

123-29

JUL 19

Broadcasting & Cable

The Newsweekly of Television and Radio

CABLE



**Fox will support
new violence
warning 24**

TELEVISION



**USA plans prime
time animation 26**

ANNUAL AGENCY FORECAST

LESLIE J. SAVAGE
Western State College

The Hits, Misses and Maybes

OF PRIME TIME '93

JUL 20 1993

Gunnison, Colorado

Vol. 123 No. 29
62nd Year 1993 \$2.95
A Cahners Publication

FOX



FOX



ABC



NBC



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A C C E S S

WNBC 7:00PM
NEW YORK
+100% **+100%** **+75%**
A18-34 A18-49 A25-54

WKCF 7:30PM
ORLANDO
+67% **+60%** **+20%**
A18-34 A18-49 A25-54

WXMT 6:00PM
NASHVILLE
+300% **+150%** **+50%**
A18-34 A18-49 A25-54

WFMJ 7:30PM
YOUNGSTOWN
+92% **+73%** **+25%**
A18-34 A18-49 A25-54

KVHP 6:30PM
LAKE CHARLES
+147% **+127%** **+267%**
A18-34 A18-49 A25-54

WFLD 6:30PM
CHICAGO
+117% **+57%** **+43%**
A18-34 A18-49 A25-54

KDAF 6:30PM
DALLAS
+27% **+44%** **+71%**
A18-34 A18-49 A25-54

KRRT 6:30PM
SAN ANTONIO
+157% **+129%** **+86%**
A18-34 A18-49 A25-54

KXRM 6:00PM
COLORADO SPRINGS
+25% **+8%** **+20%**
A18-34 A18-49 A25-54

KXTV 7:30PM
SACRAMENTO
+140% **+71%** **+100%**
A18-34 A18-49 A25-54

KDNL 6:30PM
ST. LOUIS
+17% **+27%** **+10%**
A18-34 A18-49 A25-54

WLNE 7:00PM
PROVIDENCE
+280% **+125%** **+111%**
A18-34 A18-49 A25-54

WTGS 7:30PM
SAVANNAH*
+46% **+13%** **+15%**
A18-34 A18-49 A25-54

WTHR 7:30PM
INDIANAPOLIS
+100% **+69%** **+50%**
A18-34 A18-49 A25-54

KSMO 6:30PM
KANSAS CITY
+375% **+275%** **+120%**
A18-34 A18-49 A25-54

WOWK 7:00PM
CHARLESTON-HUNT
+88% **+58%** **+46%**
A18-34 A18-49 A25-54

WWTW+ 7:00PM
TRAVERSE CITY
+44% **+28%** **+28%**
A18-34 A18-49 A25-54

COPS BUSTS EVERY MA

E A R L Y F R I N G E

WCAU 5:00PM
PHILADELPHIA*
+167% **+90%** **+90%**
A18-34 A18-49 A25-54

WXXA 6:30PM
ALBANY, NY
+243% **+220%** **+267%**
A18-34 A18-49 A25-54

WOWT 4:00PM
OMAHA
+329% **+200%** **+186%**
A18-34 A18-49 A25-54

KTSM 4:00PM
EL PASO
+118% **+54%** **+14%**
A18-34 A18-49 A25-54

KCPQ 6:00PM
SEATTLE
+200% **+171%** **+113%**
A18-34 A18-49 A25-54

WEYI 6:00PM
FLINT*
-22% **+14%** **+60%**
A18-34 A18-49 A25-54

KAYU 6:00PM
SPOKANE
+200% **+125%** **+129%**
A18-34 A18-49 A25-54

KCY+ 6:00PM
YAKIMA*
+122% **+88%** **+29%**
A18-34 A18-49 A25-54

KFMB 4:00PM
SAN DIEGO*
+27% **+45%** **+50%**
A18-34 A18-49 A25-54

WUHF 6:30PM
ROCHESTER, NY
+47% **+50%** **+50%**
A18-34 A18-49 A25-54

WFTX 6:00PM
FT. MYERS*
+21% **+91%** **+58%**
A18-34 A18-49 A25-54

KAUZ 5:00PM
WICHITA FALLS
+73% **+67%** **+33%**
A18-34 A18-49 A25-54

L A T E

KTTV 11:00PM
LOS ANGELES
+36% **+20%** **+11%**
A18-34 A18-49 A25-54

WRDC 11:00PM
RALEIGH*
+250% **+200%** **+100%**
A18-34 A18-49 A25-54

WKCH 11:00PM
KNOXVILLE
+50% **+40%** **+67%**
A18-34 A18-49 A25-54

WFXG 11:00PM
AUGUSTA
+163% **+100%** **+18%**
A18-34 A18-49 A25-54

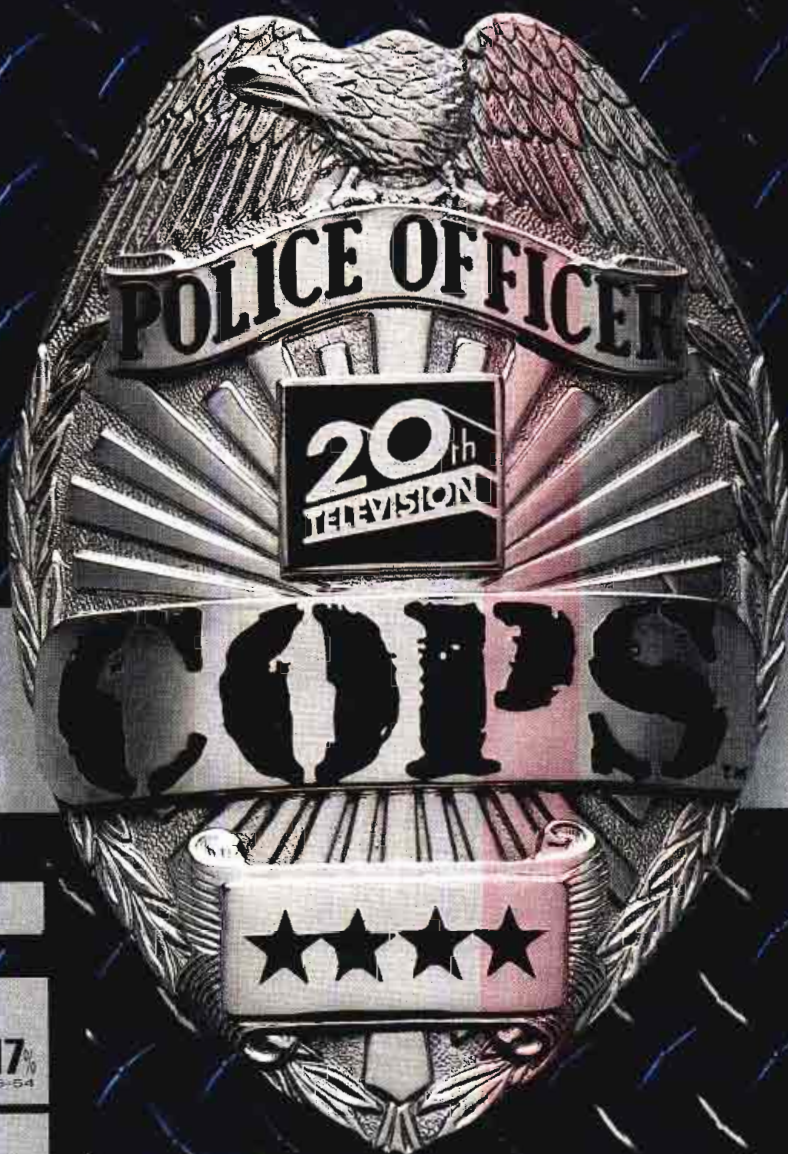
KAVU 10:30PM
VICTORIA
+15% **+14%** **+30%**
A18-34 A18-49 A25-54

WDZL 7:30PM
MIAMI
+22% **+43%** **+100%**
A18-34 A18-49 A25-54

WXIX 7:30PM
CINCINNATI
+72% **+56%** **+46%**
A18-34 A18-49 A25-54

WNWO 7:00PM
TOLEDO
+86% **+22%** **+11%**
A18-34 A18-49 A25-54

KDRV+ 7:30PM
MEDFORD
+100% **+118%** **+79%**
A18-34 A18-49 A25-54



JOR DEMO.

E F R I N G E

KRIV 10:00PM
HOUSTON
+157% **+75%** **+38%**
A18-34 A18-49 A25-54

KSTU 11:30PM
SALT LAKE CITY
+41% **+37%** **+12%**
A18-34 A18-49 A25-54

WTVC 12:30AM
CHATTANOOGA*
NC **+23%** **+50%**
A18-34 A18-49 A25-54

KTRV 10:00PM
BOISE
NC **+8%** **+20%**
A18-34 A18-49 A25-54

WJZ 12:00MD
BALTIMORE*
-8% **+27%** **+17%**
A18-34 A18-49 A25-54

KOKI 11:00PM
TULSA
+50% **+47%** **+45%**
A18-34 A18-49 A25-54

WAPT 10:30PM
JACKSON, MS
+29% **+33%** **NC**
A18-34 A18-49 A25-54

WJKA 11:00PM
WILMINGTON*
+100% **+200%** **+100%**
A18-34 A18-49 A25-54

A year ago, these stations were sitting with unproductive time periods. Problems in access. Early fringe. Late fringe. Then along came COPS and turned everything around, virtually overnight. Not just households, but key target demos. If you've got problems, don't wait to call COPS. Because your competition is looking at these very same numbers.



Source: NIS (ARB) May '93 vs. May '92 Share.
© 1993 Twentieth Century Fox Film Corp. "COPS" TM & © 1993 Barbour-Langley Prods., Inc.

Fast Track

MUST READING FROM BROADCASTING & CABLE

RETRANS DEAL RILES INDUSTRY

In the first retransmission-consent deal involving a big-three network, Continental will get fee-free carriage of ABC-owned stations in exchange for a nationwide rollout of ESPN2. The deal includes stations owned by Hearst Corp., which co-owns the sports cable network with Capcities/ABC. Other broadcasters decried the deal as "self-serving." / 6

ESPN, MLB PLAY BALL

ESPN appears likely to renew its baseball contract with MLB through 1999 for \$42 million-\$50 million a year, considerably less than the \$100 million a year it paid last time. / 6

DILLER OF A DEAL: QVC has proposed a \$1.3 billion stock swap for the Home Shopping Network, sparking rumors of ulterior motives by Barry Diller to acquire HSN's 12 Silver King stations and launch a fifth entertainment network. / 10

RED TAPE: The FCC conceded last week that its proposed cost-of-service formula will likely result in long and costly proceedings for cable operators who want to justify higher rates. / 12

TV STUDIO CONSOLIDATION

Warner Bros. is combining its two TV production divisions—Warner Bros. Television and Lorimar—into Warner Bros. Television Production. Lorimar President Leslie Moonves will head the merged operation. / 13

DEALER DOUBTS: Hughes's DirecTV offered C-band dish dealers attending the SBCA convention a role in marketing its equipment and programing. One thousand dealers responded, despite skepticism on the floor. / 13

BID FOR NBC: Bill Cosby and Robert Wussler have retained several Wall Street firms to put together a formal acquisition proposal for NBC, a source on the Cosby-Wussler team confirmed last week. Analysts say GE would be obligated to consider any "serious offer." / 14

SALHANY SIGNS ON TO ANTI-VIOLENCE CRUSADE

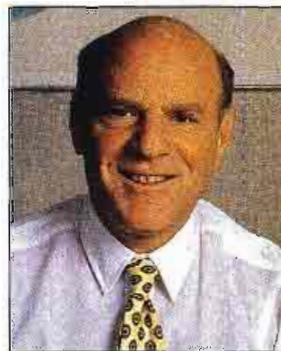
Fox Broadcasting Chairman Lucie Salhany supports labeling of programs with violent content, but says that Fox is in an "enviable position" because most of its shows are "virtually violence free." She calls the use of so-called V-chips to block out violent shows an abrogation of parental responsibility "to talk about things like violence on television." / 24



'Flipper' swims again in first-run syndication. / 27

NEW IN TOON TOWN: USA Network will enter the prime time animation arena with "Duckman," slated for early '94. / 26

FLIPPER REDUX: Samuel Goldwyn Television is hoping to resuscitate the '60s hit "Flipper" for first-run syndication in 1994-95. / 27



Fifth network in Diller's plans? / 10



Cover story

Ad agencies forecast more misses than hits—in fact, many more—in the networks' new fall schedules. Our prognosticators see CBS on top once again, but the three-network share dropping to 58%. / 18
Photo: Stephen Brown

"I'm telling you this is going to be a problem, and no one is talking about it."—Foote, Cone & Belding's Howard Nass on retransmission-consent negotiations / 42

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USA WINS 2ND QUARTER PRIME TIME

USA, helped along by the enduring strength of the off-network "Murder, She Wrote," holds the top spot in Nielsen's prime time cable rankings. WTBS won again for full-day. / 28

LESS MUSIC, MORE TALK: VH-1 will beef up its long-form programing with specially commissioned films from Francis Ford Coppola and a weekly series. / 29

HEAT ON INFRASTRUCTURE BILL

The cable industry and telcos attacked a proposed Senate bill on the development of an advanced telecommunications infrastructure, each arguing that the legislation would give unfair advantage to the other. Responded one exasperated senator: "We're never going to figure this out. Perhaps it's time to let everybody compete." / 31

PUBLIC TV PRIORITIES: A task force on public TV recommends diverting half of public stations' funding to national programing, and using revenue from spectrum auctions, user fees and station sale surcharges to fund operations. / 32



Signs of media interest in infrastructure bedeck Senate hearing. / 31



On everyone's lips as CTAM gathers in Atlanta: retrans. / 34

'AGGRESSIVE' IMAGE CAMPAIGN FOR CABLE

For its next round of image advertising, to which it will devote \$5 million, the NCTA will eschew the cable-as-nice-people approach, developed by Bozell, in favor of a "more aggressive" emphasis on value. Its new agency is Deutsch/Dworin. / 34

HOW TO BOOST PAY

With cost-cutting help from Showtime, cable operators are boosting pay revenue by slashing prices on premium services. HBO prefers the "value" approach, which means holding the line on prices but offering multiplexed channels free of charge. / 38

FASTER BUYS: Breaking new ground among major ad agencies, McCann-Erickson will sign on to the AdValue Network, a system linking agencies, rep firms and broadcasters. / 40

HAPPY RETURNS: Targeting non-cable households that matched the network's demos, A&E garnered a 3% response to its "Access" direct-mail campaign, which offered a 30-day money-back guarantee. / 41

IMPROVED VITAL SIGNS FOR WESTWOOD

Westwood One posted a net loss of \$730,000 for the second quarter, a stellar performance next to its \$4.74 million loss for the same quarter last year. Selling off troublesome stations and aggressively cutting costs helped. / 43



Pattiz 'can't cut fast enough' to pare Westwood's losses. / 43

DOUBLE OCCUPANCY: The NAB and RTNDA are close to a deal under which the NAB Radio convention will share exhibit space with the RTNDA's fall conference. / 44

SCI'S NEW HORIZONS: TV group owner SCI-TV, under new majority owner Ronald Perelman, is considering expanding its reach into first-run programing and ad repping. / 46

ANOTHER IPO: Broadcasting Partners is expected to parlay its success in turning around WYNY(FM) into added appeal for an initial public offering. / 48

Top of the Week

Capcities, Hearst opt for channel

Retransmission consent deal with Continental Cablevision guarantees national carriage for new ESPN2, but no cash for stations; broadcasters fear cable has upper hand

By Joe Flint

In a move that will radically alter retransmission-consent negotiations and, on the surface at least, put the cable industry in the driver's seat, Capital Cities/ABC and Hearst Broadcasting will let Continental Cablevision carry ABC-owned and Hearst-owned stations for free.

In return, Continental has agreed to a nationwide rollout of ESPN2—the Capcities/ABC and Hearst Corp.-owned cable network spin-off of ESPN.

"They leveraged their retransmission-consent rights to strengthen their cable business," one rival network executive said, claiming ABC "screwed their affiliates" in the process.

Spin-doctoring was the order of the day after the deal, with reports that Continental might pay as much as 50 cents per sub over the life of the contract. Sources close to the deal insist the true figure is an average in the mid-teens, considered about par for a mid-level service.

Whatever the current figure, CBS Senior Vice President Jay Kriegel said the deal is "further proof that station rights are worth a fortune."

As for affiliate reaction, "I can't ever remember second-guessing Capcities management. This decision deserves to be second-guessed," said Nick Smith, president of Spartan Broadcasting, which owns two ABC affiliates.

Smith said ABC's decision—while not bad for affiliates—was not "nec-

ESPN closing in on new baseball contract

Although the deal hasn't been signed, it appears that ESPN will renew its contract to carry Major League Baseball for six years—1994-1999—for \$42 million-\$50 million a year. That term coincides with the initial run of a new venture among MLB, ESPN parent ABC and NBC to produce, market and distribute broadcast network MLB telecasts. That venture was struck after it became apparent that none of the big three networks were willing any longer to pony up huge rights fees for the games. (CBS paid just over \$1 billion for rights to MLB games over the last four seasons and ended up losing about half that amount on the deal.)

Sources said the pending ESPN deal is closely linked to the venture, given the ties between the cable network and ABC. ESPN is expected to pay out about \$250 million-\$300 million over the new six-year deal, far less than the \$400 million the network paid over the past four years. On an average annual basis, the new pay-out would be \$42 million-\$50 million, compared with the previous \$100 million. Like CBS, ESPN lost millions on its current deal, with estimates ranging from \$150 million-\$200 million.

