broadcast Network Inc. for \$250,000. **Seller** is headed by Page Peary and has interests in WYLF(AM)-WKXH(FM) Alma, GA, and KRKY-AM-FM Grandby, Co. **Buyer** is headed by Sotirios Agelatos and has no other broadcast interests.

■ **WSHZ-FM Bangor, ME** (BALH930616GS; 92.9 mhz; 20 kw; ant. 787 ft.)—Seeks assignment of license from Penobscot Broadcasting Corp. to Dudman Communications Corp. for \$300,000. **Seller** is

headed by James H. Goff and has no other broadcast interests. **Buyer** is headed by Martha Tod Dudman and has interests in WDEA(AM)-WWMJ(FM) Bangor, ME. Filed June 16.

■ **KHAD(AM)-KDJR-FM DeSoto, MO** (AM: BTC930607EB; 1190 khz; 5 kw-D, DA; FM: BTC930607EC; 100.1 mhz; 2 kw; ant. 400 ft.)—Seeks transfer of control from Big River Broadcasting Inc. to Big River Broadcasting Inc. headed by Charles O. Isbell with no other broadcast interests. Filed June 7.

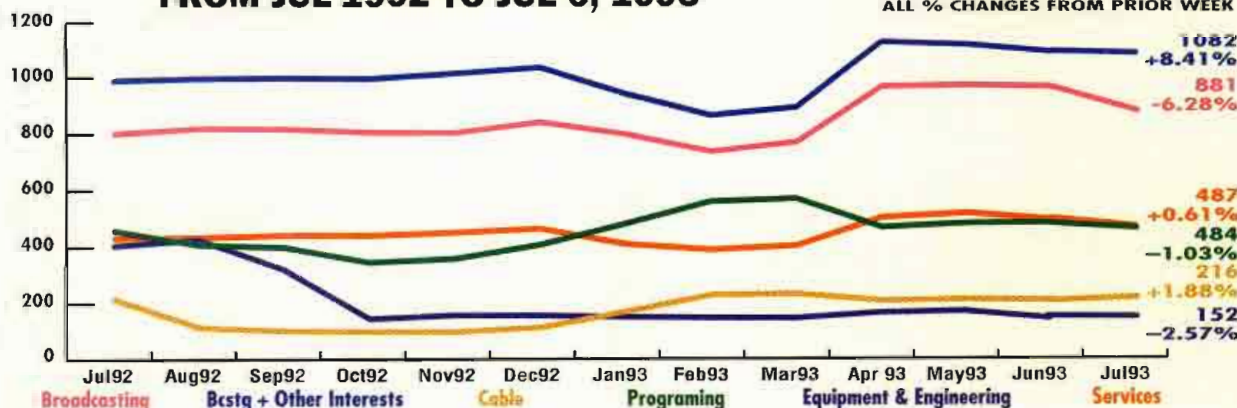
■ **KIVA(AM) Corrales and KZRQ-FM Santa Fe, both New Mexico** (AM: BAL930615EA; 1310 khz; 5 kw-D, 500 w-N, DA-N; FM: BALH930615EB; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Seeks assignment of license from Star Management of New Mexico Inc. to Broadcast Media Enterprises Inc. for \$850,000 cash or \$900,000 deferred payment, to be decided upon closing. **Seller** is headed by Carl Como Tuter and has no other broadcast interests. **Buyer** is headed by Martin Balk and has interests in KZKL-AM-FM Albuquerque, NM. Filed June 15.

■ **WTVH-TV Syracuse, NY** (BALCT930615LD; ch. 5; 100 kw-V; ant. 950 ft.)—Seeks assignment of license from Meredith Corp. to Granite Broadcasting Corp. for \$32,000,000. **Seller** is headed by Phil Jones and has interests in KCTV Fairway, KS; WNEM-TV Saginaw, MI; WOFL-TV Lake Mary, FL; KCTV Kansas City, KS; KVVU-TV Henderson, NE, and KPHO-TV Phoenix. **Buyer** is headed by W. Don Cornwell. Granite Broadcasting Corp. is the licensee of WEEK-TV Peoria, IL; KNTV-TV San Jose, CA; WPTA-TV Fort Wayne, IN; KBJR-TV Superior, WI; UHF translators K59BJ Grand Portage, K65BJ Grant Marais, K61BH Deer River, and K82AF Cass Lake, all Minnesota. Filed June 15.

■ **WHKZ-FM Cayce, SC** (BALH930622GJ; 96.7 mhz; 3.3 kw; ant. 443 ft.)—Seeks assignment of license from Universal Communications Corp. to Benchmark Radio Acquisition Fund V Ltd. Partnership for \$2,700,000. **Seller** is headed by Jerome Bresson. **Buyer** is headed by Bruce R. Spector and has interests in WUSQ-AM-FM Winchester, VA, and WZNY-FM Augusta, GA. Filed June 22.

■ **WJHT-FM Cedar Bluff, VA** (BALH930609GG; 107.7 mhz; 550 w; ant. 751 ft.)—Seeks assignment of license from Raslor Corp. to Bluefield Broadcasting Co. Inc. for \$150,000. **Seller** is headed by Acie

STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1992 TO JUL 6, 1993



Rasnake and has interests in WYRV(AM) Cedar Bluff, VA. **Buyer** is headed by George F. Barnes and is the licensee of WBDY-AM-FM Bluefield, VA. Filed June 9.

■ **WNVZ-FM Norfolk, VA** (BTCH930608GE; 104.5 mhz; 50 kw; ant. 480 ft.)—Seeks transfer of control from WSB of Norfolk Inc. to Max Radio of Norfolk Inc. for \$3,616,500. **Seller** is headed by Donald L. Wilks and has interests in WHYN-AM-FM Springfield, MA; WFBL(AM) Syracuse, NY; WSRZ-FM Sarasota, FL, and WWBB(FM) Providence, RI, and sold WKFM(FM) Fulton, NY ("Changing Hands," March 1). **Buyer** is headed by Larry Saunders and has interests in WWDE-FM Hampton, VA. Filed June 8.

■ **KZZL-FM Pullman, WA** (BTCH930616GF; 99.5 mhz; 81.4 kw; ant. 1,059 ft.)—Seeks transfer of control from P-N-P Broadcasting Inc. to Hauser & Associates, a Washington LP, for \$13,000. **Seller** is headed by Duane J. Polich and has interests in KZLN(FM) Othello and KLCK(AM) Goldendale, both Washington, and KPNP-TV, Pullman, WA. **Buyer** is headed by Robert G. Hauser and has interests in KCLX(AM)-KRAO-FM Colfax, WA; KZZL-FM Pullman, WA, and KZLN-FM Othello, WA. Filed June 16.

■ **KFIZ(AM)-WFON-FM Fond du Lac, WI** (AM: BAL930622GH; 1450 khz; 1 kw-U; FM: BALH930622GI; 107.1 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Independence Broadcasting Wisconsin Corp. to Lakeside Cablevision LP for \$3,500,000. **Seller** is headed by John C. Goodwill and has interests in KSAL(AM)-KYEZ(FM) Salina, KS; KDEL-AM-FM Oelwein, IA, and KEBC(FM) Oklahoma City, OK. **Buyer** is headed

by Donald G. Jones and has no other broadcast interests. Broker: Blackburn & Co. Filed June 22.

Actions

■ **WRNB(AM) Prattville, AL** (BAL920909EA; 1410 khz)—Dismissed assignment of license from Canterbury Broadcasting Corp. to West Montgomery Communications Foundation Inc. for \$150,000. **Seller** is headed by Dr. Bob Hutchins and has no other broadcast interests. **Buyer** is headed by Beverly Ross and has no other broadcast interests. Action June 18.

■ **KTME(AM)-KRQK-FM Lompoc, CA** (AM: BAL930429EC; 1410 khz; 500 w-D, 77 w-N, DA-2; FM: BALH930429ED; 100.3 mhz; 3.65 kw; ant. 863 ft.)—Granted assignment of license from Nova Broadcasting-Santa Maria LP to Padre Serra Communications Inc. for \$450,000 ("Changing Hands," May 24). Action June 22.

■ **WWFE(AM) Miami** (BAL930505EG; 670 khz; 50 kw-D, 2.5 kw-N, DA-2)—Granted assignment of license from Chapter 11 trustee for Todamerica Inc. to Fenix Broadcasting Corp. for \$2,700,000 ("Changing Hands," May 31). Action June 22.

■ **KKNO(AM) Gretna, LA** (BAL930512EE; 750 khz; 250 w-D, DA)—Granted assignment of license from New Orleans Broadcasters Inc. to Robert C. Blakes Sr. for \$275,000 ("Changing Hands," June 7). Action June 24.

■ **WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine** (AM: BAL930504GE; 970 khz; 5 kw-U, DA-N; FM: BALH930504GE; 100.9 mhz; 3 kw; ant. 225 ft.)—Granted assignment of license from Buckley Broadcasting Corp. of Maine to Saga Communications of New England Inc. for \$350,000

("Changing Hands," May 17). Action June 23.

■ **WKMI(AM) Kalamazoo and WKFR-FM Battle Creek, both Michigan** (AM: BTC930315GI; 1360 khz; 5 kw-D, 1 kw-N, DA-2; FM: BTCH930315GJ; 103.3 mhz; 50 kw; ant. 500 ft.)—Granted transfer of control from Hicks Broadcasting Corp. to Enlarge Group of Hicks Shareholders. Both **seller** and **buyer** are headed by David L. Hicks and have no other broadcast interests. Action June 18.

■ **WDAR(AM)-FM Darlington, SC** (AM: BAL930422GE; 1350 khz; 1 kw-D; FM: BALH930422GF; 105.5 mhz; 4 kw; ant. 400 ft.)—Granted assignment of license from Radio Carolina Limited Partnership to MEG Associates Ltd. for assumption of debt ("For the Record," May 17). Action June 16.

■ **WJNW-TV Janesville, WI** (BAPCT930427KG; ch. 57; 646 kw-V; ant. 403 ft.)—Granted assignment of CP from Tri-M Communications Ltd. to Harish Puri for \$30,000. **Seller** is headed by Harry Monk and has no other broadcast interests. **Buyer** has no other broadcast interests. Action June 14.

NEW STATIONS

Applications

■ **Mountain Pine, AR** (BPH930614MC)—Advanced Communications seeks 101.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 5168, Alexandria, LA 71307. Applicant is headed by Mark Jones and has interests in KDBB-FM Bonne Terre, MO, and is permittee of KEZP-FM Bunkie, LA. Filed June 14.

■ **Arvin, CA** (BPED930614ME)—Farmworkers Communications Inc. seeks 92.5 mhz; 0.086 kw; ant. 775 m. Address: La Paz, P.O. Box 116, Keene, CA 93531. Applicant is headed by Anthony Chavez and has interests in noncommercial educational KUFW-FM Woodlake, CA. Filed June 14.

■ **Arvin, CA** (BPH930614MF)—Fisher, Wayland, Cooper & Leader seeks 92.5 mhz; 6 kw; ant. -170 m. Address: 1255 23rd Street, N.W., #800, Washington, DC 20037. Applicant is headed by Mary Helen Barro and has interests in KAFY(AM)-KZPM(AM) Bakersfield, CA.

■ **Arvin, CA** (BPH930614MD)—Albert Ray Perez seeks 92.5 mhz; 0.14 kw; ant. 581 m. Address: 16638 Karen Rd., Madera, CA 93638. Applicant has no other broadcast interests. Filed June 14.

■ **Arvin, CA** (BPH930614MF)—Fisher, Wayland, Cooper & Leader seeks 92.5 mhz; 6 kw; ant. -170 m. Address: 1255 23rd Street, N.W., #800, Washington, DC 20037. Applicant is headed by Mary Helen Barro and has interests in KAFY(AM) and KZPM(AM) Bakersfield, CA.

■ **Great Falls, MT** (BPED930618MB)—Hi-Line Radio Fellowship Inc. seeks 88.9 mhz; 6 kw; 74 m. Address: P.O. Box 2426, Havre, MT 59501. Applicant is headed by Dean Hodges and has interests in KXEI-FM Havre and KXEI-FM Helena, both Montana. Filed June 18.

■ **Guanica, PR** (BPED930618ME)—Hispanic Broadcast Systems Inc. seeks 88.7 mhz; 0.300 kw-V; ant. 88 m. Address: Box 980, Quebradillas, PR 00678. Applicant is headed by Idalia Arzuaga and has 2 CP's pending in Kissimmee and Clermont, FL. Filed June 18.

■ **Mt. Pleasant, TN** (BPED930618MC)—Maury Public Radio Inc. seeks 88.3 mhz; 20 kw; ant. 106.9 m. Address: 209 Bond St., P.O. Box 31, Mt. Pleasant, TN 38474. Applicant is headed by Donald W. Paul and has interests in WXRQ(AM) Mt. Pleasant, TN. Filed June 18.

Actions

■ **New Market, VA** (BPH891026MT)—Granted app. of Commonwealth Audio Visual Enterprises Inc. for 103.3 mhz; 2.1 kw; ant. 166 m. Address: P.O. Box 387, Luray, CA 22835. Applicant is headed by John D. Cave and has interests in WRAA(AM)-WLCC(FM) Luray, VA. Action June 18.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	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.

¹ Construction permit.

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

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

FACILITIES CHANGES

Applications

AM's

■ **Coral Gables, FL** WRHC(AM) 1550 khz—June 14 application of WRHC Broadcasting Corp. for MP (BP920810DC) to make changes: chng: Day TL to Krome Ave. 6.7 miles (10.8 km) north of HWY 41, 14.3 miles (23.8 km) NW of Coral Gables, FL 25 51 29 - 80 28 52.

■ **Savannah, GA** WEAS(AM) 900 khz—June 21 application of WEAS Inc. for CP to change TL to 1.93 km (1.2 miles) east of downtown Savannah just N of East President St. extension, Savannah, GA and make changes in ant. system 32 04 30 - 81 04 16.

■ **Wishek, ND** KDRQ(AM) 1330 khz—June 16 application of Stolee Communications Inc. for CP to reduce power to .108 kw/253 kw and make changes in ant. system.

FM's

■ **Thousand Oaks, CA** KCLU(FM) 88.3 mhz—June 17 application of California Lutheran University for mod. of CP (BPED-880413ME as ext) to make changes; change: ERP: 1.200 kw (H&V); 163 m. (H&V); TL: Calleguas Ridge, Thousand Oaks, Ventura Co., CA.

■ **Reading, OH** 89.3 mhz—June 16 application of Southwestern Ohio Seniors' Svcs Inc. for mod. of CP (BPED-910412MC) to make changes to new station; change: main studio location to the Maple Knolls Village Campus.

■ **Columbia, TN** WAYM(FM) 88.7 mhz—June 17 application of S.W. Florida Community Radio Inc. for CP to make changes; ERP: 16.5 kw (H&V); class changed to C2; DA.