According to sources with knowledge of the talks, the parties were still discussing options late last week that would tie the sale of some of ESPN's inventory to

the network broadcast joint venture, as a way of broadening the appeal of a baseball package to advertisers.

The situation is complicated by the fact that it's unclear what packaging opportunities the venture will have to link baseball inventory to other ABC-NBC network spots. Discussions on that subject won't begin

until Ken Schanzer, executive vice president, NBC Sports, assumes his new post as head of the venture on Aug. 2.

If ESPN does end up contributing inventory for the venture to sell, there would be a corresponding drop in the rights fee. Under the terms of the joint venture, NBC and ABC don't pay a

rights fee, but MLB retains 80% of the revenue generated from advertising sales.

According to sources, ESPN had some competition in the bidding from Prime SportsChannels, a consortium of regional sports channels. But the league apparently wasn't interested. The fact that about 20% of Prime's subscribers paid extra for the channel as a pay service posed a potential political problem for MLB, sources said. When it announced its venture this spring, MLB disclosed a letter it sent to congressmen saying it had no plans to do pay-per-view telecasts and that all post-season games would "remain on free over-the-air television for the duration of the contract."

—SM



Jenny Jones' Women 18-49 Share Is Up In So Many Markets We Can't Fit Them All On This Page...



<u>MARKET</u>	<u>STATION</u>	<u>TIME</u>	<u>W 18-49 SH</u> <u>5/93 vs 5/92</u>
NEW YORK	WWOR	1:00PM	+250%
LOS ANGELES	KNBC	2:00PM	+86%
CHICAGO	WMAQ	1:00AM	+96%
PHILADELPHIA	WGBS	12:00M	+850%
SAN FRANCISCO	KRON	10:00AM	+82%
DALLAS	KXAS	3:00PM	+300%
ATLANTA	WSB	1:30AM	+194%
HOUSTON	KTXH	12:00N	+80%
CLEVELAND	WUAB	11:00AM	+200%
SEATTLE	KTZZ	8:00PM	+300%
TAMPA	WTTA	3:00PM	+100%
MINNEAPOLIS	KMSP	12:00N	+80%
PITTSBURGH	WPXI	11:00AM	+175%
ST. LOUIS	KMOV	1:00AM	+184%
SACRAMENTO	KSCH	1:00PM	+13%
PHOENIX	KNXV	11:00AM	+40%
BALTIMORE	WJZ	11:00AM	+129%
ORLANDO	WKCF	12:00N	+180%

essarily good either."

"It is not in the spirit of retransmission consent or what is best for our industry; that is where it appears to be self-serving," he said. Among the criticisms levied at the deal was that it "invaded" its affiliates' territory by setting up the network with a new channel that would draw subscriber income away from the local system—money that might have gone to the affiliate for retransmission consent.

ABC Affiliate Board Chairman Peter Desnoes said "the real problem" is the lack of information being provided on the deal. "I don't think it will undermine our retransmission-consent negotiations."

The agreement will likely end up forcing NBC, CBS and local broadcasters to rethink their own retransmission-consent strategies.

ABC expected backlash from the broadcasting industry, but Michael Mallardi, senior vice president, Capcities/ABC Broadcast Group, defended the deal.

"Carriage and channel positioning are not insignificant, as broadcasters will find out," he said, adding that the network would still like to do a cash deal for carriage—"if anyone is willing to listen." Philosophically, Mallardi said, "cable is not paying."

In the final analysis, he said, the company must deliver great value to the shareholders. "We don't have to apologize to anyone."

Stronger hand for cable

On the cable side, the Continental agreement strengthens the no-cash position the cable industry has taken on retransmission consent.

Under the terms of the deal, Continental will put ESPN2 on all its systems, not just the seven where ABC and Hearst have stations. Continental has just under 3 million cable subscribers and is the nation's third-largest cable operator. The stations that will be carried by Continental are Capcities' WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV Chicago, KFSN-TV Fresno, Calif., and Hearst's WCVB-TV Boston and WDTN-TV Dayton, Ohio. The stations will have guaranteed desirable channel positioning.

Tele-Communications Inc. and Time Warner, the nation's top two MSO's, may be next to sign deals with ABC. Executives at both companies praised the deal and said they hope to reach similar agreements with ABC soon.

What's next for CBS and NBC?

While broadcasters criticized ABC for not pushing for cash, cable industry executives fired back that ABC's decision was a logical recognition of marketplace realities.

"How can CBS hold out for cash now?" one operator asked.

"This shifts the bargaining power a little and reduces the odds of CBS getting cash," agreed Brown Brothers analyst Jay Nelson.

Including ESPN2 in retransmission-consent negotiations was not ABC's first choice. The group owner approached Continental and other operators seeking cash but was unable to get anywhere.

ABC, operators said, was finally convinced it would be better off trying to build a long-term asset rather than

extracting a few dollars on a month-by-month basis.

"ABC has established a market value for retransmission consent and has put the others in a position to fall in line with that value. ABC out-manuevered them," said one top MSO executive.

Indeed, in New York, Los Angeles and Chicago, where Continental has systems and all three networks own stations, ABC is in a position to be the only network affiliate on the system if the other two cannot come to terms with the MSO.

If that happens, ABC will have a bigger audience reach and thus more appeal to advertisers. Other stations in those markets will face the possibility of lost viewers, lower ratings and a decrease in ad sales.

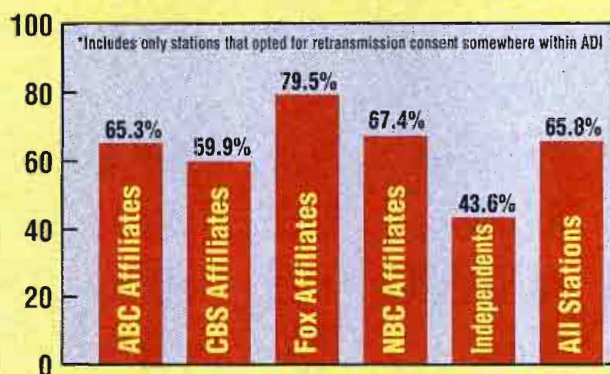
NBC is already looking at cash alternatives. As reported last week in BROADCASTING & CABLE, that network has three new cable channels in the works and may offer its stations for carriage in return for getting its networks on the systems.

Unlike ABC, NBC has had talks with its affiliates about giving them a financial interest in one of the three networks—a news/talk service similar to CNBC.

That would make the plan more like that of Fox, which two months ago said it would establish a cable network and offer it to systems at 25 cents per subscriber. Of that, affiliates would receive either five cents if they wanted an equity interest in the venture or seven-and-a-half cents if they wanted straight cash.

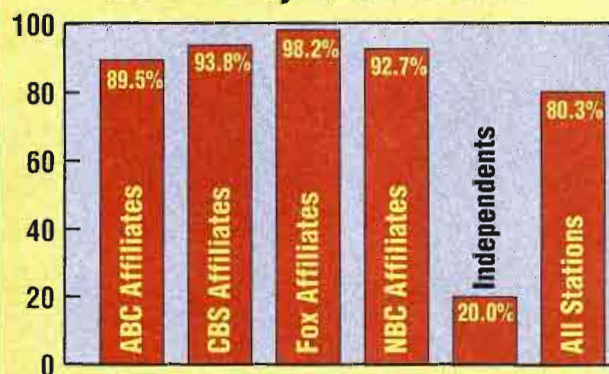
Although Fox has a deal with TCI for its networks, it has yet to announce

Percentage of Cable Systems Within ADI Where Stations Opted for Retransmission Consent*



Source: 1993 NAB Cable System Election Survey Copyright, 1993, National Association of Broadcasters

Percentage of Stations Opting for Retransmission Consent With At Least One Cable System Within ADI



Source: 1993 NAB Cable System Election Survey Copyright, 1993, National Association of Broadcasters

Or This Page...

MARKET	STATION	TIME	W 18-49 SH 5/93 vs 5/92
INDIANAPOLIS	WXIN	10:00AM	+343%
PORTLAND	KPDX	10:00AM	+450%
KANSAS CITY	KCTV	11:30PM	+47%
CHARLOTTE	WCNC	11:00AM	+150%
CINCINNATI	WLWT	10:00AM	+41%

MARKET	STATION	TIME	W 18-49 SH 5/93 vs 5/92
RALEIGH	WLFL	1:00PM	+133%
GREENVILLE	WYFF	10:00AM	+83%
GRAND RAPIDS	WOOD	10:00AM	+169%
NORFOLK	WAVY	3:00PM	+21%
SAN ANTONIO	KENS	12:00M	+133%
HARRISBURG	WLYH	9:00AM	+50%
OKLAHOMA CITY	KOCB	12:00N	+1400%
W. PALM BEACH	WTVX	2:00PM	+60%
WILKES BARRE	WOLF	11:00AM	+240%
ALBANY	WXXA	11:00AM	+40%
RICHMOND	WRLH	2:00PM	+175%
JACKSONVILLE	WJKS	12:00N	+20%
FRESNO	KSEE	10:00AM	+63%
LITTLE ROCK	KASN	10:00AM	+25%
MOBILE	WJTC	2:00PM	+400%
KNOXVILLE	WKXT	1:30AM	+6%
ROANOKE	WJPR	11:00AM	+100%
SYRACUSE	WSTM	10:00AM	+83%
GREEN BAY	WGBA	1:00PM	+340%
HONOLULU	KHON	10:00AM	+137%
ROCHESTER	WUHF	11:00AM	+117%
LAS VEGAS	KVVU	11:00AM	+186%
SPRINGFIELD	KSPR	10:00AM	+375%
TUCSON	KMSB	11:00AM	+25%
CHATTANOOGA	WRCB	11:00AM	+67%
MADISON	WKOW	10:00AM	+112%
DAVENPORT	WHBF	3:00PM	+60%



any pacts with other operators. Many have balked at the premium rate for a still-unnamed and unknown entity (BROADCASTING & CABLE, July 12).

NBC could face similar problems. ABC had an advantage, in that ESPN2 had been in the works long before retransmission consent became a reality. These other networks may be seen by operators as merely retransmission consent in disguise.

One NBC Cable executive confirmed that the plans for the new news/talk network surfaced only in the last few weeks.

CBS, meanwhile, is sticking to its cash-only position, although the cable industry shows no signs of giving in.

The rest of the broadcasting industry may face the same dilemma. According to a just-released survey by the National Association of Broadcasters, more than 80% of the 432 stations that responded, and 90% of network affiliates, chose to negotiate for retransmission consent with at least one system in their market.

By network, 89.5% of all ABC affiliates want retransmission consent, 93.8% of CBS affiliates, 98.2% of

Fox affiliates and 92.7% of NBC affiliates. About 20% of independent stations opted for retransmission consent.

"We don't expect ABC's decision to affect us with our local negotiations," said Spartan's Smith. "Money is reality, and we are prepared to go off their systems. This does not change that." For the Big Three networks, it's one down and two to go. As one cable executive commented last week: "The last guy who gets on this train will have to say 'please and thank you'—even his channel position may not be guaranteed." ■

Shopping channels merger back on track

QVC proposes \$1.3 billion stock swap for HSN, including 12 Silver King stations

By Rich Brown

A proposed merger between Home Shopping Network and QVC and an earlier decision by the FCC to grant must-carry status to home shopping stations have set off a dizzying swirl of change in the TV shopping business.

Rumors are flying that QVC Chairman/CEO Barry Diller is setting out to create a fifth entertainment network through HSN's Silver King Broadcasting TV stations. Some cable system operators are trying to figure out how to add over-the-air home shopping stations to channel lineups that already include home shopping cable network programming. And Minneapolis-based ValueVision is showing there might be some opportunity for home shopping channels that offer an alternative to the proposed HSN-QVC monolith.

The on-again, off-again proposed merger between Home Shopping Network and QVC was on again last week as QVC proposed a stock swap worth an estimated \$1.3 billion. As part of the deal, the expanded QVC would also purchase from affiliated company Liberty Media Corp. its option to buy HSN's 12 Silver King TV stations.

To make way for the deal, various shifts took place last week on the HSN board. Resigning from the board were Liberty Media Chairman John Malone and President Peter Barton, both of whom also sit on the QVC board. Liberty, a spin-off company of number-one cable MSO Tele-Communications Inc., controls both HSN and a piece of QVC. Joining the board were Leo J.

Hindery Jr., founder, managing general partner and CEO of InterMedia Partners; John Draper of Liberty Media, and George C. McNamee, chairman of First Albany Companies Inc.

In other board shifts, embattled HSN Chairman Roy M. Speer removed himself as an officer. Speer, one of the network's founders, in recent months has been at the center of a number of alleged improprieties involving HSN.

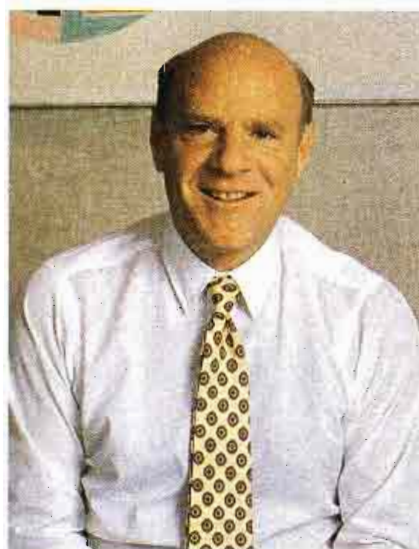
An investigation into HSN's business practices by a Tampa federal grand jury—as well as private litigation involving the company—earlier this year prompted Liberty to drop a planned \$640 million-plus bid to ac-

quire all of HSN. Liberty issued a statement in April saying the grand jury investigation and litigation "have created uncertainties which may result in an indefinite delay of the merger."

Mark Riely of MacDonald Grippo Riely said the new deal might have been prompted last week by concerns that HSN's stock price would rebound out of reach. While the shopping channel has recently suffered from sagging sales and negative press, the company won a major victory last month when the FCC decided to grant must-carry status to home shopping stations.

The question now is whether the proposed merger will clear the necessary regulatory hurdles, said Riely. Despite opposition, including that of Senate antitrust subcommittee chairman Howard Metzenbaum (D-Ohio), Liberty and HSN earlier this year won regulatory approval of the proposed merger. In addition to possible antitrust considerations, the merger may violate network/station crossownership rules, according to Gigi Sohn of the Washington-based Media Access Project.

The two companies clearly dominate the home shopping business, with combined revenues of more than \$2 billion a year. HSN reaches 60 million homes through its cable affiliates and a network of 40 UHF stations and 12 Silver King Broadcasting stations; QVC reaches 47 million cable homes. Analysts estimate a merged operation could save the companies about \$50 million in annual costs. ■



Barry Diller: planning a 5th network?

Or This Page!

MARKET	STATION	TIME	W 18-49 SH 5/93 vs 5/92
JOHNSTOWN	WWCP	11:30PM	+4%
YOUNGSTOWN	WFMJ	10:00AM	+43%
EVANSVILLE	WTVW	9:00AM	+94%
BATON ROUGE	WGMB	12:00N	+60%
WACO	KWKT	2:00PM	+117%
LINCOLN	KHAS	9:00AM	+63%
SAVANNAH	WSAV	11:00AM	+92%
LANSING	WLNS	9:00AM	+182%
SIOUX FALLS	KTTW	1:00PM	+75%
MONTEREY	KCBA	11:00AM	+217%
AUGUSTA	WAGT	11:00AM	+250%

Source: NSI SNAP MAY '93 (NSI Demo Share)

MARKET	STATION	TIME	W 18-49 SH 5/93 vs 5/92
EUGENE	KMTR	11:00AM	+27%
TALLAHASSEE	WTWC	10:00AM	+INF
LAFAYETTE	KADN	10:00AM	+INF
TYLER	KFXK	11:00AM	+INF
TRAVERSE CITY	WWTV	9:00AM	+15%
AMARILLO	KAMR	9:00AM	+10%
ROCKFORD	WTVO	10:00AM	+300%
TOPEKA	KSNT	10:00AM	+525%
SIOUX CITY	KCAU	3:00PM	+68%
TERRE HAUTE	WTWO	10:00AM	+26%
JOPLIN	KSNF	10:00AM	+22%
MIDLAND	KPEJ	12:00N	+186%
ANCHORAGE	KTBY	10:00AM	+INF
PANAMA CITY	WPGX	12:00N	+INF
LAKE CHARLES	KVHP	9:00AM	+127%
BOWLING GREEN	WGRB	9:00AM	+47%
BUTTE	KCTZ	2:00PM	+INF
OTTUMWA	KTVO	9:00AM	+49%
BRUNSWICK	WBSG	11:00AM	+INF



NEW FORMAT!
Jenny Jones



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FCC proposes cost-of-service plan

But commission says procedure will be costly and complicated

By Harry A. Jessell

Cable operators unwilling or unable to roll back rates to meet the FCC benchmarks may be able to justify higher rates, but it will not be easy.

The FCC conceded that the cost-of-service formula it proposed last week by a unanimous 3-0 will result in long and costly proceedings before municipal regulators, the FCC, or both.

"It is a traditional utility type of regulation that is extremely complicated," said Robert Pepper, chief of the FCC Office of Plans and Policy.

"It is clearly a terrible situation for the regulators and operators—and therefore the subscribers—to be in,"

said Sandy Wilson, an FCC Mass Media Bureau attorney.

The FCC asked for comments on the proposals by Aug. 25 and replies by Sept. 14. That means the FCC will be hard-pressed to adopt the cost-of-service guidelines before November. And that means cable operators may have to choose between benchmarks and a cost-of-service proceeding before they have a chance to digest—or even see—the guidelines.

Concerned about the complexity, the FCC said it is exploring ways of "streamlining" the cost-of-service proceedings. For example, it will study cable costs to come up with in-

dustrywide averages that operators may use instead of individual showings.

As the cable industry has warned, regulators could be swamped with demands for cost-of-service proceedings. Cable operators could trigger 30,000 proceedings—one for each franchise—on basic service rates at the municipal level and another 30,000 on upper expanded service rates at the FCC.

"That's not going to happen," said Wilson. "That's not what we are hearing from the industry," she said, declining to predict how many operators would opt for the cost-of-service proceeding.

The FCC last April set benchmarks and mandated that systems in non-competitive markets roll back rates 10% or to the benchmarks, whichever is less. According to the FCC, the rollbacks—coupled with obligations to subtract rate hikes imposed after September 1992 and cut charges for installations, remote control and other "equipment"—will ultimately save cable subscribers up to \$1.5 billion a year.

But as a safety valve of sorts for systems, the FCC also gave systems the option of seeking higher rates in cost-of-service hearings.

Last week's proposals would allow cable operators to recover certain costs plus a "reasonable return" on capital investment, or so-called rate base, of between 10% and 14% (after taxes)—a range gleaned from an analysis of the returns of S&P's top 400 companies.

Recoverable expenses, the FCC proposed, would include operating costs, depreciation and taxes. The rate base on which operators would be entitled to a return, it proposed, would include "prudent" investments on plant in service, "plant held for future use without a reasonable period of time" and working capital.

To the dismay of cable operators, however, the FCC proposed excluding from the rate base "excess" acquisition costs—that is, money spent to acquire cable systems in excess of what it cost to build them. ■

Better second quarter for CBS

CBS profits rode an increase in advertising to better bottom-line results in the just-completed second quarter. The company attributed the bulk of the improvement to higher revenue at the television network in prime time and several other dayparts. Also helping the CBS television network to an 8% revenue gain was the broadcast of the entire NCAA basketball playoffs; a year ago it broadcast only two semifinal games during the second quarter. Cost controls—overall CBS expenses were down 2%—were mostly responsible for better profits at both the owned TV station and radio divisions. The TV station division was also helped by a \$10.7 million insurance settlement related to Hurricane Andrew's impact on WCIX(TV) Miami last year. Even excluding that non-recurring gain, operating income was up 70%. In addition, net income was helped by a reported gain on the sale of some securities.

—GF

Prime time upfront: \$3 billion

The network prime time upfront passed the \$3 billion mark last week, and it appears to be wrapping up short of last year's \$3.6 billion total.

A network source said that by last Tuesday night, ABC had tallied \$1.02 billion, CBS was at \$950 million, NBC was at \$850 million and Fox was around \$510 million.

Several advertising executives said they believe that the total upfront market will not go past \$3.3 billion, a 10% decrease from last year. "There is no way it is going to hit \$3.6 billion," one agency executive said. He called earlier estimates by networks that the market would hit last year's level "sales strategy." ABC is claiming an increase in market share from 25% to 30% in prime time upfront business. Network and agency sources agree the market share comes at the expense of NBC. One buyer pointed out that ABC is the only network that did not see its ratings decline in prime time. "ABC was flat, which, these days, is good news," he said. The network is also the leader among younger audiences. "Unless you are looking at [the] 35-plus [age group], CBS is not the number-one network," the buyer said.

ABC and CBS each are expected to write slightly more than \$1 billion in business. NBC is expected to trail with approximately \$850 million, followed by Fox with more than \$500 million.

—CS

DirecTv offers dish dealers DBS role

Hughes Communications' DirecTv last week promised to cut backyard C-band dish dealers in on the high-power satellite broadcasting service it hopes to launch next year.

DirecTv executives at the Satellite Broadcasting and Communications Association convention in Nashville said the dish dealers would be invited to join the National Rural Telecommunications Cooperative (in rural areas) and consumer electronics outlets in marketing DirecTv's equipment and programming.

The executives estimated the dish dealers would capture at least 40% of the new DBS market.

DirecTv expects to launch the first of two high-power satellites in December and to begin offering service in April 1994. The service will include such popular cable services as The Disney Channel, CNN and the USA Network, as well as movies on a near-video-on-demand PPV basis. The latest additions, announced last week, are Turner Broadcasting System's CNN International and Turner Movie Classics.

To receive the service, consumers will have to buy a \$700 earth station featuring an 18-inch satellite dish. Thomson Consumer Electronics is manufacturing the home equipment.

Hubbard Broadcasting's United States Satellite Broadcasting, having purchased about a third of the capacity on the first DBS satellite, will offer a complementary package of cable services including the major pay-cable networks, such as Home Box Office and Showtime. Last week, it announced the addition of The Comedy Channel to its lineup.

In the first 24 hours after its plan was unveiled, DirecTv said, 1,000 dealers submitted applications to participate. Even so, there was widespread skepticism on the show floor.

"I want to see some ironclad proof that [the service] is going up, then I'll be interested," said Steve Kirby of Skyscope Satellite Systems of Rockfield, Ky. He said he was among many retailers who had lost money on previous DBS ventures.

David Rose, president of Earth Satellite Systems of Moncks Corner, S.C., complained that DirecTv has yet to reveal crucial information, such as wholesale cost of the equipment and permissible commissions and fees for DBS-related services.

"When they become clear enough and explain their prices...then I'll make the decision whether we get into it or not," he said.

—SS

Lorimar, WBTV melded under Moonves

By Steve Coe

Warner Bros. is combining its two television divisions, Warner Bros. Television and Lorimar Television, into one entity, Warner Bros. Television Production, headed by Lorimar President Leslie Moonves.

The move was designed to cut down on duplication and redundant positions within the two divisions, according to Barry Meyer, executive vice president, Warner Bros.

Meyer denied the move was based on the success or failure of each division; however, since Moonves took over Lorimar in 1990, it has been the top network producer each year. Harvey Shephard, president, Warner Bros. Television, will move into an independent production deal under the Warner Bros. banner.

"This is really not about one or two more shows being sold in one division or the other," said Meyer. "This is about the economic climate of network television. When we looked at it, it wasn't justified to keep two standalone television divisions." Warner Bros. acquired Lorimar five years ago, and Meyer said the compa-



New Warner Bros. TV head Les Moonves

ny has been combining some departments over the past several years. "We continue to believe our future is in creating copyrights. This consolidation allows us to focus our resources and energies on producing programs and building assets," he said.

Meyer said the company is "a week or two away from knowing how much reduction" will result from the merger. He also was unable to say approximately how much overhead will be

saved with more streamlined operation. "We didn't do it to save more money, we did it for efficiency," he said.

Shephard, who joined Warner Bros. in 1986 from CBS Entertainment, will be joined in the still unnamed new production entity by Fran McConnell, who leaves Warner Bros. Television after serving more than a year as senior vice president, creative affairs.

Meyer said the production agreement with Shephard and McConnell is an exclusive multiyear deal, with the entity reporting to Moonves. "I am very excited about starting this new venture and concentrating totally on the creative process," said Shephard. "And working with Fran this past year confirmed my beliefs that she is one of the most talented creator/developers in the business. She will be the perfect partner."

"Warner Bros. corporate success has always been based on changing with the times," said Moonves. "Combining the two divisions now is the smart business move, and I look forward to the challenge of proving them right."

Wussler, Cosby eye NBC bid

Deal could include some ongoing GE presence

By Steve McClellan

Sources close to entertainer Bill Cosby and Robert Wussler, former CBS-TV, Turner Broadcasting and Comsat executive, confirmed a *Vanity Fair* article reporting that the two men have joined forces to make a bid for NBC. According to a source close to both, Cosby and Wussler started talking last fall after their names appeared in a news article speculating on potential NBC suitors.

A source on the Wussler-Cosby team confirmed that several Wall Street firms, including Goldman Sachs, had been retained to put together a formal acquisition proposal that the two men hope to present to GE's chairman, Jack Welch, by the end of the summer.

Speaking to NBC News personnel in April, and at the network's affiliate meeting in May, Welch said GE "likes NBC" and "wants to be a part

of NBC." Wall Street analysts point out, however, that GE would be obligated to shareholders to at least look at any serious offer to buy the network.

"They don't think anyone has gone to Welch with a real plan, or real money or a real opportunity," said a source close to Wussler and Cosby. The source also said the plan calls for GE to remain an equity owner in NBC but that the proposal is not contingent on GE's remaining on board.

Wall Street analysts say that GE puts the book value of NBC at \$4 billion-\$4.5 billion, an estimate that includes the network, owned stations, various cable holdings and other assets.

The *Vanity Fair* article cited three principal reasons for Cosby's interest in buying the network. Two of them are closely related—Cosby's view that television, in general, has offered a



Bob Wussler: Cosby's partner in NBC bid

distorted view of African Americans, and the recent cancellation by NBC of the Cosby-produced *Here and Now* half-hour comedy, which Cosby believed tried to address issues and themes about African American life in a more realistic manner.

Wussler's motivations are less clear. But last week a source close to him said that Wussler still believes in the near-term business potential of network television. ■

Cable nets line up for fall

By Joe Flint

Although the TV critics cable forum in Los Angeles last week gave the cable networks a chance to promote their fall lineups, ESPN's biggest news was a retransmission-consent agreement with Continental, while Turner Entertainment President Scott Sassa talked about the need to seek international business in order to stand out in a 500-channel world.

ESPN spelled out details for ESPN2, its spin-off sports channel targeted to younger viewers. It has moved up the launch date a month—to Oct. 1.

ESPN President Steve Bornstein said that *Sports Center* anchor Keith Obermann will move to ESPN2 to anchor *SportsNight*, described as a "less structured" sports news program airing Friday through Monday, 8-11 p.m. ET.

Programming on ESPN2—nicknamed "the Deuce" by ESPN—will include NHL, arena football, volleyball, auto racing and two additional sports news

shows. On the pay-per-view front, ESPN plans to offer soccer's World Cup on pay as well as college football, the latter offered at \$9 per game or \$60 for "season tickets." ESPN is also launching this fall *NFL Prime Monday*, a 90-minute show about the NFL.

In other cable news:

■ Lifetime plans to start programming Sundays beginning Aug. 1, replacing Lifetime Medical Television. No word yet on the fate of LMT, but Lifetime President Doug McCormick said it will resurface.

■ USA Network announced several new movies as well as the new prime time show *Duckman* (see story, page 26).

■ The Comedy Channel will launch its new season in July, including the new show *Politically Incorrect* hosted by comedian Bill Maher. Its programming is now 60% original.

■ Besides re-entering the original movie genre with *Proudheart*, The Nashville Network will revamp its

weeknight prime time schedule with four new series.

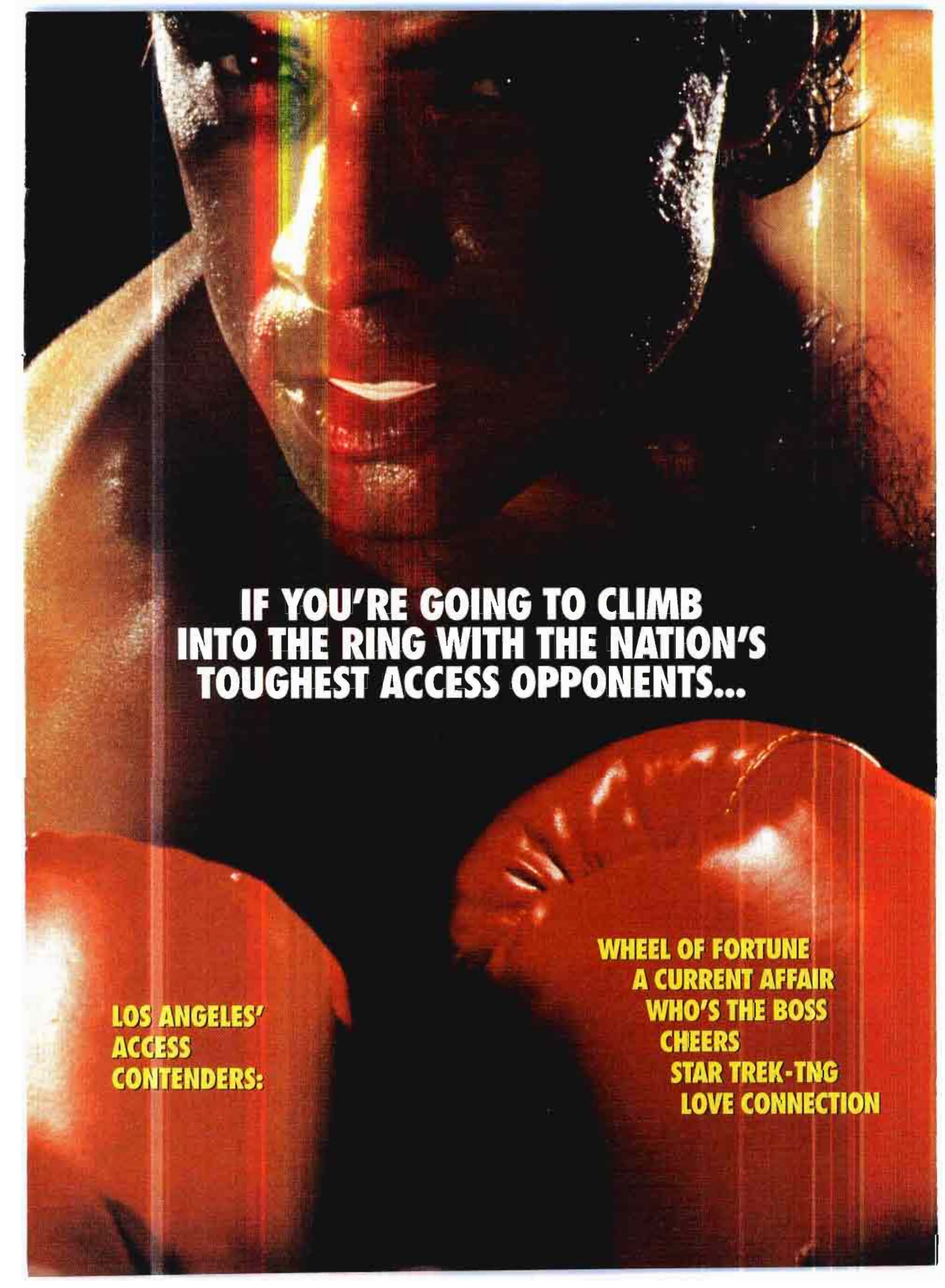
■ CNBC has a news show in the works in conjunction with "Consumer Reports."

■ Turner Broadcasting provided details for its latest network—Turner Classic Movies. TCM, set to launch early next year, will include films from the MGM library, pre-1950 Warner Bros. films and others.

■ TNT previewed two new movies, as did TBS, while Turner's Cartoon Network executive vice president Betty Cohen announced that channel's foray into late-night talk with *Space Ghost: Coast to Coast*, the "world's first late-night talk show hosted by a cartoon superhero."

■ On the pay TV front, Showtime Networks Inc. signed a five-year renewal deal valued at more than \$200 million, with TriStar giving Showtime exclusive rights to as many as 15 TriStar films per year.

■ The Disney Channel continued to emphasize its pursuit of an audience beyond children. Fall programming includes a 60-minute special on the Blues Brothers featuring Dan Aykroyd and a special on President Clinton's favorite band, Fleetwood Mac. ■



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INTO THE RING WITH THE NATION'S
TOUGHEST ACCESS OPPONENTS...**

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ACCESS
CONTENDERS:**

**WHEEL OF FORTUNE
A CURRENT AFFAIR
WHO'S THE BOSS
CHEERS
STAR TREK-TNG
LOVE CONNECTION**

YOU'D BE PACK A P



In L.A., **Hard Copy** was a knockout in May. In the country's most competitive market, hardest time period and against the toughest opponents, **Hard Copy** was **#1** in the biggest demo of them all, Adults 25-54. With a **4.8** rating, it beat *Wheel Of Fortune*, *A Current Affair*, and every other access contender. If we could slug it out and win in L.A., imagine what we could do in your market.

Maybe it's time to get a heavyweight champion in your corner. After all, the competition isn't getting any easier.



Source: NSI SNAP, May 1993 as noted.
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BETTER LUNCH.