■ **Kingsport, TN** WKOS(FM) 104.9 mhz—June 14 application of Tri-Cities Radio Corp. for CP to make changes; ERP: 2.74 kw (H&V); 150 m. (H&V); install DA, correct geographic coordinates and ground elevation.

■ **Chetek, WI** WVXD(FM) 106.7 mhz—June 11 application of Lake Shore Comm. of Chetek Inc. for mod. of CP (BPH-910927MB) to make changes; change: TL: .3 km South of Brewer Hill Dr. and 2.7 km. West of County Rd. 1 in Barron Co., WI.

Actions

AM

■ **Leicester, MA** WVNE(AM) 760 khz—Granted December 7, 1989, application of Blount Masscom Inc. for CP to increase day power to 25 kw. Action June 21.

FM's

■ **Lewiston, ID** KMJO(FM) 90.3 mhz—Forfeited and cancelled August 24, 1984, application of Cambridge Broadcasting System Inc. for CP for new educ. FM; ERP: .60 kw (H&V); ant. 339 m. (H&V); TL: 3 mi. N.W. of Clarkston, WA; SL: T.B.D. Lewiston, ID 46 27 26 117 06 00. Action June 21.

■ **Beaver Dam, KY** DWVPV 102.7 mhz—Forfeited and cancelled March 12, 1987, application of Beaver Dam Broadcasting for CP for new FM; ERP: 2.0 (H&V); ant. 387 ft. (H&V); TL: High View Hill, near Prentiss, KY; SLRC: to be determined. 37 20 15 86 49 21. Action June 17.

■ **Neillsville, WI** WISQ(FM) 92.7 mhz—Forfeited and cancelled October 30, 1989, application of John H. Hackman for CP for new FM; ERP: 3.0 kw (H&V); ant. 100 m. (H&V); 44 35 18 90 36 30. Action June 21.

■ **Holstein, WI** KFKQ(FM) 92.9 mhz—Granted app. of F.W.K. Broadcasting Co. (BMPH-9210011G) for mod. of CP (BPH-851028MN as mod.) to make changes; ERP: 6 kw H&V, TL: N4151 Long Road, within town of Stockbridge, Calumet County, WI. Action May 26.

TV

■ **Phoenix** KPAZ-TV ch. 21—Granted April 26 application of Trinity Broadcasting of Arizona Inc. for MP (BPCT-921119KE) to chng ERP vis: 1282 kw. Action June 17.

ACTIONS

■ **Erratum** to Hearing Designation Order, FCC 93-305, release June 28 regarding application of Richard Richards for renewal of license for low-power TV K33CG, Sierra Vista, AZ. (MM docket 93-176)

■ **Memorialized** ruling denying Affinity Network Inc. (ANI) motion for summary decision in this proceeding. (By Letter [DA 93-771] adopted June 25 by Chief, Formal Complaints and Investigations Branch, Common Carrier Bureau)

■ **Granted** waiver request for FOX TV's Inc. (Report MM-757, Mass Media Action) for permanent waiver of the newspaper-broadcast crossownership rule, in the event K. Rupert Murdoch, who controls Fox, is approved by bankruptcy court as purchaser of the bankrupt New York Post. (By Commission June 29 by Declaratory Ruling [FCC 93-340].)

■ **Granted** application of D&L Broadcasting for CP for new FM on channel 297B1 Atlantic City, NJ. Action by Commission June 24 by MO&O [FCC 93-335]. MM docket 88-433 (Report DC-2453, action in docket case)

■ **Sierra Vista, AZ** Designated for hearing the application of Richard Richards for renewal of license of low-power TV K33CG Sierra Vista. (By HDO [FCC 93-305] adopted June 11 by Commission)

■ **Mableton, GA** Directed parties in proceeding for new FM on channel 273A Mableton, GA, to file their notices of appearances identifying their current counsel of record; and declaration stating they are continuing to prosecute their applications. (MM docket 88-400 by Order [FCC 93R-33] adopted

June 23 by Review Board)

■ **Miramar, FL** Designated for hearing the application of Howard B. Dolgoff for CP for new FM on channel 292A Miramar Beach. (NM docket 93-178 by HDO [DA 93-700] adopted June 15 by Chief, Audio Services Division)

■ **Ponte Verda Beach, FL** Affirmed Review Board order granting application of Emision de Radio Balmaseda Inc. for new FM on channel 293A Ponte Verda Beach. (NM docket 89-350 by Order [FCC 93-324] adopted June 18 by Commission)

■ **Caribou, ME** Reduced forfeiture of CanXus Broadcasting Corporation, licensee of WCXU-FM Caribou, to \$1,000 for unauthorized assumption of control of WKZX-AM Presque Isle, ME. (By MO&O [DA 93-741] adopted June 21 by Chief, Mass Media Bureau)

■ **Jackson, MS** Upheld forfeiture of J.C. Maxwell Broadcasting Group Inc., licensee of noncommercial station WMPR(FM) Jackson, MS, in amount of \$7,500 for broadcasting advertisements. (By MO&O [DA 93-740] adopted June 21 by Chief, Mass Media Bureau)

■ **Berlin, NH** Designated for hearing application of Metrocomco Inc. for renewal of license of WBRL(AM) Berlin, NH. (NM docket 93-190 by HDO [DA 93-716] adopted June 17 by Chief, Audio Services Division)

■ **Lufkin, TX** Designated for hearing application of Stephen W. Yates for renewal of license of KSRK(AM) Lufkin TX. (MM docket 93-189 by HDO [DA 93-715] adopted June 17 by Chief, Audio Services Division)

■ **Yankeetown, FL** Effective August 9, allocated Channel 242A to Yankeetown as its first FM service. Filing window opens August 10, closes September 9. (MM Docket 92-60 by R&O [DA 93-679] adopted June 7 by Chief, Allocations Branch)

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Changing Hands

Continued from page 65

ests in WKSJ(AM)-FM Mobile, Ala.; WRKA(FM) Louisville, Ky.; WCAW(AM)-WVAF(FM) Charleston, W.Va., and the Alabama Radio Network. WWWW has an adult contemporary format on 100.3 mhz with 100 kw and antenna 1,049 feet. WGLD has a MOR format on 1320 khz and 5 kw full time. *Broker: Blackburn & Co.*

WHKZ-FM Cayce, S.C. ■ Sold by Universal Communications Corp. to Benchmark Radio Acquisition Fund V Ltd. Partnership for \$2,700,000. **Seller** is headed by Jerome Bresson. **Buyer** is headed by Bruce R. Spector and has interests in WUSQ-AM-FM Winchester, Va., and WZNY-FM Augusta, Ga. WHKZ has a CHR format on 96.7 mhz with 3.3 kw and antenna 443 feet.

WGLL(FM) Mercersburg and WCBG (AM) Chambersburg, both Pennsylvania ■ Sold by the Pennsylvania Radioroad Co. to M. Belmont VerStandig Inc. for \$1,600,000. **Seller** is headed by Michael H. Bader and has no other broadcast interests. **Buyer** is headed by John D. VerStandig and has interests in WAYZ-AM-FM Waynesboro, Pa.; WSWA(AM)-WQPO Harrison-

burg, Va.; WCEM-AM-FM Cambridge, Md., which was sold, subject to FCC approval, to MTS Broadcasting for \$1,800,001. WGLL has an adult contemporary/oldies format on 92.1 mhz with 1.4 kw and antenna 485 feet. WCBG has an adult contemporary/oldies format on 1590 khz with 5 kw day, 1 kw night. *Broker: Blackburn & Co.*

KIVA(AM) Corrales and KZRQ-FM Santa Fe, both New Mexico ■ Sold by Star Management of New Mexico Inc. to Broadcast Media Enterprises Inc. for \$850,000 cash or \$900,000 deferred payment, to be decided upon closing. **Seller** is headed by Carl Como Tuter and has no other broadcast interests. **Buyer** is headed by Martin Balk and has interests in KZKL-AM-FM Albuquerque, N.M. KIVA has a Z-rock format on 1310 khz with 5 kw day, 500 w night. KZRQ has a contemporary hits format on 105.1 mhz with 100 kw and antenna 1,937 feet.