WHO'S THE BOSS

STAR TREK: THE
NEXT GENERATION

WHEEL OF
FORTUNE

A CURRENT AFFAIR

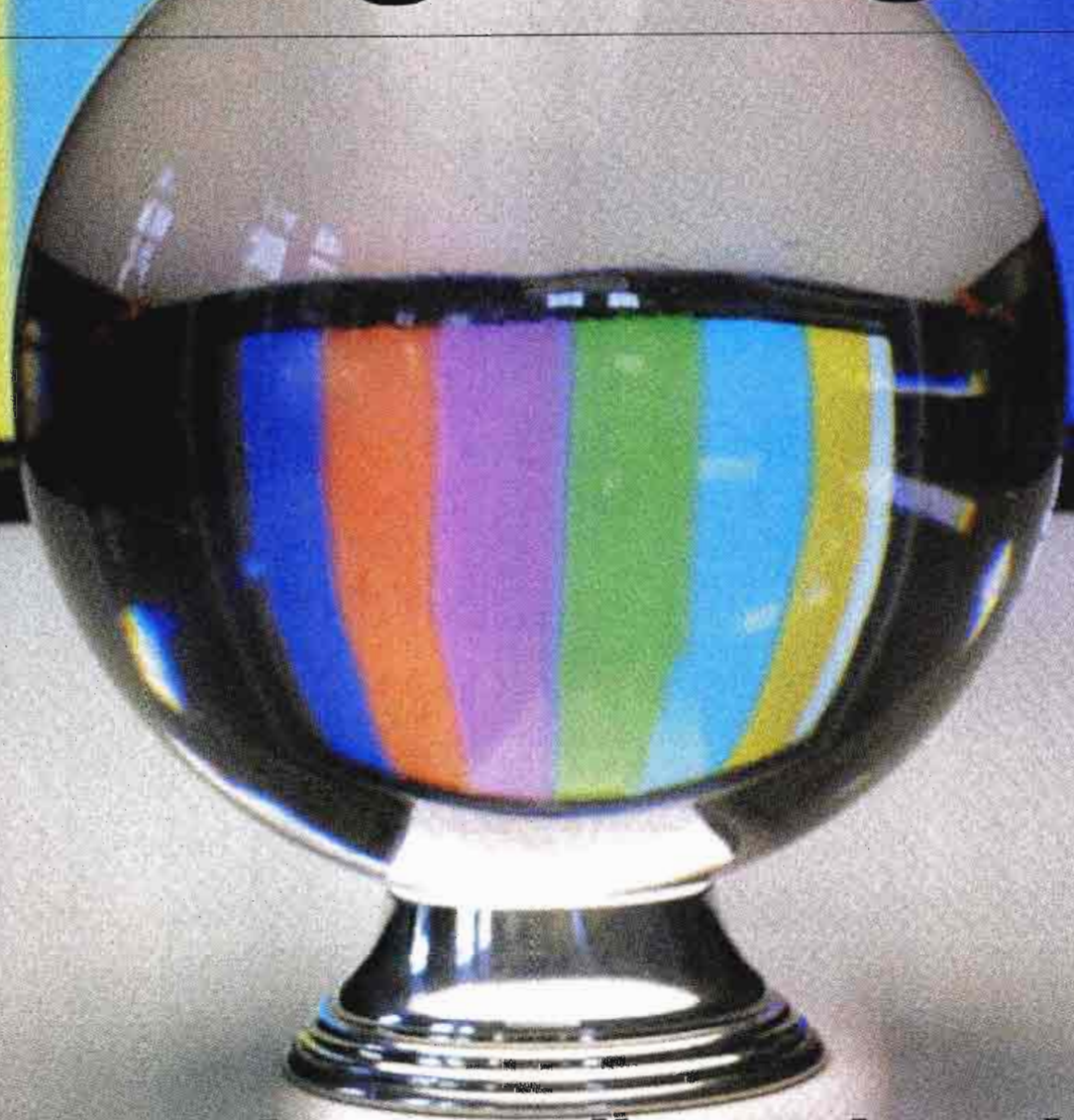
CHEERS

LOVE CONNECTION

#1

ADULTS 25-54
LOS ANGELES
7:30PM

Programming



Madison Ave. predicts prime time

Only four winners in new crop of shows, say agencies; three-network share drops again

By Morrie Gelman

P rime time hit shows are going to be in short supply when the 1993-94 network season opens this fall. That's the consensus of 15 ad agencies making audience forecasts for the season. They also predict that the three-network share will drop once more, to 58% of the viewing audience (with Fox adding another 12%).

Of the 39 shows debuting in the

fall, only four will be hits—two from Fox and one each from ABC and NBC, the consensus has it.

CBS, notable for the absence of any new hit shows in the forecast, is still projected as the number-one network in audience share for the season.

Prior to the beginning of last season, many of the same agency executives figured the competition between ABC and NBC for second place was too close to call. This preseason there is no doubt: ABC is a clear pick, estimated to be much closer than NBC to the CBS performance.

According to the annual agency survey obtained by BROADCASTING &

COVER STORY

CABLE, *Grace Under Fire*, the new Carsey-Warner half-hour scheduled for ABC on Wednesday night, is most likely to succeed among freshmen shows for '93-'94. The 9:30 p.m. comedy features comedian Brett Butler as a single mother struggling to scratch out a better life for her three children.

NBC's addition on Thursday nights, Paramount's *Frasier*, is also picked as a hit series. *Cheers*' Kelsey Grammer stars as a psychiatrist who has become Seattle's hot new radio shrink. Key behind-the-camera talent from *Cheers*—David Angell, Peter Casey, David Lee and James Burrows (the first three as executive producers, and the last as director)—will be steering *Frasier* to its predicted success.

Agency consensus further estimates that Fox, which need achieve only 65% of the audience levels of the other three networks to register a "hit" in the agency books, will score highest with Disney's *Sinbad* on Thursday and Lorimar's *My Girls* on Sunday.

Sandwiching new shows between two powerful established ones is, of course, a time-honored practice in network scheduling, and this fall will be no exception. All the projected hits enjoy, if not cocoon treatment, at least special positioning.

Grace Under Fire gets the benefit of a dynamite lead-in from *Home Improvement* on ABC, Wednesday at 9:30 p.m.

On Thursday, the lead-in for NBC's *Frasier* is *Seinfeld*, and the lead-out is a newly refurbished *L.A. Law*. *Sinbad*, with *Night Court*'s Gary Murphy and Larry Strawther as executive producers, is sandwiched between Fox's formidable *The Simpsons* and *In Living Color* at 8:30. The new half-hour stars stand-up comic Sinbad, formerly of *A Different World*.

Fox's other projected comedy series hit, *My Girls*, is hammocked between *Martin* (Fox's breakout hit from last season) and its solid veteran *Married...with Children* at 8:30 Sunday. Recording artist Queen Latifah and Kim Coles of *In Living Color* and *A Different World* star in the series about four upwardly mobile African-American women living in a New York brownstone.

Despite the hammocks, none of the four predicted hits for the fall season is in the "surefire" category. A year ago, based on criteria that defined a hit as a show with a 22 share or better,

Handicapping the New Season

Agency consensus of estimated average network share



ABC's *Hangin' with Mr. Cooper* and CBS's *Love & War* and *Hearts Afire* were "can't miss" choices. The hit picks for the '93-'94 season are a little less sure. Only a slight slippage would put them in the toss-up category, defined as anything between a 17 and a 21 share (industry standards adjust Fox to 65% of these levels).

The agency consensus predicts that 13 of the 39 new shows will wind up as toss-ups, with ABC and CBS boasting four shows each in this category, followed by NBC with three and Fox with two.

Surprisingly, among the toss-ups (and not in the hit category) is *SeaQuest DSV*, Sunday at 8, one of the new season's most highly touted series. The Steven Spielberg/Universal-co-produced NBC hour—about a huge, futuristic submarine exploring ocean frontiers—has a long-term network commitment. The advertising community evidently remains to be convinced, with the share estimates indicating that, Spielberg notwithstanding, *SeaQuest* is going to have a difficult time competing with ABC's new *Lois & Clark* much less dislodging CBS's *Murder, She Wrote* as time-period leader.

Also falling into the toss-up category is the fall season's most controversial new series, ABC's *NYPD Blue*. With content that may be pushing current network TV standards, the Steven Bochco police drama is likely to attract the most attention—if not the biggest numbers—of the new shows. It's projected for a 20 share, a close second to the CBS Tuesday movie in a 10-11 time slot.

A total of 22 misses are predicted for the season, which suggests perhaps 17 first-season shows in the fall may enjoy a second season in 1994-95.

That's in keeping with the recent pattern of renewals. Last season, 19 of 37 new series returned for the upcoming season.

The agency handicappers, which includes five of the top 10 agencies in network and TV expenditures believe CBS will go through the 30-week season with a 21-share average, winning Monday, Saturday and Sunday nights. If the consensus proves correct, CBS will have its third first-place season in a row.

Still, the estimates represent a loss of ground for the network, which won Tuesday night as well as the other three nights last season. Wednesday, Thursday and Friday were targeted by CBS for improvement this fall, but the consensus suggests those objectives will not be met.

Since it concluded last season with a 22-share average, CBS may be facing a slight audience share decline if the agency handicappers are right.

The consensus opinion also has it that ABC will enjoy a highly competitive and successful prime-time season, averaging a 20 share and also winning three nights—Tuesday, Wednesday and Friday. ABC, which was up 2% in household ratings last season, is estimated to generate a 20 share again.

NBC, in the view of the consensus, will be a decided also-ran, losing the season by 4 share points to CBS and 3 to ABC. Last season, NBC averaged an 18 share. Only NBC's perennially strong Thursday



night is chalked up to the network's win column, although Monday and Wednesday look to be within striking distance.

Fox wins no nights of the week in the survey, which is no surprise, but once again figures to be a competitor, particularly on Thursday night. The 12-share average predicted for Fox is the same number the network had as a full-season number in '92-'93.

The ABC, CBS and NBC combined share of prime-time viewing, which in '92-'93 fell to a new low—60% of the total television audience—figures to continue its slide. The agency consensus awards a total of 58 to the three major networks for '93-'94 (with Fox share points adding an additional 12).

One of the more significant indicators of the agency consensus is the growing importance of the news magazine to prime-time network TV. The forecast estimates that CBS will average a 25 share with three such shows, ABC a 23, also with three, NBC an 18 with two and Fox an 11 with its new *Front Page* series.

The promotional theme of "The Stars Are Back on NBC" holds true not only for that network, but for all. NBC can claim a total of 12 established stars in its new series: Roy Scheider, Cindy Williams, John Larroquette, Tom Brokaw and Katie Couric, Kelsey Grammer, Valerie Bertinelli, Teri Garr, Bill Cosby, Dick Van Dyke, Larry Hagman and Kenny Rogers (the last four will have separate shows that are part of the new, two-hour *NBC Friday Night Mystery* series).

New series coming to CBS will bring seven stars to that network, including Harry Anderson, Bronson Pinchot, Connie Chung, Faye Dunaway, Robert Urich, Peter Scolari and Beau Bridges.

At ABC, William Devane, Daniel J. Travanti, George Foreman and Paula Poundstone will be in new series this fall.

Fox also will boast four star names in new series: Richard Lewis, Don Rickles, Sinbad and Ron Reagan.

ABC's new prime-time lineup includes seven comedies and four dramas. The 11 new series for the fall account for eight of ABC's 22 hours of prime time.

CBS, which won 22 of 30 weeks last season and had 10 of the top-20 highest-rated shows, is introducing nine new programs (6½ hours): five comedies, three dramas and a magazine, *Eye to Eye with Connie Chung*, which debuted last summer.

Fox, expanding to seven nights a week in the fall, debuts four comedies, two dramas, a variety show and *Front Page*, as well as a movie night. The eight new Fox shows for the fall cover a total of six hours.

NBC, like ABC, will have 11 new programs (8½ hours): seven come-

WINS BY NETWORK	
	Tuesday, Wednesday, Friday
	Monday, Saturday, Sunday
	None
	Thursday

dies, two dramas, the news magazine and the new two-hour Friday mystery block.

Tale of the tape

Ad agency forecasters were right on three of five picks last summer for "surefire" hits for the 1992-93 season—not a bad batting average in an industry where picking winners is often problematic.

The forecasters were on target with CBS's *Love & War* and ABC's *Hangin' with Mr. Cooper* and with *Martin* on Fox. The CBS and ABC hit shows both completed the Sept. 21, 1992–April 15, 1993, season with 23-share averages, while *Martin* turned in an 18 share.

The surprise hit of the season, *Dr. Quinn, Medicine Woman*, completely fooled the agency handicappers. A year ago, they predicted a modest 13 share for the CBS Saturday hour. Instead, *Quinn* averaged a robust 24 share, the highest among the four hit shows of the 1992-93 season.

The forecasters were also way off with their predictions for *Rhythm and Blues*, an off-beat comedy about a white DJ working at a black radio station, in putting the NBC show in the hit category with a 22 share. The show actually recorded a disappointing 14 share and was quickly pulled from the schedule.

Two other NBC shows also failed to live up to agency predictions. *Out All Night*, a comedy starring Patti LaBelle as a blues singer, was predicted to

average a 19 share, and actually pulled a 13 before being yanked; *Here and Now* was handicapped at a 20 share. It did a 13 and was gone in short order.

Agency forecasters were off by 4 share points on *Hearts Afire*, which did a 21 share, barely missing the hit category predicted for it. Likewise, predictions for *Bob*, also a CBS comedy, were 4 share points too high. The handicappers had *Bob* averaging a 21 share; it actually averaged a 17.

Fox's *Ben Stiller Show*, a certified miss, was off by 4 share points in the forecast. Handicappers predicted a 10 and the show pulled only a 6, but neither number was too low for renewal.

In general, the agency forecasters were overly optimistic with their predictions, but they were within 3 share points on 30 of 37 shows evaluated for the '92-'93 season.

Looking at the fall '92 prime time schedule last summer, agency forecasters correctly figured that CBS would be number one for the season, but they wrongly had ABC and NBC too close to call as runner-up. A comparison of the actual shares with the predicted share for the entire NBC schedule shows that agency experts significantly overestimated NBC's strength.

Agency prognosticators said that CBS would win Monday, Friday and Sunday nights, and that NBC also would win three nights: Wednesday, Thursday and Saturday. ABC was given only Tuesday night. Instead, NBC won only one night—Thursday. ABC lost Tuesday to CBS, which took Saturday, Sunday and Monday as well. ABC did better than the forecast despite the Tuesday disappointment, taking Wednesday and Friday. ■

Morrie Gelman, veteran Hollywood reporter for *BROADCASTING & CABLE* and other publications, is now president of *Ventures in Media*, a Los Angeles-based information packaging and market research firm.

**A night-by-night
chart of agency
picks for fall
follows on page 22.**

WHY THE MOST FORWARD-THINKING SYSTEM OPERATORS ARE DWELLING ON THE PAST.



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HANDICAPPING PRIME TIME

Table shows agency consensus share estimates for individual programs and nightly averages.

7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM 9:30 PM 10:00 PM 10:30 PM

MONDAY	ABC 23	Day One ABC News 16		NFL Monday Night Football ABC Sports 27		
	CBS 24	Evening Shade MTM/CBS 22	Dave's World CBS 22	Murphy Brown Warner Bros. 26	Love & War Shukovsky/English 23	Northern Exposure Universal 25
	NBC 22	Fresh Prince NBC Prods. 23	Blossom Disney 21	NBC Monday Night Movie 22		
	FOX 9	Fox Night at the Movies 9				No Programming
TUESDAY	ABC 24	Full House Lorimar 23	Phenom Gracie/Columbia 21	Roseanne Carsey-Werner 31	Coach Universal 27	NYPD Blue Bohco 20
	CBS 22	Rescue: 911 CBS Ent./Shapiro Prods. 23		CBS Tuesday Movie 22		
	NBC 16	Saved by the Bell NBC Prods. 15	Getting By Lorimar 15	John Larroquette Witt-Thomas 15	The Second Half Castle Rock 14	Dateline NBC NBC News 18
	FOX 10	Roc HBO 10	Buddy Blues Disney 8	America's Most Wanted Fox TV Stations 10		No Programming
WEDNESDAY	ABC 17	Thea Castle Rock 16	Joe's Life ABC Prods. 15	Home Improvement Disney 30	Grace Under Fire Carsey-Werner 24	Do the Strand ABC/Columbia 16
	CBS 18	The Trouble w/Larry Lorimar 15	The Nanny TriStar 15	South of Sunset Paramount 15		48 Hours CBS News 24
	NBC 19	Unsolved Mysteries Cosgrove-Meurer Prods. 22		Prime Story NBC News 17		Law & Order Universal TV 18
	FOX 14	Beverly Hills 90210 Aaron Spelling Prods. 16		Melrose Place Aaron Spelling Prods. 12		No Programming
THURSDAY	ABC 19	Missing Persons Cannell 14		Matlock Viacom 17		Primetime Live ABC News 25
	CBS 16	In the Heat of the Night Viacom 17		Eye to Eye with Connie Chung CBS News 16		Angel Falls Kronenberg/Sanitsky 16
	NBC 21	Mad About You TriStar 17	Wings Paramount 19	Seinfeld Castle Rock 26	Frasier Paramount 23	L.A. Law 20th TV 20
	FOX 16	The Simpsons Gracie/20th TV 21	Sinbad Disney 17	In Living Color 20th TV 13	Herman's Head Disney 11	No Programming
FRIDAY	ABC 23	Family Matters Lorimar 23	Boy Meets World Disney 21	Step by Step Lorimar 20	Hangin' w/Mr. Cooper Lorimar 19	20/20 ABC News 27
	CBS 17	It Had to Be You Lorimar 17	Family Album Lorimar 18	Hearts Afire Mozark 16	Good Advice TriStar 16	Picket Fences 20th TV 16
	NBC 16	Against the Grain Lorimar 14		Mystery Movie Wheel 17		
	FOX 10	Adventures of Brisco County, Jr. Warner Bros. 10		The X Files 20th TV 10		No Programming
SATURDAY	ABC 14	George Columbia 13	Where I Live Disney 13	Paula Poundstone ABC Prods. 13		The Commish ABC/Cannell 17
	CBS 20	Dr. Quinn, Medicine Woman CBS Prods. 23		Harts of the West Kushner/Locke 18		Walker, Texas Ranger CBS/Cannon 19
	NBC 16	The Mommies Paramount 13	Cafe Americain Lorimar 12	Empty Nest Disney 18	Nurses Disney 17	Sisters Lorimar 18
	FOX 14	Cops Barbour Langley/Fox 16	Cops Barbour Langley/Fox 17	Front Page Fox News 11		No Programming
SUNDAY	ABC 18	Funniest Videos/People Vin DiBona/ABC 16	Lois and Clark Lorimar 17		ABC Sunday Night Movie 20	
	CBS 27	60 Minutes CBS News 34	Murder, She Wrote Universal 26		CBS Sunday Night Movie 24	
	NBC 17	I-Witness Video NBC News 12	Sequest DSV Universal/Amblin 16		NBC Sunday Night Movie 19	
	FOX 13	Townsend Television Townsend 8	Martin HBO 16	My Girls Lorimar 14	Married W/Children Columbia 17	Daddy Dearest HBO 13
						No Programming