KKIS-FM Walnut Creek, Calif. ■ CP sold by Diamond Broadcasting of California Inc. to KZWC Broadcasting Inc. for \$850,000. **Seller** is headed by Randolph E. George, receiver, with interests in KRTY(FM) Los Gatos, Calif. **Buyer** is headed by Amador S. Bustos and has interests in KZTA-AM-FM Yakima, Wash., and KSQQ-FM Morgan Hill, Calif. KKIS has an adult

contemporary format on 92.1 mhz with 3 kw and antenna 89 feet.

KDEN(AM) Denver ■ CP sold by Cashel Inc. to Kids Airwaves Ltd. for \$800,000. **Seller** is headed by John McGuinness and has no other broadcast interests. **Buyer** is headed by Marc O. Hand and has interests in KYZX-FM and KNKN-FM Pueblo, Colo. KDEN has a news/talk format on 1340 khz with 1 kw full time.

WSHZ-FM Bangor, Me. ■ Sold by Penobscot Broadcasting Corp. to Dudman Communications Corp. for \$300,000. **Seller** is headed by James H. Goff and has no other broadcast interests. **Buyer** is headed by Martha Tod Dudman and has interests in WDEA(AM)-WWMJ(FM) Bangor, Me. WSHZ has a soft hits format on 92.9 mhz with 20 kw and antenna 787 feet.

WPSO(AM) New Port Richey, Fla. ■ Sold by the Hays Group Inc. to AKMA Broadcast Network Inc. for \$250,000. **Seller** is headed by Page Peary and has interests in WYLF(AM)-WKXH(FM) Alma, Ga. **Buyer** is headed by Sotirios Agelatos and has no other broadcast interests. WPSO is 250 w daytimer with talk format on 1500 khz.

For other proposed and approved sales see "For the Record," page 77.

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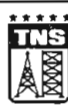
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Monday Memo

"Too many radio practitioners have tended to ignore the medium's aesthetics."

While commercial radio sometimes looks down its collective nose at academics who teach media courses, it's important to note that many of those academics come from a professional radio background. When some of these professors tell us that radio has lost its way and needs programing creativity, inspiration and courage "to be what it should always have been," they should be listened to. A suggestion: experts who understand the history of radio and can offer clear and rational solutions.

One approach is for radio to join with the practitioner-professor of academia to research and determine objectively what should be done to assure the medium's short- and long-term future.

What an unimaginative rut much of radio has let itself get into. As long as there were continuing profits or, at least, substantial salaries to owner-operators, radio was willing to maintain its status quo, and changed only when it was economically threatened—as happened in the mid-1950's when television took away radio's principal programing and, in recent years, with AM when it found itself dominated by FM.

Too many radio practitioners have tended to ignore the aesthetics of the medium—the artistic potential that, when applied, has made radio an art form of the highest caliber.

Operators adhere to the short-range bottom line. Too many academics are still in their same rut as well: they look down on radio instead of taking advantage of it.

It's not that we haven't had superb examples of the application of aesthetics in radio. Norman Corwin, Archibald MacLeish, Bill Robson (to name only a few of the most talented) showed us time and again that radio is a unique art form and that it can be

programed as an art. But as noted above, the commercial exigencies of radio—the lure of the quick buck and, later, its economic survival as programing was decimated by television—led to the stagnation that comes from trying to retain too conservative a base—of playing it too safe. Instead, radio should have done—and should be doing—what made it great in the first place: determining its unique capabilities and investing in recreating its unique service to the public.



By Robert L. Hilliard,
Emerson College, Boston

One aspect of radio that radio itself seems to have forgotten is that it is still the art of the imagination. It can create images and feelings for its listeners that the visual medium cannot.

Further, radio continues to be more intimate than television. It not only comes into the audience's living room and bedroom, but with miniaturization and headphones is with the audience in bed, in the shower, hiking in a wilderness or walking on a crowded street. Radio is not only an intimate art, but is also a participatory art. The audience can be brought closer to radio, in at least a more psychologically, if not physically, interactive manner than it is now.

Radio practitioners ought to take advantage of academia—especially of the academics who have worked in radio—by supporting, and cooperating with, academic institutions and individuals to discover which aesthetics of radio are most appealing to the public in the current historical, cultural and communication milieu, which new formats and programing should be developed and which existing ones should be strengthened.

If new programing techniques are to be found for a new audience, it may come about by bringing commercial radio and academia closer than they are now. ■

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Fifth Estate

Jon Feltheimer

Few executives in Hollywood can boast the kind of track record in starting television divisions and guiding their growth to successful companies as can Jon Feltheimer, president, TriStar Television, a division of Sony Pictures Entertainment.

In less than 10 years he has successfully launched the television activities of New World Entertainment, and more recently has resurrected the TriStar Television label—bringing it to the top level of network suppliers in a scant 19 months.

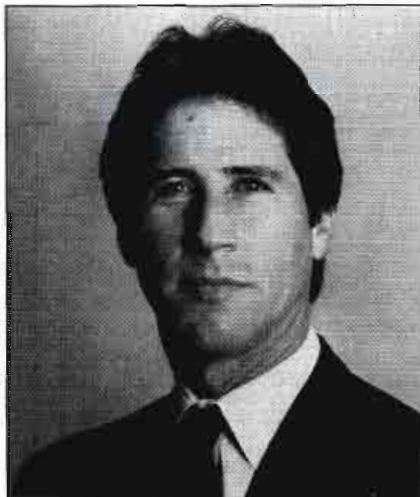
Surprisingly, it was music rather than TV that fueled Feltheimer's ambitions following graduation from Washington University. Feltheimer, who plays several instruments, including the piano, began music lessons at the age of six.

In the years following college, Feltheimer led a dual life—by day an investment broker and by night a rock 'n' roller. "I'd show up for rehearsals in my suit and get a lot of grief from the other band members." His band, Lightheart, eventually recorded for several labels, including A&M Records, and put out two singles.

Deciding that a career as a performer would entail too much uncertainty, Feltheimer used his contacts in the music business to co-found a management company that represented singers and songwriters. The seven years he spent running Feltheimer/Knofsky was "a great experience," he says, and added to his financial and creative background.

Prior to his joining New World in 1984, the company was known only as a producer of theatrical movies. Feltheimer was hired as senior vice president with primary responsibility for launching a television division. By October 1991, when its television assets were acquired by Sony, the company's worth was based almost entirely on its TV activities.

"I was on a huge learning curve when I joined New World," Feltheimer says. "But fortunately it was



a time of change for me and also the television business. Rather than accepting the existing rules we were able to rewrite many of the rules." The explosion of cable and home video, as well as the burgeoning overseas market that prompted many co-production deals, offered more potential buyers of product, and the changing environment in TV production brought about new methods of production and financing, many of which Feltheimer exploited as he built up New World.