MISS

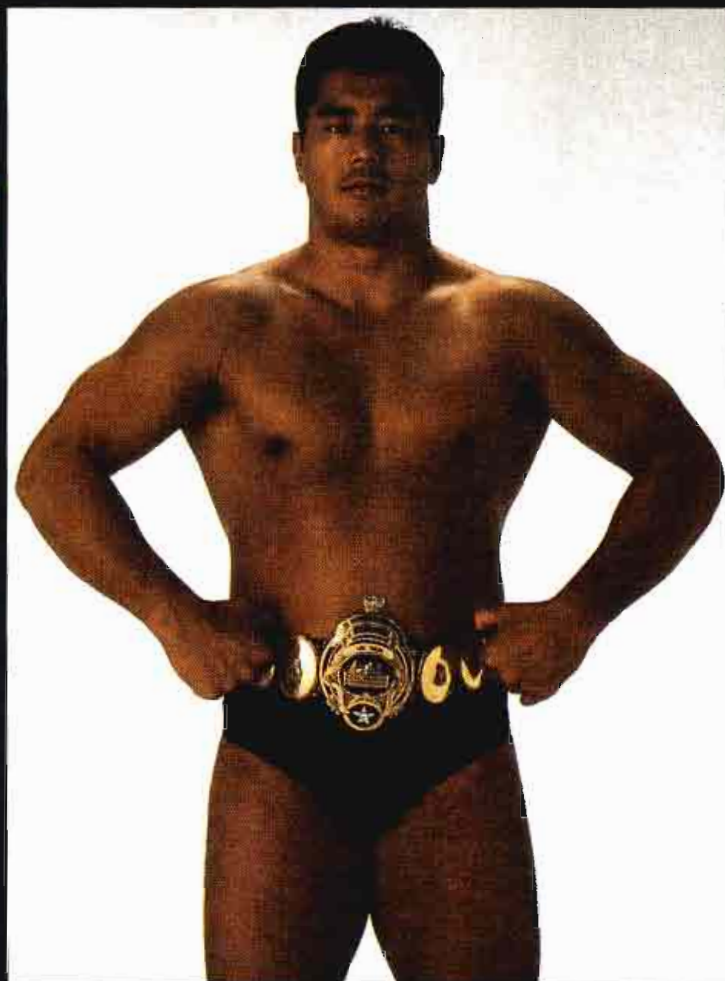
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Salhany supports violence-warning plan

Fox chairman emphasizes most of her network's shows will not need labeling

By Steve Coe

Labeling prime time programs with a viewer advisory is a "responsible step in addressing the issue of children being exposed to violence while they watch television," said Lucie Salhany, chairman, Fox Broadcasting, during the opening session of the Television Critics Association press tour in Los Angeles last week. However, she said, the majority of Fox's shows are devoid of violence, and the network has no plans to "add advisories across the board on our programs. We will handle each advisory, each show...separately."

Fox is in a "fairly enviable position," said Salhany, because the network's schedule is laden with comedies, which by "definition are virtually violence-free. So are *Beverly Hills, 90210* and *Melrose Place*, our ensemble dramas." She noted that Fox already posts a warning at the start of *Cops* and that *America's Most Wanted* has been moved from 8 p.m. to 9.

Salhany defended the new action shows on Fox's fall schedule, saying *The Adventures of Brisco County, Jr.* "is a western...there are bound to be some rough incidents. It just goes with the territory." She said the violence in the show would be neither graphic nor gratuitous. As for *The X-Files*, Salhany said only a few scenes "can even loosely be described as violent, and they are handled very sensitively."

She acknowledged that where Fox may be putting advisories is on some of its made-for and acquired theatrical films for *Fox Night at the Movies*. "We'll review each one on a case-by-case basis," Salhany said.

The Fox chairman said network television is less violent than it was 10 or 20 years ago. "In 1983 there were 16 crime dramas on the air, and they were violent—series like *T.J. Hooker*, *Matt Houston*, *CHiPS* and *Magnum P.I.* Twenty years ago there were nearly two dozen crime, spy and cowboy dramas on the air. Again, they were violent." Salhany said the four network schedules today yield only a "handful of crime-oriented dramas, and two of those—*Law and Order* and *Homicide*—can in no way be accused



Lucie Salhany and Sandy Grushow

of celebrating violence."

Salhany wary of V-chips

Salhany also addressed the advent of the V-chip, which would be integrated into new television sets to enable parents to block out certain signals or channels. "The very idea of the V-chip scares me. I know I'm going to be asked why parents shouldn't have the right to program their sets. My answer to that is, have we as parents so abrogated our responsibility as parents to talk about things like violence on television with our children that we have to ask technology to stand in for us?"

The move of implanting chips could set a dangerous precedent, she said, paving the way for chips that block other channels and including the possibility of an "N-chip. That's what scares me the most. Because, after all, the most graphic violence portrayed on television is seen on news programs. Do we really want to block out those shows or those channels?"

Although the majority of the questions from television writers centered on the violence issue, Salhany was also asked about the reported efforts of Paramount and Chris-Craft to establish a fifth network. "I don't know that Chris-Craft and Paramount are trying. I think if Chris-Craft is talking to anyone, it may be Warner Bros." She

estimated that a Chris-Craft/Warner Bros. alliance could garner about a 70% clearance of the country. "That leaves 30% they are not able to get to over broadcast, so they would have to go to cable. And that is a possibility." Salhany wished them well if efforts are indeed under way and added, "We believe in emerging networks, having just graduated from being a weblet."

Grushow details more debuts

Sandy Grushow, president, Fox Entertainment Group, announced additional premiere dates for new and returning series on Fox's fall schedule. The network announced a partial premiere schedule last week (BROADCASTING & CABLE, July 12). The latest debut dates for new series include: *Daddy Dearest* on Sunday, Sept. 5, at 9:30-10; *The X-Files* on Friday, Sept. 10, at 9-10; *Townsend Television* on Sunday, Sept. 12, at 7-8, and *Bakersfield* on Tuesday, Sept. 14, at 8:30-9.

The returning shows with premiere dates are: *Married...with Children* on Sunday, Sept. 5, at 9-9:30; *Beverly Hills, 90210* and *Melrose Place* on Wednesday, Sept. 8, at 8-10; *In Living Color* and *Herman's Head* on Thursday, Sept. 16, at 9-10, and *The Simpsons* on Thursday, Sept. 30, at 8-8:30.

Chase to reprise News Update

Grushow also announced *The Chevy Chase Show* will debut on Sept. 7 at 11 p.m. In a session on Monday, Chase and Steve Binder, executive producer of the late-night show, gave more details about the fourth competitor in the daypart. Chase ruled out speculation that the new show would mainly be sketch comedy bits. "We're going to be a late-night talk show. The idea of trying to write sketches the same way we did on *Saturday Night Live* would be damn near impossible because you'd have to rehearse all day, and by the time we came to the show we'd have nothing else to do but a sketch." Chase also said he will reprise the "News Update" sketch he created on *Saturday Night Live*. ■

Adventures in Wonderland
Betty Productions
The Disney Channel

Turner Family Showcase
Cartoon Network

Tuesday's Child
West Virginia Public Radio

Proceeding On...
Visions of Idaho
Idaho Public
Television

Beat the Odds
KNBC-TV/Channel 4
Los Angeles, California

*Common Miracles - The
New American Revolution
in Learning*
ABC News
"American Agenda"

*Fox Children's Network Public
Service Announcements*
Fox Children's Network
Learning Corporation
of America

Freedom Singer
ABC News - Radio

Storyporch
Black Entertainment
Television

*KUAT's Guide to
The Orchestra*
KUAT-FM
Tucson, Arizona

*1992-93
Documentary Series*
SOUNDPRINT

The New Explorers
Kurtis Productions
WTTW/Channel 11
Chicago, Illinois

*Sexual Considerations:
CBS Schoolbreak Special*
CBS, Inc.
NorthStar Entertainment Group, Inc.
Windborne Productions, Inc.

*Network Earth-Earthlink
Pilot Project*
Turner Broadcasting System, Inc.
In Association with IBM
and America Online

Read Earth
KAET-TV/ Channel 8
Tempe, Arizona

Ready, Set, Learn
The Learning Channel

10 for the Future
WBIR-TV/Channel 10
Knoxville, Tennessee

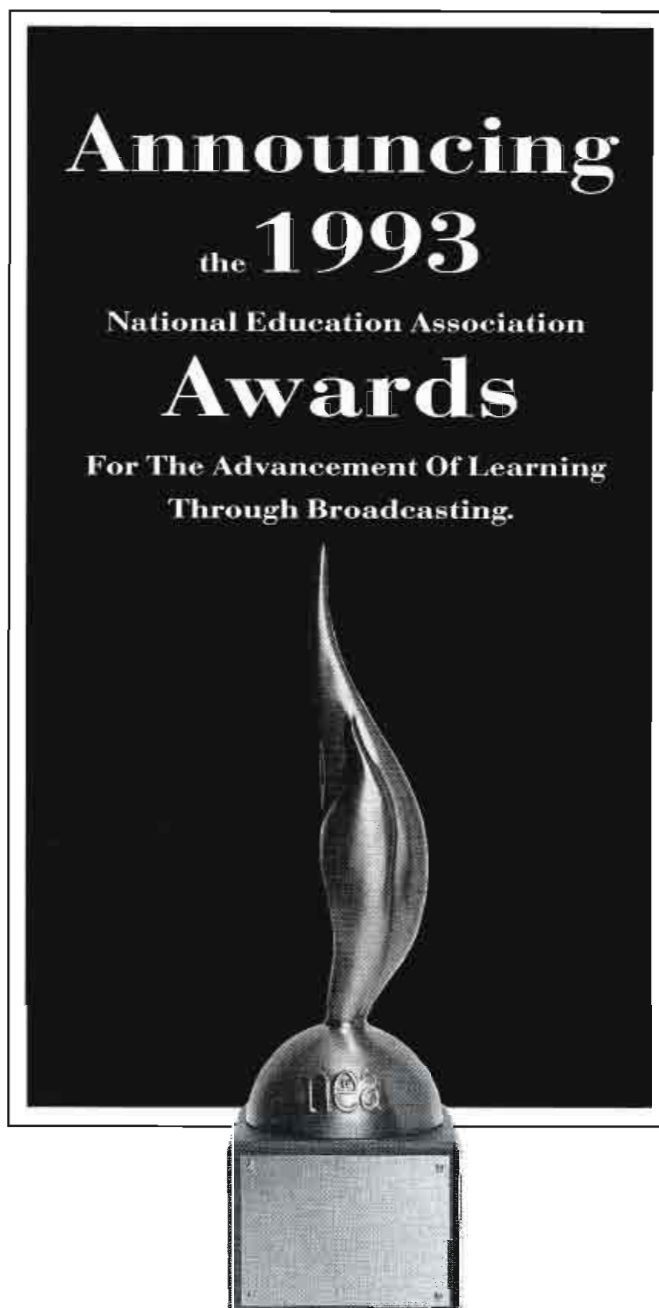
Simple Justice
The American Experience
New Images Productions
Public Broadcasting Service

Society in Transition
CNN Newsroom

Parent Power
Ashland Oil, Inc.
Doe-Anderson Advertising
Thom 2 Productions

*Kids + Earth = A Partnership for
a Greener Tomorrow*
WNEP- TV/Channel 16
Scranton, Pennsylvania

Newton's Apple
KTCA-TV Twin Cities Public
Television
Public Broadcasting Service



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USA: the duck stops here

Cable network orders animated prime time offering, 'Duckman'



'Duckman' is USA's offbeat adult animated offering.

By Rich Brown

USA Network in early 1994 will become the latest programmer to try an original prime time animated series with *Duckman*, an irre-

erent half-hour adult comedy featuring an offbeat family of ducks.

USA has placed a 13-episode order for the series, which will be coupled

with a yet-to-be-announced live-action original sitcom on the network. The cartoon, which will air between 8 p.m. and 9 p.m. on a yet-to-be-determined night, is being produced by Klasky Csupo Inc. in association with Paramount Television.

Klasky Csupo handled the first three seasons of Fox Broadcasting Co.'s popular prime time series *The Simpsons*. The animation company, headed by Gabor Csupo and Arlene Klasky, is currently producing *Rugrats* for Nickelodeon.

Duckman will be based on an underground comic book by Dark Horse Comics founder Everett Peck and will feature original music by Frank Zappa. The lead character is a heavy coffee-drinker and reformed chain smoker who longs to live in the shadowy world of old-fashioned private detectives.

"There is a degree of irreverence and energy to this project," said David Kenin, executive vice president, USA Networks. Kenin became interested in the show after seeing a *Duckman* pilot at the 1992 MIP-TV international television festival in Cannes.

USA Network will maintain exclusive rights to *Duckman* domestically; an international deal has not yet been struck for the series. Kenin foresees a full array of *Duckman*-related merchandising, but he added that it was "premature" to discuss USA's role in any possible merchandising of the character.

Competing cable network Nickelodeon has enjoyed merchandising and ratings success with its move into original prime time animation. The network's Saturday night run of *Ren & Stimpy* routinely ranks in the 40 top-rated cable shows as ranked by A.C. Nielsen Co. and reported each week in *BROADCASTING & CABLE*.

Kenin said earlier this year that USA is expecting better results from its two new sitcoms than such earlier low-budget attempts as the short-lived *Check It Out* and *Doghouse*.

"We're taking a totally different tack," said Kenin. "We're using 'A' producing, writing and performing talent to create these things. We're putting up a lot of money to do this." ■

Broadcasting & Cable

Jul 5-11

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,595

2.6/4.8

TBS 1,448

2.4/4.5

ESPN 938

1.5/2.9

TNT 899

1.5/2.8

LIFE 740

1.3/2.4

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.

Gerber, ITC form production unit

David Gerber, the former MGM television network president who was largely credited with keeping MGM's network series division afloat during the turbulent ownership regimes of Kerk Kerkorian and Giancarlo Parretti, has aligned himself with ITC Entertainment Group to form the long-form Gerber/ITC Productions unit.

ITC is in the midst of a management restructuring under recently installed President/CEO Jules Haimovitz, who is attempting to move the independent Los Angeles studio back into producing hour-long network series, as well as to bolster its output of telefilms and miniseries for broadcast and cable networks.

In the works at Gerber/ITC is a two-hour made-for-TV spy adventure, *Royce*, which will have a shared licensing window between ABC and Showtime. It is also developing a western movie for Turner Network Television called *Lords of the Land*. Gerber also said the company has at least one ongoing series development project with each of the four networks.

"I'll come up with the series ideas, then have Jules [Haimovitz] look at the economics and see whether deficit-financing a series makes sense to go forward with a series project," Gerber said.

Gerber, who at one time owned his production company, produced *Police Woman* for NBC (1973-77). During his tenure at MGM in the mid-1980's, he kept the network division afloat by selling *thirtysomething* to ABC and *In the Heat of the Night* to CBS. However, last year, with MGM under the ownership of French bank Credit Lyonnais, network production was phased out and Gerber left for independent production. —MF

SGT readies return of 'Flipper'

Touted as 'Jacques Cousteau meets Baywatch'

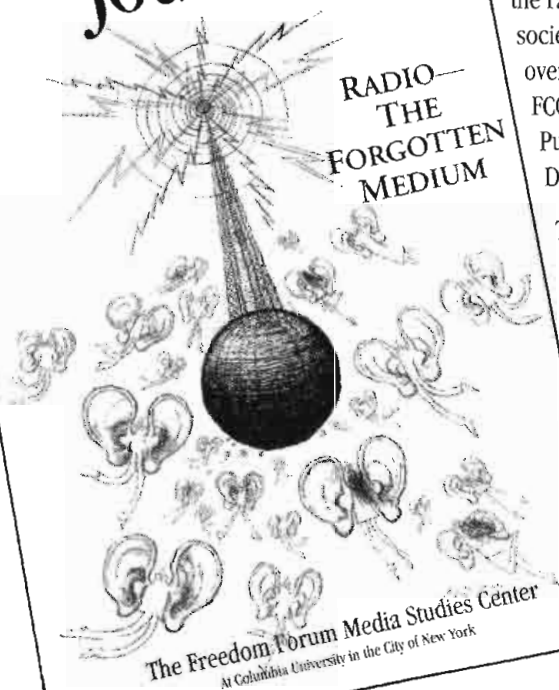
By Mike Freeman

The popular 1960's network series *Flipper* may swim again—this time in first-run syndication. Los Angeles-based Samuel Goldwyn Television hopes to develop the dolphin drama for 1994-95 to exploit the increasing viewer and legislative demands for "advertiser-friendly" non-violent family programming.