"We operated on much smaller budgets by doing different deals. We were one of the first to do a one-camera, half-hour show, which was *Sledge Hammer!* Being in business with cable," says Feltheimer, "we were able to do 88 episodes of *Zorro* for the Family Channel. We did a lot of co-production deals for the networks, like *A Fine Romance*, which we co-produced with TFI and London Weekend Television."

During his tenure at New World, the company was best known for *The*

Wonder Years, which just wrapped a successful run on ABC. "*The Wonder Years* was the project that satisfied us the most—creatively and financially."

At the time Sony acquired most of New World's TV assets, Feltheimer was overseeing New World's domestic and international distribution as well as the company's New World Television, Marvel Productions and Learning Corporation of America divisions. His mandate at TriStar was to build a TV division starting with only the TriStar name and logo, several development projects and some producers acquired in the New World sale. In the company's first full season it placed five series on the four networks' schedules.

TriStar produced the successful NBC docudrama *Fallen Champ: The Untold Story of Mike Tyson*. For the 1993-94 season TriStar had two series renewed: *Mad About You* on NBC and *Good Advice* on CBS. The company has two new series in the fall lineup:

CBS picked up the half-hour comedy *The Nanny*, and NBC is slotting *Staying Afloat*, starring Larry Hagman, in its Friday night mystery wheel. Fox has picked up an untitled project for midseason. Besides network product, the company is doing 26 episodes of *Zoo Family* (tentative title) for the Family Channel.

Despite the doom-and-gloom forecasts

by many in the business, Feltheimer remains optimistic about the future of TV production and the networks. "Instead of the three or four buyers there were when I started with New World, now there are eight or nine. It makes it more exciting. But it can't be business as usual."

President, TriStar Television, Los Angeles; b. Sept. 2, 1951, Brooklyn, N.Y.; BA, economics, Washington University, St. Louis, with honors, 1972; musician, investment broker with First Investors Corp., Los Angeles, 1972-75; partner, management firm, Feltheimer/Knofsky, Los Angeles, 1976-83; senior vice president, New World Entertainment, Los Angeles, 1984-85; executive vice president, 1985-88; president, New World Television, 1988-90; president and CEO, New World Entertainment, 1990-91; present position since October 1991; m. Marie Agello, Aug. 17, 1991.

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TELEVISION

Appointments at The Hearst Corporation, New York: **Jodie King**, assistant secretary, named secretary; **Jonathan Mintzer**, attorney, general counsel's office, named assistant secretary.

Appointments at CBS Television Stations, New York: **Rick McGuire**, account executive, New York spot sales, named director; **Andrea Moore**, account executive, TeleRep, New York, joins in same capacity.

David Seltzer, creative services manager, Columbia TriStar Home Video, Los Angeles, named director, visual, print services, Columbia Pictures Television, Los Angeles.

Charles Saftler, senior research analyst, Columbia Pictures Television Distribution, Los Angeles, named manager, syndication research.

Appointments at Warner Bros. Domestic Television Distribution, Burbank, Calif.: **Jean Medd**, senior account executive, CNN, Chicago, joins as VP, media sales, Chicago office; **Brad Hornor**, manager, contract administration, named director.

Appointments at Hamilton Projects, Inc., New York: **Robynn Delin**, senior VP, Teri Schwartz & Associates, Denver, joins as director, marketing; **Christine McAuliffe**, li-

censing coordinator, Leisure Concepts, New York, joins as international licensing manager; **Adina Finkelstein**, director, licensing, Marketing Trademark Consultants, New York, joins as account supervisor.

Appointments at PROMAX International, Los Angeles: **Gregg Balko**, VP, named senior VP; **Lou Bortone**, director, promotions, and **John Lyons**, director, marketing, sales, named VP's.

Thomas Hawley, GM, affiliate relations, Group W Satellite Communications, Stamford, Conn., named VP, international distribution, special markets.

Appointments at Rysher TPE, New York: **Jack Steng**, account executive, midwest, northeast sales, named VP, midwest sales; **Frank Digraci**, account executive, named director, eastern regional sales.

Joe Robinowitz, executive VP, TV Guide, New York, joins WTTG-TV Washington as VP/news director.

Margo Myers, anchor, KSBW-TV Salinas, Calif., joins KOMO-TV Seattle as weekend anchor/general assignment reporter.

Wayne Hampton, senior colorist, Editel, Los Angeles, joins Planet Blue there in same capacity.

Vincent Kralyevich, senior producer, CEL Communications, New York, joins Charles Grinker and Associates there as producer.

C. Wayne Godsey, VP/GM, KOAT-TV Albuquerque, N.M., named executive VP, Pulitzer Broadcasting Company, St. Louis.

Mary Lynn Roper, VP, news, Pulitzer Broadcasting Company, St. Louis, named VP/GM, KOAT-TV Albuquerque, N.M.

Wayne Garcia, reporter/substitute anchor, KIRO-TV Seattle, joins KCAL-TV Hollywood as general assignment reporter.

Rose Ann Shannon, assistant news director, KETV-TV Omaha, named news director.

Brad Houston, news photographer, WTSP-TV Tampa Bay, Fla., joins KUSA-TV Denver in same capacity.

Arnold Kleiner, VP/GM, WMAR-TV, named president/GM, KFMB-TV-AM-FM San Diego.

Ron Longinotti, former GSM, KCRA-TV Sacramento, Calif., joins KXTV-TV there as station manager/director, sales.

Steve Fisher, former executive VP, Westinghouse Broadcasting Company, New York, joins Bachow & Associates, Bala Cynwyd, Pa., as managing director.

Andrew Hoffman, national sales manager, WCVB-TV Boston, named local sales manager.

Bill Spellman, GSM, KSEE Fresno, Calif., joins KMPH-TV Fresno in same capacity.

Appointments at KTTV-TV Los Angeles: **Tony McEwing**, co-anchor, KXTV-TV Sacramento, Calif., joins in same capacity; **Diana Koricke**, correspondent, NBC News, Los Angeles, joins KTTV there as co-anchor.

Appointments at WNJU-TV New

Reuters Television Ltd., Los Angeles, as West Coast correspondent, *The Nightly Business Report*.

Karen Denness, senior media buyer, Busch Media Group, St. Louis, joins Katz American Television there as sales executive.

VP, administration.

Appointments at ESPN, Bristol, Conn.: **Elise Fuller**, account executive, Kassel Marketing, New York, joins in same capacity; **Darrell Lake**, affiliate marketing representative, The Disney Channel, Chicago, joins as senior account executive; **Mat-**



Kim Koontz Bayliss
United Video



Wayne Pace
TBS



Peter Clifford
TWC



Robert Bradley
TWC



Richard London
AdValue Media Tech.

York: **Luis Roldán**, local sales manager, named GSM; **Patricia Arzayus**, account executive, named local sales manager.

Ed Carroll, chief meteorologist, WGBB-TV Springfield, Mass., joins WBZ-TV Boston as weekend meteorologist.

Jimmy Cefalo, former wide receiver, Miami Dolphins, correspondent, NBC, New York, joins WPLG-TV Miami as sports director/anchor.

Scot Chastain, senior writer/producer, WXII-TV Winston-Salem, N.C., joins WDSU-TV New Orleans as director, marketing, promotions.

Michael McLean, GSM, O/E Management Services, Troy, Mich., joins WXYZ-TV Southfield, Mich., as national sales manager.

Carol Larson, producer, Wisconsin Public Television, Madison, Wis., named executive producer, community affairs.

Susan Zimet, co-president, Civan Inc., New Paltz, N.Y., joins New Screen Concepts, Stamford, Conn., as VP, advertiser-supported programming.

William Rinchik, station controller, WRGB-TV Schenectady, N.Y., assumes additional responsibilities as broadcast division controller, Freedom Newspapers Inc., there.

Kevin Smith, correspondent, Japan Business Daily, Tokyo, joins

thew Murphy, sales representative, NewsBank, New Canaan, Conn., joins as account executive; **Timothy Tlusty**, advertising account executive, MetroVision Inc., Chicago, joins

CABLE

Appointments at Request Television, New York: **Dominick Stasi**, VP, video systems, Satellite Transmission Systems Inc., Long Island, N.Y., joins as VP, technology, operations; **Deborah Barackman**, PPV manager, Media General, Fairfax, Va., joins as director, programming.

Kim Koontz Bayliss, attorney, Wilkie Farr & Gallagher, Washington, joins United Video Inc., Tulsa, Okla., as VP, government relations.

Wayne Pace, audit partner, Price Waterhouse, Atlanta, joins Turner Broadcasting System Inc. there as VP, finance/CFO.

Connie Buffalo, director, educational product development, Mind Extension Institute, Englewood, Colo., named VP.

Peter Clifford, account executive, affiliate sales, E! Entertainment Television, Hartford, Conn., joins The Weather Channel, Los Angeles, as western region manager, local ad sales.

Robert Bradley, senior manager, affiliate sales, relations, The Learning Channel and The Discovery Channel, Bethesda, Md., joins The Weather Channel, Atlanta, as southeast senior regional manager.

Patricia Kuhn, assistant to CEO and executive VP, Wabash Valley Broadcasting, Indianapolis, named

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Heavying up in Hollywood



Steve Coe



Mike Freeman



Joe Flint

Hollywood editorial operations of BROADCASTING & CABLE have been expanded and reorganized under the direction of Steve Coe, bureau chief (with primary responsibility for network coverage). Mike Freeman, assistant editor, will continue to have primary responsibility for syndication coverage, while Joe Flint, also an assistant editor, will establish a new cable beat and assist in reporting both network and syndication activities. Coe joined the magazine in Washington in 1987, moving to Hollywood in 1988. Freeman joined in Hollywood in 1989; Flint has served two tours in Washington and one in New York since 1988.

as account executive; **Wendy Malone Levy**, former graphic art operator II, rejoins in same capacity; **Dennis Horgan**, production assistant, ESPN Radio, Bristol, Conn., named associate producer; **Debbie Colletta**, commercial sales analyst, named senior commercial sales analyst; **Catherine Scully**, account executive, named manager, direct response; **Robert Seiler**, account executive, named senior account executive; **Mary Angst**, supervisor, ad sales miscellaneous revenue, named manager, advertising revenue; **Shirley Kreidel**, assistant affiliate revenue analyst, named senior affiliate revenue analyst; **Dave Mazzucco**, supervisor, affiliate revenue, named manager; **Ted Szypulski**, systems engineer, named senior systems engineer; **Ann Marie Brown**, financial analyst, named senior financial analyst; **Gail Bussie**, graphic art operator, I, named electronic graphic operator II; **John Dauphinee**, administrative services staffer, named electronic graphic operator I; **Bruce Sandler**, graphic art operator II, named senior electronic graphic operator; **Ed Placey**, associate producer, named producer; **Barbara Hansen**, studio technician I, named studio technician II; **Charles Cirelli**, studio technician I, named studio technician II.

RADIO

Brian Heimerl, VP, production, Westwood One, Los Angeles, joins Radio AAHS, Sherman Oaks, Calif., as VP, Children's Satellite Network, there.

Bill Greco, president/GM, Shadow Broadcast Services, Los Angeles, named executive VP, strategic planning, marketing.

Al McGowan, president/GM, Shadow Broadcast Services, Philadelphia, assumes additional responsibilities as executive VP, core services, chief of staff.

Gary Lee, president/GM, Shadow Broadcast Services, Chicago, named executive VP, affiliate relations, new business development.

Tim Pohlman, GSM, WCXR-WCPT Washington, joins KTWV-KFWB Los Angeles.

Appointments at Standard News, Virginia Beach, Va.: **Mark Allen**, Gulf States regional manager, Unistar Radio Network, Los Angeles, joins as western regional manager; **Brenda Delgado**, senior account executive, Broadcast Equities Inc., Virginia Beach, Va., named northwest regional manager.

ADVERTISING

Peter Mills, president/COO, BBDO North America, Detroit, joins Ross Roy Inc., Bloomfield Hills, Mich., as president/CEO.

Gary Mueller, group media director, DDB Needham, Chicago, named senior VP.

Appointments at Temerlin McClain, Dallas: **Erica Dennis**, account executive, named account supervisor; **Armando Hernandez**, art director, named senior art director; **Lisa Johnson**, copywriter, named senior copywriter; **Vinny Minchillo**, copywriter, named senior copywriter; **Tucker Hasler**, junior copywriter, named copywriter.

Scott Ragan, senior account executive, Noble & Associates, Springfield, Mo., joins D'Arcy Masius Benton & Bowles, St. Louis, as account supervisor.

TECHNOLOGY

David Beddow, executive VP/COO, PrimeStar Partners L.P., Philadelphia, joins Telecommunications Inc., Englewood, Colo., as VP, TCI Technology Inc.

Richard London, account executive, KCAL-TV Los Angeles, joins Ad-Value Media Technologies, New York, as western division manager.

INTERNATIONAL

Appointments at Grundy Worldwide, Sydney, Australia: **Ian Bradley**, president, series, long-form drama, named president, drama; **Reg Watson**, president, serialized drama, named special consultant, serial drama.

DEATHS

David Kraft, 35, news director, KTLA-TV Los Angeles, died June 24 of complications from an earlier intestinal transplant, at the University of Pittsburgh (Pa.) Medical Center. He had battled Crohn's disease since the age of 12. Prior to joining KTLA, Kraft directed the news at KBAK-TV Bakersfield, Calif. He was also a film music expert and had written for the *Hollywood Reporter* and *Movie-line*. Survivors include his parents, Phil and Ruth Kraft, and one brother.

Closed Circuit

LOS ANGELES

One's company

Word has it that Group W Productions has dropped development talks with actress Ann Jillian about a daytime talk show strip for the 1994-95 season. Instead, the syndicator is said to be in discussions with actress-turned-Thighmaster-guru Suzanne Sommers, best known for her role in the ABC sitcom *Three's Company*. Group W Senior Vice President Rich Sheingold confirmed the talks but declined to elaborate on how far they had progressed.

All American kids show

All American Television's Paul Siegel suggests the New York-based distributor will be announcing the rollout of a live-action children's strip for the 1994-95 season, perhaps as early as this week. Not surprisingly, the show will "combine entertainment and education," said Siegel.

"To jump back into the market with a live-action strip will have much more impact," said Siegel, responding to the challenge All American will face in finding early fringe time periods with independents that largely carry Disney Afternoon and Fox Children's Network animated block programming. "We really don't think an educational program alone could survive in the weekday environment."

Animated cryptkeeper

In a move to appease criticism over the live-action opening of its new Saturday morning show *Tales of the Cryptkeeper*, ABC has scrapped plans to use the actual puppet from the HBO prime time series. "Everybody was concerned about the use of the live-action cryptkeeper, so we've decided to use an animated version of the character," said Jenny Trias, president, children's programs, ABC Entertainment. "I didn't necessarily

agree, but I understand their concerns," she said.