Julie Resh, SGT vice president of television production and development, says the company is also developing a companion piece to *Flipper* and to the company's five-year-old syndicated weekly hit *American Gladiators*. Although she declined to elaborate on the *Gladiators* spin-off, Resh did say it would be a similar "athletic

SUMMER 1993 MEDIA STUDIES Journal

RADIO—
THE
FORGOTTEN
MEDIUM



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competition" for possible launch in fall 1994.

By updating *Flipper* as "Jacques Cousteau meets *Baywatch*," Resh says the studio is looking to create a series that balances environmental issues with pure fun-in-the-sun action.

Resh says the studio is already in pre-production and will begin location scouting in South Florida next month. None of the cast members from the original 1963-67 NBC series will return; instead, SGT will introduce a yet-to-be-cast ensemble of regulars.

She estimates the budget at slightly more than \$1 million per episode, but adds that several foreign co-production partners, whom she declined to identify, will share front-end costs in exchange for territorial distribution rights.

"In *Flipper*, here is a show with a wide demographic appeal and built-in brand recognition," Resh says. "The baby boomers still remember it fondly, and there is a whole new generation watching on Nickelodeon for the last two years."

She adds, however, that Dick Askin, SGT syndication president, is in only the preliminary stages of approaching some major station groups and has yet to develop a marketing plan.

SGT's acquisition of *Flipper* came in a roundabout way. Originally, Heritage Entertainment acquired the show and other series from the estate of producer Ivan Tors. Then, about two years ago, parent Samuel Goldwyn Co. bought all of Heritage's film and series library. ■

2nd-quarter cable ratings: 1993 vs. 1992

A.C. Nielsen Co. has decided not to release quarterly ratings data on the nation's cable networks, citing opposition from some of the cable networks and some of Nielsen's own salespeople.

The company announced last month that it would begin releasing monthly and quarterly cable ratings data as well as weekly rankings of the top 15 programs on cable. "When we decided to release the numbers, our own salespeople raised hell," said Jack Loftus, Nielsen vice president of communications. The company quietly decided not to release the other numbers, but will continue to provide weekly rankings.

"We reserve the right to come back and release those numbers at another time," said Loftus. "We may put them out next quarter."

As a result, the cable ratings chart for the second quarter is appearing later than usual in BROADCASTING & CABLE. As it has in the past, BROADCASTING & CABLE will continue to supply quarterly ratings data based on A.C. Nielsen data supplied by network sources.

□

A lineup of movies, including the June 26 telecast of

the 1978 classic "Star Wars," helped propel USA to its second consecutive quarterly win in the prime time cable ratings race.

The USA telecast of "Star Wars" resulted in a 4.1 rating, representing 2.5 million homes nationally. The telecast was the highest-rated Saturday night movie on basic cable in 1993 and the highest-rated USA Saturday night movie since February 1991, according to the network. Thursday night movies on the network averaged a 2.6 rating, 30% ahead of 1992.

Overall, USA's second-quarter 1993 prime time numbers were up 10% over the same period in 1992. Among other shows boosting USA's numbers was a continued strong performance by the off-net mystery series *Murder, She Wrote*, which averaged a 2.7 rating in the Monday-Friday 8-9 p.m. ET time slot.

Superstation WTBS maintained the lead in a year-to-year comparison of full-day ratings, ending second-quarter 1993 with a 1.2 rating representing 747,000 households. In its initial second-quarter outing, another Turner channel, The Cartoon Network, showed a prime time rating of 1.1 within its universe, representing 62,000 households.

—RB

Network	Prime Time		2Q 1992		Full Day		2Q 1992	
	Rating	HH	Rating	HH	Rating	HH	Rating	HH
USA	2.3	1,373,000	2.1	1,236,000	1.1	646,000	1.1	670,000
WTBS	2.2	1,318,000	2.0	1,165,000	1.2	747,000	1.2	715,000
TNT	1.9	1,130,000	2.0	1,127,000	1.0	570,000	1.0	544,000
ESPN	1.5	913,000	1.6	943,000	0.8	473,000	0.8	453,000
Nick	1.1	622,000	1.0	564,000	0.9	530,000	0.9	508,000
Lifetime	1.0	554,000	1.1	625,000	0.5	271,000	0.4	238,000
Nashville Net.	1.0	545,000	1.1	597,000	0.5	272,000	0.5	288,000
CNN	0.9	538,000	1.0	584,000	0.5	334,000	0.6	345,000
Discovery	0.9	516,000	0.9	516,000	0.5	277,000	0.5	284,000
Family Channel	0.9	494,000	0.8	417,000	0.4	241,000	0.4	235,000
A&E	0.9	487,000	0.7	377,000	0.5	300,000	0.4	228,000
MTV	0.6	342,000	0.6	344,000	0.4	251,000	0.5	266,000
Headline News	0.3	180,000	0.3	164,000	0.3	164,000	0.3	171,000
VH-1	0.3	130,000	0.3	144,000	0.2	103,000	0.3	113,000
Comedy Central	0.4	112,000	0.5	110,000	0.2	68,000	0.2	57,000
CNBC	0.2	81,000	0.1	51,000	0.2	73,000	0.1	55,000
Cartoon Network	1.1	62,000	NA	NA	0.9	48,000	NA	NA

Notes: Figures are network estimates. All data are supplied by Turner Broadcasting System based on Nielsen Media Research. Ratings are based on coverage area of each network, not entire television universe. A&E broadcasts Mon.-Sun. 8 a.m.-4 a.m.; Lifetime data based on a Mon.-Sat. 6 a.m.-6 a.m. week; TNT broadcasts Mon.-Sun. 9 a.m.-3 a.m., and Discovery broadcasts Mon.-Sun. 9 a.m.-3 a.m.

VH-1 increases long-form slate

By Rich Brown

Music video network VH-1 in the months ahead plans to further expand into long-form programming with a lineup including specially commissioned films by director Francis Ford Coppola, as well as acquired episodes of *The New WKRP in Cincinnati* and other programming.

"When we hit it right on long-form, people stay longer with us," said VH-1 President Ed Bennett, explaining the network's evolution from around-the-clock music videos. "The radio model does not exist anymore."

Coppola's American Zoetrope production company will produce a series of six long-form music films for VH-1 in association with Palomar Pictures. The 23-minute films will feature as-yet-unnamed top musical talent, and are being described by VH-1 executives as "experimental" and "a new television genre." The six films will be presented under the banner title "Francis Ford Coppola Presents VH-1 Music Films" and are scheduled to launch in late fall 1993.

Debuting at an earlier date on the VH-1 schedule will be *Fools for Love*, a weekly half-hour series launching Aug. 27 at 11:30 p.m. ET. The original production will be a comic look at love, sex and marriage. Hosting the show will be real-life couple Jon Brandeis and Caroline Rhea, who will tell stories and conduct street interviews on love and relationships.

New acquisitions for the channel include *The New WKRP in Cincinnati*, which will air Monday through Thursday at 7 p.m. and 11:30 p.m., Saturday at 7 p.m. and Sunday at 8 p.m. (all ET). VH-1 has acquired 45 episodes of the sitcom from MTM.

Also acquired from MTM is *FM*, a sitcom about a noncommercial radio station starring Robert Hays and Patricia Richardson. The 13 episodes will air on Saturdays at 7:30 p.m. and Sundays at 8:30 p.m. and midnight.

Bennett said the network's growing lineup of long-form programming will include additional episodes of the original concert series *Center Stage* as well as other original series. ■



Broadcasting & Cable Top Cable Programs

July 5-11

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.	1,899	3.2	<i>Deep Trouble</i> (movie)	Thu. 9-11p	USA
2.	1,893	3.1	<i>Murder, She Wrote</i>	Tue. 8-9p	USA
3.	1,892	3.2	<i>Trials of Life</i> (pt. 3)	Sun. 4-6p	TBS
4.	1,880	3.3	<i>Auto Racing</i>	Sun. 1-4:45p	TNN
5.	1,876	3.1	<i>MLB</i> (Los Angeles-New York)	Sun. 8-11p	ESPN
6.	1,860	3.1	<i>Murder, She Wrote</i>	Wed. 8-9p	USA
7.	1,852	3.1	<i>Star Trek: The Motion Picture</i>	Sat. 8-10:45p	USA
8.	1,820	3.0	<i>Trials of Life</i> (pt. 4)	Sun. 6-8p	TBS
9.	1,815	3.0	<i>Buried Alive</i> (movie)	Wed. 9-11p	USA
10.	1,787	3.0	<i>Murder, She Wrote</i>	Thu. 8-9p	USA
11.	1,781	3.0	<i>Ren & Stimpy</i>	Sun. 11-11:30a	NICK
12.	1,771	3.0	<i>Ren & Stimpy</i>	Sat. 9-9:30p	NICK
13.	1,755	2.9	<i>MLB</i> (Florida-Atlanta)	Mon. 9:15-11:45p	TBS
14.	1,748	2.9	<i>WWF Monday Night Raw</i>	Mon. 9-10p	USA
15.	1,740	2.9	<i>Maximum Overdrive</i> (movie)	Mon. 3:30-5:30p	TBS
16.	1,722	2.9	<i>Trials of Life</i> (pt. 2)	Sun. 2-4p	TBS
17.	1,718	2.9	<i>Saved by the Bell</i>	Fri. 5:30-6p	TBS
18.	1,715	2.8	<i>Professional Boxing</i>	Tue. 9-11p	USA
19.	1,656	2.8	<i>Bad News Bears</i> (movie)	Sat. 4-6p	TBS
20.	1,655	2.8	<i>MLB</i> (Atlanta-Florida)	Sat. 7-10:15p	TBS
21.	1,632	2.7	<i>MLB</i> (Atlanta-St. Louis)	Thu. 8:30-11:15p	TBS
22.	1,631	2.7	<i>Trials of Life</i> (pt. 5)	Sun. 8-10p	TBS
23.	1,616	2.7	<i>Mad Max</i> (movie)	Mon. 5:30-7:30p	TBS
24.	1,588	2.6	<i>Fatal Exposure</i> (movie)	Mon. 9-5p	USA
25.	1,572	2.6	<i>Superman III</i>	Mon. 12:30-3:30p	TBS
26.	1,569	2.6	<i>Saved by the Bell</i>	Fri. 5-5:30p	TBS
27.	1,563	2.6	<i>Trials of Life</i> (pt. 6)	Sun. 10p-12m	TBS
28.	1,540	2.6	<i>Star Trek: The Motion Picture</i>	Sun. 2-4:45p	USA
29.	1,509	2.6	<i>Rugrats</i>	Sun. 10:30-11a	NICK
30.	1,501	2.5	<i>Saved by the Bell</i>	Wed. 5:30-6p	TBS
31.	1,495	2.5	<i>This Week in Baseball</i>	Mon. 8:30-9p	TBS
32.	1,486	2.4	<i>MLB</i>	Wed. 8:30-11:29p	ESPN
33.	1,474	2.4	<i>Murder, She Wrote</i>	Fri. 8-9p	USA
34.	1,473	2.6	<i>Too Good to Be True</i> (movie)	Tue. 9-11p	LIFE
35.	1,471	2.4	<i>The Rescue</i> (movie)	Fri. 9-11p	USA
36.	1,468	2.4	<i>WWF All-American Wrestling</i>	Sun. 12n-1p	USA
37.	1,462	2.4	<i>MLB</i> (Atlanta-St. Louis)	Tue. 10:15p-12:15a	TBS
38.	1,434	2.4	<i>MLB</i> (Atlanta-Florida)	Fri. 7:30-10:15p	TBS
39.	1,429	2.4	<i>MLB</i> (Atlanta-St. Louis)	Tue. 8:30-9:30p	TBS
40.	1,426	2.4	<i>Trials of Life</i> (pt. 1)	Sun. 12n-2p	TBS

TV Ratings Week

The Broadcast World According to Nielsen, Jul 5-11

	ABC	CBS	NBC	FOX
MONDAY	9.2/18	9.5/18	7.7/15	6.0/12
8:00	48. Day One 7.4/15	37. Evening Shade 8.4/17	37. Fresh Prince 8.4/17	
8:30		28. Major Dad 9.0/18	37. Blossom 8.4/17	72. Fox Night at the Movies—12:01 6.0/12
9:00	16. ABC Monday Night Movie—The Preppie Murder 10.1/19	19. Murphy Brown 9.9/19	48. NBC Monday Night Movies—The Love She Sought 7.4/14	
9:30		28. Love & War 9.0/16		
10:00		15. Northern Exposure 10.4/19		
10:30				
TUESDAY	9.5/18	10.3/19	8.0/15	3.3/6
8:00	21. Full House 9.8/20	13. Rescue: 911 11.0/21	74. Route 66 5.8/11	92. Beverly Hills 90210 3.5/7
8:30	23. Hangin' w/Mr. C 9.5/18			
9:00	3. Roseanne 14.3/26	19. CBS Tuesday Movie—Triumph of the Heart 9.9/18	58. South Beach 6.9/12	96. Key West 3.1/5
9:30	14. Room for Two 10.6/19		11. Dateline NBC 11.4/21	
10:00	64. Jack's Place 6.5/12			
10:30				
WEDNESDAY	9.9/18	8.9/16	10.1/19	4.8/9
8:00	62. Circle Game 6.6/13	54. Family Dog 7.2/15	12. Unsolved Mysteries 11.2/22	76. Beverly Hills 90210 5.6/11
8:30	56. Doogie Howser 7.0/13	56. Family Dog 7.0/13		
9:00	1. Home Improvmt 15.4/28	40. In the Heat of the Night 8.0/14	18. Caught in the Act 10.0/18	87. Melrose Place 3.9/7
9:30	6. Coach 13.2/23			
10:00	33. Sirens 8.6/16	9. 48 Hours 11.6/21	28. Law and Order 9.0/16	
10:30				
THURSDAY	10.1/19	9.1/17	7.9/15	6.9/13
8:00	55. Crossroads 7.1/14	36. Top Cops 8.5/17	64. Wings 6.5/14	32. The Simpsons 8.7/18
8:30			47. Wings 7.5/15	44. Martin 7.7/15
9:00	21. Matlock 9.8/18	16. Eye to Eye with Connie Chung 10.1/18	23. Cheers 9.5/18	67. ILC: 1st Season 6.4/12
9:30			9. Seinfeld 11.6/21	82. Down the Shore 4.7/8
10:00	4. Primetime Live 13.4/25	33. Picket Fences 8.6/16	69. Sisters 6.2/12	
10:30				
FRIDAY	10.5/22	6.7/14	5.0/11	5.7/12
8:00	27. Family Matters 9.2/20	72. Golden Palace 6.0/13	92. A Different World 3.5/8	62. America's Most Wanted 6.6/14
8:30	26. Step By Step 9.3/20	69. Cutters 6.2/13	94. Out All Night 3.4/7	
9:00	33. Dinosaurs 8.6/18	41. Street Stories 7.9/16	75. NBC Movie of the Week—A Woman Named Jackie, Part 1 5.7/12	81. Sightings 5.0/11
9:30	28. Perfect Strangers 9.0/18			84. Code 3 4.4/9
10:00	5. 20/20 13.3/27	69. Johnny Bago 6.2/13		
10:30				
SATURDAY	4.5/10	7.6/17	5.9/13	5.9/13
8:00	97. Young Indiana Jones Chronicles 3.0/7	41. Dr. Quinn, Medicine Woman 7.9/18	78. SNL Goes Commercial 5.2/12	58. Cops 6.9/16
8:30				44. Cops 7.7/17
9:00	86. Country Estates 4.1/9	48. CBS Saturday Movie—Miles from Nowhere 7.4/16	60. Empty Nest 6.7/15	84. Front Page 4.4/9
9:30			53. Mad About You 7.3/15	
10:00	64. The Commish 6.5/14		76. Reasonable Doubts 5.6/12	
10:30				
SUNDAY	7.6/15	13.4/26	6.8/13	4.7/9
7:00	90. ABC's World of Discovery 3.7/8	2. 60 Minutes 14.7/32	79. Quantum Leap 5.1/11	95. Parker Lewis 3.2/7
7:30				88. Danger Theater 3.8/8
8:00	41. Am Fun Hm Vid 7.9/16	7. Murder She Wrote 13.1/26	60. I Witness Video 6.7/13	79. In Living Color 5.1/10
8:30	48. Am Fun People 7.4/14			83. Roc 4.6/9
9:00		8. CBS Sunday Movie—Absolute Strangers 12.9/24	44. NBC Sunday Night Movie—The Gambler Returns: Luck of the Draw, Part 1 7.7/14	48. Married w/Childn 7.4/14
9:30	23. ABC Sunday Night Movie—Lock Up 9.5/17			68. Herman's Head 6.3/11
10:00				88. Flying Blind 3.8/7
10:30				90. The Edge 3.7/7
WEEK'S AVGS	8.7/17	9.5/19	7.3/14	5.2/10
SSN. TO DATE	11.7/20	12.4/21	10.8/18	7.3/12

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Washington

Infrastructure bill hit by all sides

S. 1086 criticized by cable, telcos, others as giving competitors unfair advantage

By Kim McAvoy

A controversial Senate bill that could spur the development of an advanced national telecommunications infrastructure took some hits last week from a variety of interests. The cable industry and both local and long-distance telephone industries, among others, argued that the bill could give their competitors an unfair advantage. The measure, S. 1086, is the handiwork of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and ranking Republican on the parent Commerce Committee John Danforth (R-Mo.).

The bill would pave the way for telcos to offer cable TV service within their service area under "certain conditions," and make it easier for cable companies to enter the local telephone business. The measure would also lift some of the long-distance restrictions on the Bell operating companies (BOC's). This would insure that BOC's such as Southwestern Bell and US West, which are investing in cable outside their service territories, can move ahead. And it imposes safeguards on BOC delivery of information services.

Despite what the industry groups had to say, several subcommittee members expressed an interest in moving ahead. "We're never going to figure this out. Perhaps it's time to let everybody compete. That's what America is about," said John Breaux (D-La.).

Senators Bob Packwood (R-Ore.), the ranking Republican on the subcommittee, and Ted Stevens (R-Alaska) said the legislation was a "good start."

Overall, industry witnesses supported the concept of creating an advanced telecommunications network. They



The media's interest in infrastructure is evident.

said their companies already have made substantial investments in infrastructure. Indeed, Brian Roberts, president of Comcast Corp., who testified on behalf of the National Cable Television Association, said cable TV systems are "providing a ubiquitous broadband superhighway today." He said by the end of the decade, "the cable industry as a whole plans to invest another \$14 billion in system upgrades."

Bell Atlantic President James Cullen said the BOC's are willing to invest up to \$125 billion in infrastructure by the year 2000. In the past three years, Cullen pointed out, the BOC's have invested nearly \$10 billion in digital switching equipment. But Cullen also complained that the measure doesn't go far enough. As a result, he said, the BOC's will be able to provide only local service, "but our com-

petitors will be able to provide both local and long-distance service."

Cullen noted that the bill restricts telco entry into cable and electronic publishing, but places no restrictions on entry by cable or other electronic publishers into the local telephone business.

James Smith, president of the Competitive Telecommunications Association, which represents the long-distance telephone industry, said his industry has spent between \$8 billion and \$9 billion since the mid-1980's to lay 2.4 million miles of fiber transmission capacity throughout the nation. Smith, however, said the bill would "significantly harm competition in long distance even as it seeks to create competition in the local exchange."

Roberts encouraged the subcommittee to open up the local telephone market to competition. But he also said

that local telephone companies should not be allowed to enter the cable business in their service area unless they are subject to "effective competition."

Under the bill, telephone companies would only have to have interconnection tariffs in place before they could offer cable in their service area. The measure also would prohibit telcos from buying out or merging with existing cable systems in their service territories.

Roberts said the National Cable Television Association believes there

should be "flexibility" in these provisions. "In any market where competition is simply not sustainable, it would be extremely unfair and counterproductive to force one or both contenders to continue to provide service," he said.

While the hearing gave the critics of S. 1086 an opportunity to vent their frustrations, it also gave other interested parties a chance to stake their claim in the "information superhighway."

Michael Niggli, senior vice president for marketing of Entergy Corp., an electric utility holding company

serving Arkansas, Mississippi and Louisiana, said he was there to identify the role that electric utilities can play in the deployment of a broadband network to consumers. Niggli said his company has a project under way that will deliver a high-capacity fiber optic/coaxial cable infrastructure as part of an information system for customers.

Niggli said he hoped his testimony would head off any attempts to preclude his industry from taking part in the development of an advanced telecommunications infrastructure. ■

Panel calls for more money for public TV

Says funds should go into national programming, not stations

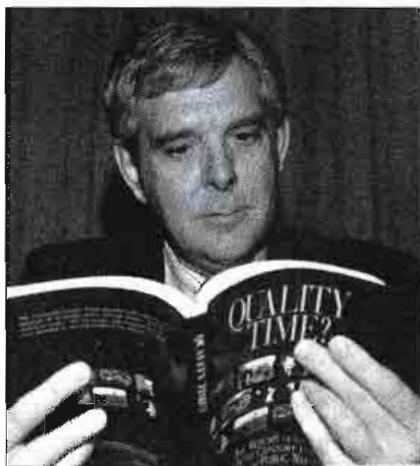
By Julie A. Zier

Federal funding for public television should be increased and used exclusively for national programming, according to a report released last week by the Twentieth Century Fund Task Force on Public Television.

Funds now going to public stations for operations—about half of the approximately \$250 million appropriated annually—should be diverted to national programming, the 188-page report says. "The stronger national programming is, the stronger local stations will be," said Brown University President and Task Force Chairman Vartan Gregorian at a press conference in Washington.

The report also recommends the government derive a portion of public TV funds from spectrum auctions, user fees or "surcharges" on the sale of broadcast stations or other FCC-licensed facilities. Legislation is currently pending in Congress to permit spectrum auctions, but it does not earmark any of the money to public TV.

Other recommendations made by the group of media, business and government professionals include reforming the appointment process for the Corporation for Public Broadcasting board to avoid "ideological infighting." Instead of making appointments directly to the board, the report suggests, the President should make them from candidates recommended by a "distinguished commission from the fields of broadcasting, education, the



Task force members Ervin Duggan and Henry Geller



sciences, the arts and the humanities," also appointed by the President.

The proposal to funnel funds to national programming drew fire. "For communities to benefit, funding must be available for stations to use in acquiring national programs or in supporting the local broadcast or non-broadcast use of that programming," said David Brugger, president of America's Public Television Stations. "Any recommendation to move public TV's federal funding from other than local control would merely take money out of one pocket to fill another."

Lee O'Brien, general manager of Southern Illinois University's WSIU-TV Carbondale and WUSI-TV Olney, said the study "missed the point of what public television is all about." Nation-

al programming is an important part of public television, he said, but only a small part of the overall service.

Even task force member FCC Commissioner Ervin Duggan attached a statement expressing his concerns. "Diluting the amount of money that public broadcasting's funding sources provide to local stations could directly undermine the hope for improved local service," he said.

Eli Evans, president of the Charles Revson Foundation and member of the task force, said the proposal to support public TV with the revenues from spectrum auction and fees was "unanimous."

"If a rancher has to pay a fee to graze on public lands, then those who graze on public airwaves should pay the fee as well," he said. ■

The National Telecommunications and Information Administration wants to launch a National Information Infrastructure Program aimed at demonstrating to the public how advanced telecommunications technologies can be used for education, health care, public information and other social services. To carry out the program, NTIA head Larry Irving told the House Telecommunications Subcommittee last week, the agency will need an extra \$51 million. NTIA's overall budget request is \$94.5 million for fiscal 1994—more than twice the \$39.7 million the agency now receives.

The plan has the support of Irving's former boss, Subcommittee Chairman Ed Markey (D-Mass.), who last week introduced an NTIA authorization bill including the \$51 million.

According to Irving, the funds would be used to underwrite pilot projects for schools, hospitals, libraries, museums, and state and local governments. Irving said the administration does not "seek to construct, own or operate a government network that competes with the private sector." Instead, he said, it expects program participants will purchase or lease telecommunications services and facilities from the private sector.

The authorization bill also includes \$20.6 million to administer NTIA's public telecommunications facilities program and \$1 million for the National Endowment for Children's Educational Television, which was created to help fund new programming for children.

Irving told the subcommittee that the administration's interagency task force on information infrastructure was working on a "vision statement" for telecommunications issues. He said the administration wanted to take a "fresh look" at such issues as telco entry into cable and Bell company delivery of information services.

A Washington Post story asked some of the well-heeled baseball fans in Baltimore last Tuesday evening for the All-Star Game how they managed to secure the hard-to-get and costly tickets. One answer: "I'm a commissioner for the FCC." It turns out that the commissioner was Ervin Duggan, a fact that could be quickly deduced from a quotation later in the story from John Hollar. Hollar was identified as a "Washington baseball fanatic," but is known in these circles as Duggan's chief aide.

So where did the tickets for the Duggan party come from? Duggan says Major League Baseball offered him a chance to buy two \$60 tickets—an opportunity he took advantage of. The story was the same for Hollar, except the tickets came from CBS, which televised the game, and cost only \$45.

Charles Schott, chief of staff to FCC Chairman Alfred Sikes during the first two years of his administration (1989-91), has rejoined Sikes at Hearst New Media & Technology Group, which is exploring new businesses for the multimedia corporation. Sikes is head of the group, as well as vice president of Hearst Corp. Schott, who will be vice president of the group, first worked for Sikes during the latter's three years (1986-89) as head of the National Telecommunications and Information Administration. Following his tenure at the FCC, Schott was a special consultant in the London office of McKinsey & Co.

Lorrie Secrest, who headed the FCC's Office of Public Affairs during the chairmanship of Alfred Sikes, has landed in Chicago as vice president, media relations, Ameritech. Secrest had been working on public relations for the regional Bell operating company as a consultant in Washington. Prior to joining the FCC, Secrest worked in public affairs at the United States Information Administration and the FBI.

Senate Antitrust Subcommittee aide Christopher Harvie next Monday (July 26) will join the Washington office of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, the law firm announced last week. A graduate of Brown University and UCLA Law, Harvie has served the subcommittee chaired by Senator Howard Metzenbaum (D-Ohio) since 1989. The firm represents several prominent cable clients, including Turner Broadcasting System, the National Cable Television Association and the California Cable Television Association.

Representatives of small cable operators (those with systems serving fewer than 1,000 subscribers) underscored earlier calls for relief from the FCC's tough new cable regulations with a letter last week to the commissioners. The letter urged the agency to: (1) permit them to justify their current rates on a simplified net income analysis; (2) permit them to increase rates to the benchmark cap; (3) authorize them to base rates on the bundling of service and equipment charges; (4) allow them to pass through rebuild costs; (5) clarify that they do not have to maintain local offices in each community they serve, and (6) commence a rulemaking to broadly address small-system concerns. Failure of the FCC to act "will seriously impede" their ability to provide quality service, the representatives said. The letter was signed by Steve Effros, Community Antenna Television Association; David Kinley, Small Cable Business Association; Michael Pohl, Coalition for Small System Operators, and Decker Anstrom, NCTA.

Cable must "stay ahead of the curve" of public relations as the new cable regulations go into effect, said NCTA Chairman Dick Roberts in a speech last week at the New England Cable Television Association in Newport, R.I. Roberts, who is president of TeleCable, said it is "essential that every cable system carefully explain the changes that occur in rates, services and channel lineups—to our customers, to the press and to local and federal officials. They need to hear it from us, rather than from city regulators or from the broadcasters." Despite the challenges facing cable, Roberts is optimistic about the industry's future—a future, he says, that puts cable in the forefront of new technology. "No matter how you slice it, cable infrastructure is the preferred technology for advanced communications services," said Roberts.

"In sum, cable television still maintains a clear advantage over its competitors in the race to develop advanced telecommunications infrastructures. We can achieve our goals through modest, rather than monumental, investment; and we can rely on a realistic expectation that our systems will deliver real and valuable services to consumers." ■

Washington Watch

Edited By Harry A. Jessell

Advertising & Marketing

The theme of this week's Cable Television Administration and Marketing Society conference in Atlanta may be customer service, but the overwhelming concern of operators continues to be reregulation. Panels such as "A New Look at New Revenue Opportunities" and "Win-Win Negotiations" are likely to attract attendees worried about the bottom-line impact of rate rollbacks and retransmission consent.

Cable plans \$5 million image campaign

NCTA chooses Deutsch/Dworin ad agency to develop spots primarily for cable networks

By Harry A. Jessell

An estimated \$5 million advertising campaign extolling the benefits of cable TV will be launched this fall, the National Cable Television Association announced last week.

The NCTA executive committee awarded the account to the New York-based Deutsch/Dworin advertising agency two weeks ago following presentations by Deutsch/Dworin and one other finalist, Leonard Monahan Lubars & Kelly of Providence, R.I.

The competition for the cable account, which initially included some 50 firms, did not include Bozell, which put together cable's original image campaigns. Bozell's "Cable Contributes to Life" spots aired between September 1991 and March 1993.

Prior to soliciting a new agency, the NCTA considered several new ap-

proaches from Bozell, said Rob Flynn, NCTA senior project director and manager of the advertising program. "We did not get what we were looking for," he said.

The advertising campaigns are part of a broader public relations effort by the industry that includes public relations training, local community relations and outreach to national media.

Flynn said the NCTA expects the Deutsch/Dworin campaign to be "more aggressive" than the Bozell spots, which were aimed at portraying cable as "nice people."

The new campaign, according to Flynn, will try to sell consumers on the value of cable: "what cable is all about [and] what it takes to deliver cable to subscribers—to remind people what they are getting for their monthly bill." It will rely primarily on

television spots on cable networks. How much other media will be in the mix will be worked out with the agency as the campaign is developed, he added.

Unlike the earlier campaign, Flynn said, the NCTA expects to pay approximately \$5 million to place the spots on cable networks to insure they are "visible." In the earlier campaign, he said, cable operators found time for the spots on cable networks by trading local avails for national avails. The time was not always the best, he said. "You get what you pay for."

Deutsch/Dworin has estimated annual billings of \$170 million. The advertising agency's national clients include Lenscrafters, IKEA, G. Heilman Brewing, Six Flags and E&J Gallo Winery. ■

CTAM

what on earth
is happening
to television?

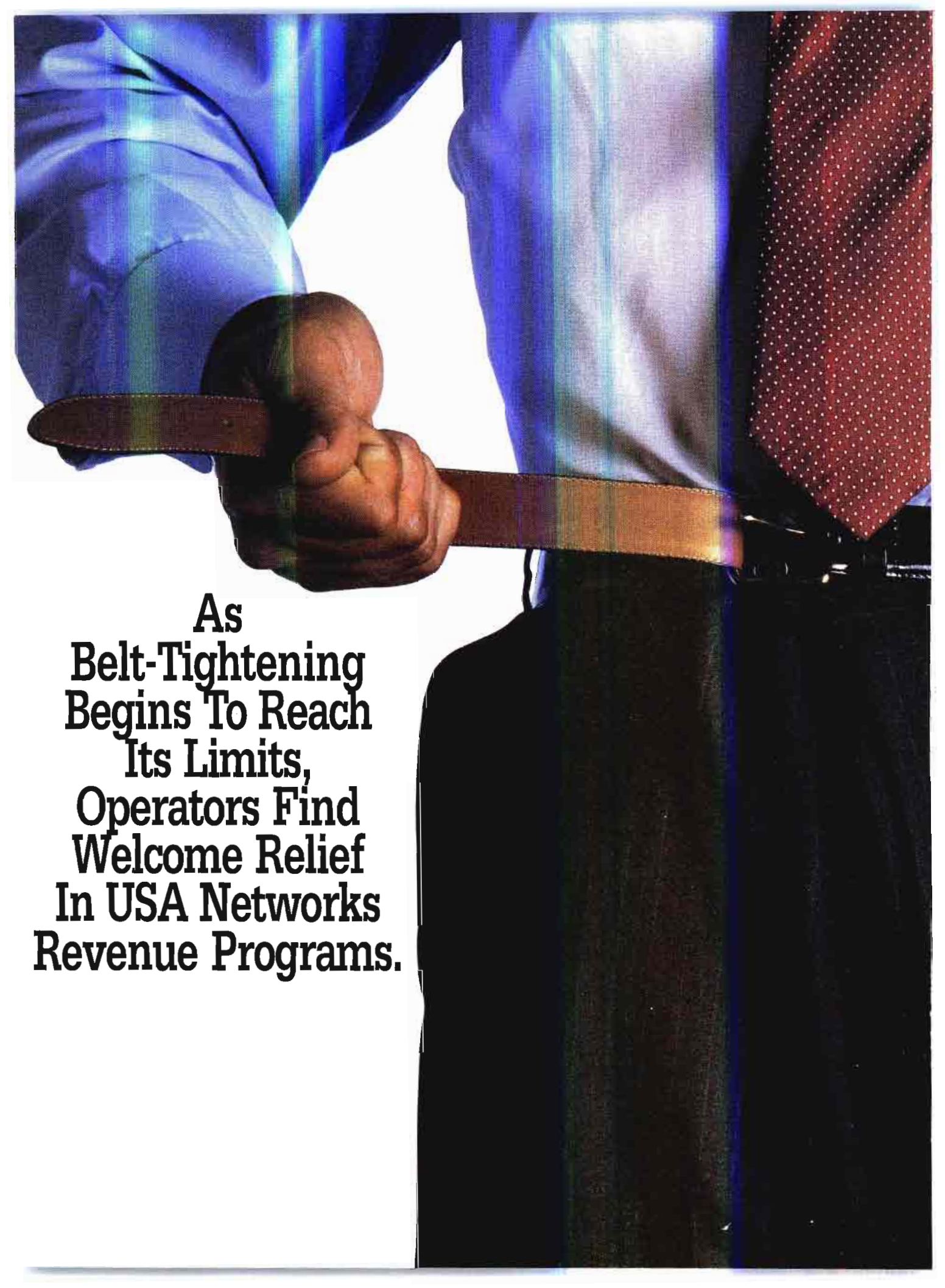
Eastern: 212-408-9150

Central: 312-644-5413

Western: 310-201-2300

SCI-FI
CHANNEL

WELCOME TO THE EDGE

A close-up photograph of a man's midsection. He is wearing a light blue dress shirt, a red tie with small white dots, and a brown leather belt. His right hand is shown pulling the belt across his waist, tightening it. The background is plain white.

**As
Belt-Tightening
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Its Limits,
Operators Find
Welcome Relief
In USA Networks
Revenue Programs.**



As belt-tightening begins to reach its limits, operators find welcome relief in USA Networks revenue programs. In today's changing environment, cost-cutting alone can only go so far. That's why we keep helping operators enhance those profit sources that stand the test of time — new subscriber acquisition and more local ad sales.