What's in a name?

Although Fox has told its affiliates that its new cable channel will not have the Fox name or logo in it, the legal name of the channel will include the name Fox. Systems will simply not have to identify it as such. Fox, according to the cable channel's president, Anne Sweeney, has about 30 names it is considering for the service.

WASHINGTON

Circle widens

The White House may well be looking outside the Beltway to fill the Republican seat at the FCC. Dennis Nagel, chairman of the Iowa State Utilities Board and current chairman of the National Association of Regulatory Utility Commissioners (NARUC), is the latest to join the list of potential candidates, which includes Senate Communications Subcommittee aide Gina Keeney; Anne Neal, wife of Congressman Thomas Petri (R-Wis.), and Maine broadcaster Bruce McGorrill. Consensus remains, however, that the White House will appoint a woman, since the four other seats are held by men.

Candidates debate

Discussion of who might be the right choice for the NCTA presidency could crop up this week, when NCTA hosts a meeting (July 16) among Washington lawyers who represent the cable industry. The subject may also arise at a similar meeting next week (July 21) among cable lobbyists and NCTA officials.

NEW YORK

CTW in syndication

In a first, Children's Television Workshop is making available one of its programs for domestic syndica-

tion: 3-2-1 *Contact*, a science and technology series for 8-12-year-olds, which aired for 10 years on Public Television Service. CTW's Franklin Getchel, senior vice president of programing and production, confirmed that the deal was in the works although not completed as of deadline. All American Television will distribute off-PBS episodes of the show as a strip in syndication starting in 1994. The pending deal is CTW's second recent foray into commercial television. In April, ABC picked up *Cro* for its Saturday morning slate. *Cro* is CTW's first series for commercial network television, as well as its first fully animated series. Getchel said CTW is aggressively exploring first-run projects for domestic syndication as well.

Baby talk

Twentieth Century Fox Film Corp. was at the Licensing Show in New York last week shopping around "Baby Bart," a younger version of the popular Bart Simpson character from *The Simpsons*. Rewinding the clock has long been a source of material for animated spin-offs—Warner Bros.' *Tiny Toons*, *The Flintstone Kids*, *The Muppet Babies* and *Tom & Jerry*. But for now, say Fox officials, Baby Bart is being offered solely as a merchandising property.

EUROPE

International interests

Cosmetics heir and former U.S. ambassador Ronald Lauder is among those who have been pursuing European television opportunities. The company in which Lauder is a principal was recently awarded one of two broadcast channels in Czechoslovakia. Another group, said to include Lauder, Time Warner and investor George Soros, has been awarded channel five in Berlin. Investment banking firm, Furman Selz, has been helping Lauder find opportunities.

In Brief

WYAI(AM) Atlanta was sold by New City Communications to Cox Broadcasting for **\$8 million**. Seller is headed by Richard Ferguson and has interests in 10 FM's and 5 AM's. Buyer is headed by Bob Neil and has interests in 8 FM's and 5 AM's. Broker: Media Venture Partners.

The FCC granted Edens Broadcasting a short-term license renewal (until Oct. 1, 1995) for **KOY-AM-FM Phoenix** and also fined the company \$25,000 for EEO violations. The commission said the station's minority recruitment efforts and EEO record-keeping were both inadequate. FCC Commissioner

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 27. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.3/223/98
2. Star Trek	11.6/246/99
3. Jeopardy!	10.7/215/99
4. Oprah Winfrey Show	9.2/236/99
5. Star Trek: DS 9	8.8/236/99
6. Married...With Children	6.6/195/96
7. Entertainment Tonight	6.5/187/96
8. Inside Edition	6.1/175/95
9. Designing Women	5.8/206/98
9. Magic II	5.8/184/92
11. Current Affair	5.7/183/96
11. Sally Jessy Raphael	5.7/214/98
13. Roseanne	5.6/141/84
14. TV Net Movie	5.5/153/95
15. Baywatch	5.3/178/95

Andrew Barrett dissented—in part because he felt the fine should have been higher. "If the FCC does not continue efforts to aggressively enforce its EEO rules, minority employment and minority ownership in the media industry will continue to suffer," he wrote in a statement accompanying the order.

KWQC-TV Davenport was chosen as pool photographer for President Clinton's visit to flood-ravaged Iowa. Fred Walker, managing partner of the station's owner, Broadstreet Communications, said a few ad spots had been pulled due to the flood, including those for a riverboat gam-

International Wire

PanAmSat has concluded its first transponder deal for its upcoming PAS-4 satellite over the Indian Ocean, the fourth in its transglobal network of high-power birds. South African broadcaster SABC and pay TV group M-Net have agreed to lease three Ku-band transponders. The broadcasters plan to offer South Africa's first direct-to-home satellite TV service when PAS-4 is launched in spring 1995. The home dishes will measure less than 35 inches.

Following its recent acquisition of a 15% stake in ITV broadcast franchise LWT, the UK's **Granada TV** upped its stake again to just under 20% of the London Weekend broadcaster. Company sources deny a complete merger of the two powerful ITV companies is in the works, but said the two groups will explore areas for cooperation and cost savings. Granada has put up £84 million (\$126 million) for its maximum allowed share in a fellow-ITV franchise, and its share price has risen accordingly. Government regulations on media concentration still curtail the ambitions of Britain's TV companies, although media regulators are considering a relaxation of takeover limitations. Granada is known to be interested in acquiring another lucrative ITV region.

Undeterred by recent roadblocks in his attempted investment in Hong Kong broadcaster TVB, **Rupert Murdoch** is currently negotiating for a substantial shareholding in a Shanghai, China-based consumer magazine, *Better Life*. Murdoch's News Corp. is reportedly in discussions with China's state media and publications administration and, if successful, would

initiate other joint ventures in the evolving Chinese media and entertainment industry. Murdoch already holds a major share in Hong Kong's leading English newspaper.

Canadian cable operators Videotron and Sogeco have reported healthy profits for the nine-month period to May 31. Videotron reported net profit of C\$22.1 million (\$17 million)—up 91% from last year—while Sogeco, a diversified broadcaster and publisher, earned C\$5.5 million—up 75% from the previous year. Canada's second-largest MSO, Videotron, is currently developing interactive cable systems in the UK.

German public broadcaster ZDF claims it remains the country's top-rated network with a 19% average share in 1993. Despite claims to the contrary by rival private network RTL Television, ZDF maintains that it garners the largest share of viewers ages 6 and up, and had the country's top four programs in May. ZDF also reported a healthy 22.4% share in the prime time evening slot, followed by RTL with 17.6%.

BBC Enterprises, the commercial arm of the British public broadcast corporation, has doubled its profits for fiscal 1992-93. Pre-tax profits for the production, distribution, ancillary products and satellite broadcasting arm of the BBC were £11.8 million (\$17.7 million) on sales of £233 million—up 11% from the prior year.

International Family Entertainment has appointed HK McCann to handle the September premiere of its UK Family Channel when it launches as part of the BSkyB pay package on the Astra satellite. —MA

bling company, but added that the station is on high ground and its operation has not been impaired.

David Bartlett, president of the Radio-Television News Directors Association, **asked Congress to reject provisions in a campaign finance reform bill passed by the Senate that would codify the fairness doctrine.** Bartlett called the provisions a "sneak attack on the First Amendment." In a letter to House members, Bartlett urged them to oppose any efforts to revive the fairness doctrine.

Great American Communications said its stock is being delisted from NASDAQ "as a result of the company no longer meeting certain financial requirements." The group owner said its stock would continue to trade over-the-counter under the symbol GACC.

Decker Anstrom, NCTA's executive VP now serving as acting CEO at the association until a new president is found, says he is not a candidate for the job. "It's important that the industry have a fresh new face," said Anstrom. Furthermore, to facilitate a smooth transition, Anstrom says it would be best "if my motivations were not being second guessed because I am a candidate."

Senator Kay Hutchison (R-Tex.) joins the Senate Commerce Committee. The newly elected senator is replacing Republican Judd Gregg of New Hampshire, who took a seat on the Foreign Relations Committee.

The FCC has denied a petition from PanAmSat asking for an investigation of alleged irregularities in lobbying expense reports from rival Comsat. In a decision issued July 7, the commission ruled that substantial discrepancies between expenses reported to Congress in 1987 and expenses reported to the commission the same year resulted from errors by lobbyists employed by In-

telsat, not from willful misreporting by Comsat. The commission pointed out that Comsat subsequently corrected the 1987 error and instituted a new data-collection system to prevent future errors. The commission closed the proceeding, denying PanAmSat's request for a further investigation and repayment of legal expenses.

Outlet Broadcasting bonds were priced at par to yield 10 7/8% last Thursday. The group owner's chairman, president/CEO, James Babb, said the proceeds, which will be used to buy more expensive debt, should save the company roughly \$4 million per year in interest costs.

MCI Communications, the telephone giant that has about \$4.3 billion in cash as result of recent deal with British Telecommunications PLC, **is currently in talks with cable MSO Tele-Communications Inc.** about a possible business partnership. MCI Chairman/CEO Bert Roberts confirmed the ongoing talks with TCI during taping of upcoming episode of the PBS series *TechnoPolitics*. On the same program, Roberts said the long distance company/cable operator partnerships should be completed "between now and the end of 1994."

Newly elected members to the C-SPAN board: Executive Committee Chairman **James L. Gray**, vice chairman of Time Warner Cable; executive committee members **Jack C. Clifford**, chairman of Colony Communications; **Robert Miron**, president, Newhouse Broadcasting Corp.; **Fred Nichols**, president/COO, TCA, and **June Travis**, president/COO, Rifkin & Associates; and to the board of directors, **Don Barden**, president of Barden Communications; **Bill Bresnan**, president of Bresnan Communications; **Jim Cownie**, CEO of New Heritage; **Michael L. Pandzik**, president, National Cable Television Cooperative, and **Susan Yee**, COO of Twin Country Trans Video. Jones Spacelink President



Former two-term C-SPAN Executive Committee Chairman and Hauser Communications President John Evans (r) passes the gavel to the new chairman, Jim Gray of Time Warner.

Gregory L. Liptak has replaced Glenn Jones in the Jones Intercable seat.

Episodes of *Roseanne*, *I'll Fly Away* and *The Legend of Prince Valiant* were among the winners last Wednesday when the **Humanitas Prizes for TV writing** were awarded in Los Angeles. Other winners included *Miss Rose White* (NBC) written by Anna Sandor, *Cooperstown* (TNT) written by Lee Blessing, *Big Boys Don't Cry* (CBS Schoolbreak Special) written by Betty Birney and *Scared Silent: Exposing and Ending Child Abuse* (ABC, CBS, NBC and PBS) written by Arnold Shapiro and Mary Jo Peltier. Rob Ulin won for his script of *Roseanne*, Barbara Hall won for her script of *I'll Fly Away* in the hour category, and David Corbett and Dianne Dixon were named for their work on *The Legend of Prince Valiant* (The Family Channel) in the children's animation category.

ERRATA: The July 5 "Monday Memo" referred to NBC-TV's Miami affiliate incorrectly. That station is WTVJ(TV), ch. 4.

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Editorials

Patience is a virtue

Congress, whose inability to act on a new budget perennially pushes the government to the edge of insolvency, has gotten itself into something of a self-righteous huff over the FCC's decision not to rush into cable rate regulation without the requisite personpower. FCC Chairman James Quello, refusing to bow to political pressure, pushed for a deadline extension to Oct. 1, which some in Congress want to push to Sept. 1.

For us, at least, the charges of "stalling" that have echoed from the House gym and sauna ring somewhat hollow. The chairman, who has been wrestling with communications policy and implementation for well over two decades, is in a slightly better position to gauge the strength and battle readiness of the troops than is the Hill's profusion of armchair generals.

While the soundbite potential of get-tough cable rhetoric on the local news back home is irresistible to legislators, the chairman of the FCC has no such distractions. We trust the perspective from 1919 M Street.

Losing number

The Supreme Court dealt a blow to commercial speech two weeks ago, overturning a lower court finding that would have—and should have—allowed a North Carolina TV station to broadcast ads for a lottery in neighboring Virginia. The high court has made a mistake, as two of the justices—Stevens and Blackmun—recognized and spelled out in their dissent. Those justices disagreed, as do we, with the majority's conclusion that the ban on speech is proportionate to the federal government's asserted interest, which is to protect the anti-lottery policy of North Carolina. As Stevens writes in his dissent, the U.S. has no general interest in restricting state lotteries, allowing, as it does, state lotteries and advertising for such lotteries in the majority of states. The government interest is simply in assisting the states.

That help has come in the form of a ban, a course that is hardly narrowly tailored, as Stevens points out: "In seeking to assist nonlottery states in their efforts to shield their citizens from the perceived dangers emanating from a neighboring state's lottery, the Federal Government has not regulated the content of such advertisements, to insure that they are not misleading, nor has it provided for the distribution of more speech, such as warnings or educational information about gambling. Rather, 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."

Absent a substantial government interest, Stevens argues, that policy falls apart under First Amendment scrutiny, as it does under Stevens's persuasive dissent.

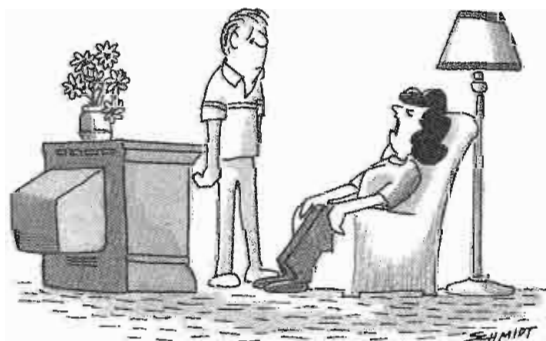
Ignorance of the law is no excuse. But there is no excuse for ignorance *in* the law, either, which is what the majority has opted for.

Wireless win

The cable industry lost in court last week. The Michigan Supreme Court upheld a lower court finding that the state's mandatory cable access law was unconstitutional, representing a taking of private property, primarily for private use.

The rationale for such laws, in effect in approximately 12 states (according to communications law firm Winston & Strawn, whose wireless cable specialist Deborah Costlow was the winning attorney in the case), has been that the public interest in access to cable was the principal goal served by such a taking of property. In the case, in which a landlord wanted to deny access to Continental Cablevision and opt for a private cable system, the court found that "universal service requirement is primarily a restraint on the franchised cable operator, precluding the company from refusing service to poorer communities. It is not an enabling provision authorizing the cable operator to demand access to every dwelling despite the owner's desire for such service."

While the ruling applies to Michigan alone, and other states may well conclude that the public, rather than private, interest is the primary one served by mandatory access to cable systems (as did the single dissenting voice in the 6-1 decision), we expect cable's competitors elsewhere are already on the phones to their lawyers. Stay tuned.



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