CSR SUPPORT. For two years, our Response Plus program for USA Network has been boosting acquisition by giving CSRs the information and motivation they need to make and retain sales.

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SCI-FI. We've introduced the most anticipated and successful new network in recent years...the Sci-Fi Channel. It attracts intensely loyal fans who buy and watch cable for their favorite programming.



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So if you've been feeling the pinch of tighter margins and restricted revenues, USA Networks revenue programs can continue to help ease the pressure.

USA NETWORKS

Cornerstones for the
New Television Era.

Operators cut prices, boost pay revenue

Systems add subs with reduced rates on Showtime and offering free multiplexed services

By Christopher Stern

Gregory Kriser, president and chief executive officer of Helicon Cable, Englewood Cliffs, N.J., is almost apologetic he has not increased revenues for pay TV by more than \$100,000. "But for an 83,000-subscriber [multiple-system operator], that's significant," he says.

In the past 12 months, Steve Stiger, vice president of sales, marketing and customer service at Time Warner's Western Pennsylvania division, increased his pay TV revenue by \$50,000 in a 33,000-subscriber system in Altoona, Pa.

Stiger and Kriser have their individual strategies, but both have discovered that the key to building revenue in a category that some say is "dormant or dead" is a multi-premium campaign at a discounted price. And in October, when new rate regulations kick in, cable operators who face mandated rate rollbacks may be looking to duplicate the success of Kriser and Stiger at selling these unregulated pay services.

The strategy is endorsed by The Disney Channel and Showtime Networks Inc.; HBO has been less enthusiastic about reducing prices to build the premium business. Helicon was able to increase its pay revenues through a combination of multi-premium campaigns and targeted marketing. A Showtime reduction in its license fees enabled Helicon to cut prices, Kriser says.

Kriser calls Helicon, which is spread out over five states, "a classic cable system." Its subscribers tend to be older and low on the income scale, and Kriser wanted to avoid an expensive marketing campaign that would bring on subscribers only as long as the three- or six-month discount package lasted. Such campaigns, he decided, benefited his suppliers more than his MSO.

Kriser preferred instead to cut costs to the consumer. "We believe price was the problem," he says, and he was fortunate that Showtime reached the same conclusion.

He approached Showtime with his problem, and it agreed to lower the license fees for incremental subscri-

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(THE) DISNEY
10 YEARS
CHANNEL

SHOWTIME.

ers to an average of \$2 for both Showtime and The Movie Channel. That savings was passed along to consumers in a pricing package that offered incentives to multi-premium customers.

Consumers, who were paying \$9.95 for a single pay service, were offered a combined Showtime/Movie Channel package for the same price. For \$18.95 subscribers could get HBO as well; the three services combined had cost \$23.95. In spite of the price cut, Helicon boosted its premium revenues by almost 8% and its premium gross profit by 11%. Showtime and The Movie Channel increased their pay units by 277% and 160%, respectively.

Kriser credits Showtime for much of the marketing campaign's success. In addition to cutting its license fees, Showtime followed up with telemarketing and market analysis, he says.

"We decided three years ago that the threshold price was too much," says Jack Heim, executive vice president, sales and affiliate marketing, Showtime. Heim says it is asking too

much of consumers to buy a pay service on top of an escalating basic cable bill. "[Pay TV] costs too much," he says. Showtime, according to Heim, has restructured its prices in 40% of the systems in which it is carried.

While Showtime is cutting costs, HBO has a different approach. "We believe what you have to do is add value," says Dennis Wilkinson, senior vice president, consumer marketing.

With the addition of HBO 2 and HBO 3, the network believes it has addressed some of the complaints of consumers who feel they are not getting their money's worth from premium services. The multiplexed channels carry the same programming as the original channel but give viewers more options to watch it at their own convenience. The option is available only to those subscribers with space on their converter boxes.

HBO provides the additional channels for free and encourages systems to offer them to consumers at no additional cost. Showtime and The Disney Channel are offering additional free channels as well.

Showtime's Heim believes more cable operators should be offering multiplexed services and lowering consumer prices. "I think to be really successful, you need both," he says.

That is exactly what Time Warner's Stiger has done: lowered prices and offered consumers HBO 2 and 3 and Showtime 2. He used the multiplexed channels as bait to lure subscribers into increasing their pay service. "Multiplexing is a dynamite tactic in this market," says Stiger. A recent upgrade provided the channel capacity to offer the added services.

At the same time it added the three multiplexed channels, the system reduced prices for premium services. For one pay service, the price dropped from \$11.95 to \$9; a second channel could be added for \$8 and a third for an extra \$7. Pay units in pay households increased 20%.

The Disney Channel, blessed with brand strength as well as G-rated programming, has been approached by several cable operators who want to use

CTAM

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*A concept that sells ■ A channel that delivers
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the channel as an anchor in an à la carte package.

"For us, price value is not the crisis that it is for the other four services, which are perceived by the consumer to be very similar," says Disney President John F. Cooke. While Cooke is even encouraging cable operators to

consider Disney as an anchor for future à la carte tiers, he has his feet firmly planted in pay TV.

Cooke believes that the "deep discounting" of premium packages, like those designed by Stiger and Kriser, is an attractive sales option. In instances where Disney has been offered in dis-

counted packages with other pays, its "penetration has gone up dramatically," he says.

While Cooke refuses to discuss the marketing tactics of and acrimony between his two rivals, he agrees with them on one issue. "What we want to do is make a pay tier work." ■

Interactive media tracking nears

McCann-Erickson signs on; other large agencies expected to announce soon

By Jim Cooper

Ad agency McCann-Erickson will announce next week that it has purchased AdValue Network, an interactive media tracking system, for an annual fee in the low six-figure range. It will roll out the system in all nine of its regional offices by November, says Laura Stilton, senior vice president, director of local broadcast.

Other agency deals are expected soon.

The buy means the days of recording spot television deals on cocktail napkins may be over, as AdValue begins linking agencies, rep firms and broadcasters for the first time.

The new network, developed during 18 months of testing at major agencies, rep firms and stations, will allow the buyers and sellers of advertising to communicate sales orders and revi-

sions instantly and to maintain an accurate record of broadcast media transactions, which amount to \$40 billion annually.

David Graves, president of AdValue Media Technologies, said AdValue provides the advertising and television-radio industries with an enhanced version of data interchange systems now used by the airline and financial industries.

AdValue Media Technologies is a partnership of the Radnor Venture Fund (an affiliate of Safeguard Scientifics Inc.), Cambridge Technology Partners and Westinghouse Broadcasting Co.

CTAM

The network is run through a common data network that "speaks" to the various computer systems on-line. The different systems, Graves explained, are linked by custom-engineered "gateways" that will reduce the time required to enter, transmit, modify, log and invoice orders traveling between systems.

Graves estimated that about 50% of invoices have discrepancies when they arrive at agencies, and a constant pro-

"This results in hundreds of millions of sales credits," said Graves, with someone "eating" the cost of credits somewhere along the way. "This is the problem we are trying to attack," he said.

AdValue is presently installed in a number of pilot programs at advertising agencies. Agencies that have been through the development program or are working with the pilot are N.W. Ayer, Backer Spielvogel Bates, Grey, Ogilvy & Mather, J. Walter Thompson, Young & Rubicam, Ammirati, BBDO, Leo Burnett, Lintas, DMB&B and Saatchi & Saatchi.

Graves expects at least three to soon formally announce that they are using AdValue Network to chart their business, but he declined to comment further, saying the agencies have insisted on announcing their involvement.

A study of agency media departments conducted in May by consulting firm Booz-Allen & Hamilton found that:

- Interactive media tracking technology reduces the time to execute a buy by 30 minutes—and at a savings of 28%.

- AdValue will improve effectiveness, control and quality of the media buying process.

- The potential savings for large agencies is considerable. ■

Reebok turns to Telemundo

In an attempt to capture the attention and loyalty of the Hispanic market, Reebok has created its first Spanish-language television commercials.

The spots, jointly produced by the Spanish network and Major League Baseball, will run on Telemundo's new baseball magazine show, *El Mundo de las Grandes Ligas*. Anheuser-Busch and Ford are also initial sponsors of the program.

"[The sponsors] will benefit from the show's reputation as the source of comprehensive baseball coverage about Hispanics, by Hispanics, for Hispanics," says Joe Weidensall, director of sports marketing and sales.

The program, initially rolled out in June, is similar in format to baseball's popular weekly highlights show *This Week in Baseball* but focuses on stories of special interest to Hispanics.

Reebok's first spot features Juan Gonzalez, the 23-year-old Texas Ranger who led the league in home runs in 1992. The spot, produced by UniWorld Group Inc., is for Reebok's preseason collection.

The ad was scheduled to run for the first time July 17.

El Mundo de las Grandes Ligas airs Saturdays at 5:30-6 p.m. ET. —JC

A&E campaign attracts new subs to cable

'Access' targeted direct-mail effort gets 3.3% response rate in 100 markets

By Jim Cooper

A direct-mail campaign launched by A&E in June to help build cable subscriptions has achieved high response rates in 100 markets, and continues to evolve as a marketing tool used by the network to attract light television viewers.

Nick Febrizio, manager of affiliate research for A&E, said the network has mailed more than one million targeted acquisition packages to date as part of the "Access" program and has garnered participating systems more than 32,000 new cable customers.

The program, Febrizio explained, involves a targeted mailing to non-subscribers in specific segments of an affiliate's franchise area.

The new subscribers can be attributed solely to Access, Febrizio said, because A&E asks affiliates not to run other promotions when Access is mailed.

The program began with the subscriber list of *Arts & Entertainment Magazine*. Using the Claritas PRISM segmentation system to analyze the magazine's subscriber list, A&E staffers established five groups—suburban elite families, upscale metropolitans, upscale suburban couples, upper-middle-class suburban and town families and older suburban couples—to which the marketing campaign would be directed.

Febrizio then labeled non-subscriber files from local cable systems geographically. By filtering the geographically identified non-subscribers through the five high-profile groups, A&E identified a niche group of potential viewers.

"Once we identified the non-subscribers who fit our profile, we sent them a targeted direct-mail piece that was designed to speak to them about the value of our programming," said Febrizio.

The six-panel fold-out mailer is customized to the area to which it is mailed. The mailer details A&E's programming, listing the network's drama series, documentaries, performing arts, comedy, news, sports and classic movies.

"The campaigns have generated an overall 3.1% response rate. While this



is quite successful, the project is more valuable in that it provides a road map for niche marketing," said Febrizio.

"Our target viewers tend to be more affluent, better educated and more quality-time conscious. They're less likely to subscribe because they don't feel the need for cable," Febrizio said in a conference call with other A&E

executives.

"We are trying to get these people to the TV," said Ted Yario, director, marketing programs, A&E.

Part of getting those potential viewers to the television is offering them 30-day money-back guarantees and other incentives such as discounted connections.

Those incentive programs were key in getting new, hard-to-reach viewers, said Chris Angle, manager for creative services with Time Warner National. Angle said that about 21 Time Warner systems fell into A&E's desired household profiles, and that response rates ran as high as 14.2%.

"You've got to promise them risk-free service," said Angle, who added that "targeting is the way" to get at hard-to-reach non-subscribers. "We're going to do it again," she said. ■

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Agencies warn of consequences of failure to reach retransmission accord

Broadcast stations, cable systems at risk of revenue losses, ad execs say

By Christopher Stern

Advertising agencies are getting impatient with the progress of retransmission-consent negotiations between television stations and cable operators. As the summer progresses, nervous media buyers are reminding both groups that a large drop in audience coverage could cut into advertising dollars.

Stations and cable operators have until Oct. 6 to resolve their differences. After the deadline, cable operators can drop broadcasters from their systems if negotiations fail.

Foote, Cone & Belding's Howard Nass, senior vice president, corporate director, spot broadcast, issued a statement saying: "In too many instances, the two players, namely, cable companies and over-the-air stations, are each digging in their heels and expressing an unwillingness to compromise for their mutual benefit."

Nass and other agency executives expressed fears that television stations and cable networks will see dramatic drops in audience coverage if retransmission-consent deals are not negotiated by the Oct. 6 deadline. Nass has counted 650 stations that have asked for retransmission consent. "I'm telling you, this is going to be a problem and no one is talking about it," Nass said.

He is particularly worried about stations that lose their position on the cable box. "One possible effect of this action could be an initial loss of viewership as cable system subscribers get used to the fact that a local station has been moved to a new, less desirable position," wrote Nass.

Nass added that he would hold stations accountable for any loss of viewership, even if it is temporary.

Other agency buyers have gone a step further. Grey Advertising's Jon Mandel, senior VP, director of national broadcast, said his agency wants stations and cable networks to lower CPM's, "not just provide make-goods," if their audience is affected by retransmission consent.

While Mandel said he is going to

Cable tries for short-term viewers

A Massachusetts-based company believes it has the answer for cable operators who want to make inroads into the hotel, condominium and hospital pay-per-view markets.

A system developed by StarTech Corp. of Framingham is being tested by three cable operators who hope it will give them access to the thousands of potential customers who are not at an address long enough to receive a regular monthly bill.

The transaction is initiated by the consumer, who calls StarTech's computer on an 800 number. StarTech then descrambles the service, and the fee can either be listed on the hotel bill or put directly on the guest's credit card.

Jeff Knight, a commercial account representative with Western Communications, is overseeing the installation of StarTech in 460 rooms in Hawaii. "The main thing is that we don't have to get the property involved in the billing," he says.

Knight says he is still testing pricing, promotion and in-room guides. He points out that the guests at the test property are older and may be put off by the idea of picking up a phone and ordering a PPV movie. A second property to be tested will have younger demographics, which he thinks will have a positive effect on buy rates.

—CS

demand CPM decreases if coverage for a cable network or station is reduced, his agency has not set up guidelines to adjust rates. "A formula would be being too strict about it," Mandel said.

"In my view the only person who is going to be hurt in this is the advertiser," said Mandel. Although he is frustrated with the broadcasters, he said that he is particularly upset with the cable industry and, specifically, the posturing of Tele-Communications Inc. "I have not seen that kind of arrogance for 15 years," said Mandel, referring to a study released by TCI that said subscribers believe cable systems should drop broadcast stations that demand payment. Mandel pointed out that the same study also stated that a majority of subscribers would drop their cable service if the networks

were not carried.

Saatchi & Saatchi's Erica Gruen, senior VP, associate media director, said she will "make sure we get what we all negotiated for" in terms of audience coverage. Gruen, like other agency executives, believes that both cable operators and broadcasters will eventually back away from their hard-line positions. An analysis of retransmission consent prepared by Saatchi & Saatchi indicates that this summer will see "a giant game of chicken, as each side postures for a crush of creative negotiating on retransmission."

Abbott Wool, senior executive vice president, corporate media director, Vitt Media International Inc., said his media buying firm conducted a survey of 300 stations and thinks the situation is not quite as dire as some believe. According to his survey, which skewed toward independent and non-major-market stations, one third said they would be asking for retransmission consent. Only 9% of the stations said they were demanding cash, Wool said.

CTAM

'Leaner, meaner' Westwood cuts losses

Free of stations, network has improved 2nd quarter by concentrating on talk, concerts

By Peter Viles

By selling off its radio stations and moving aggressively to cut costs, Westwood One has remade itself as a radio network—a leaner, meaner network that appears to be moving toward profitability.

Westwood's quarterly earnings report, released last week, showed that the company posted operating income of \$1 million in the quarter ended May 31 and posted a net loss of just \$730,000, its best quarterly performance since late 1991.

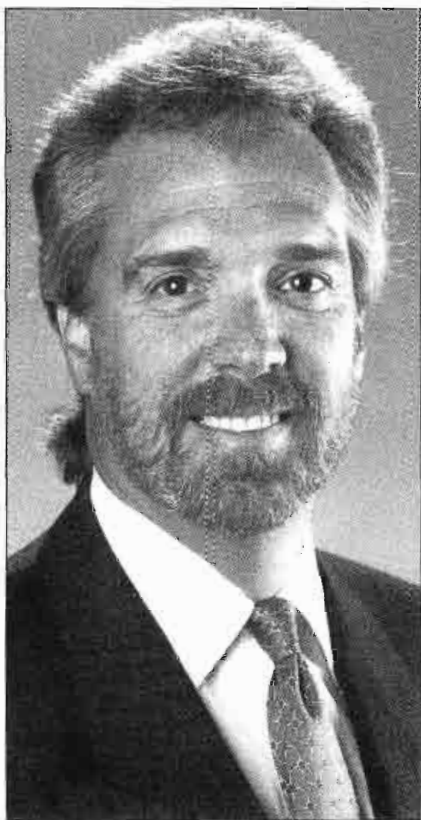
"It sure is a hell of a lot better than the [reports] we've seen lately," said Norm Pattiz, Westwood's chairman and chief executive officer. "We're pretty upbeat about the rest of the year."

Saddled with large debt payments for its radio stations, and suffering with the rest of the radio network industry from an advertising slump last year, Westwood posted a net loss of \$4.74 million in the second quarter of 1992 and posted losses totaling \$24.1 million for the year.

In a recent research report on Westwood, analyst Tom Bancroft of Drake Capital Securities predicts that, if Westwood can sell off *Radio & Records* by the end of this year, the company should post a slight loss in 1993 and a profit in 1994.

"It's still an uphill climb, but these numbers are encouraging," Bancroft said after the second-quarter results were released.

The company's turnaround has been fueled by several factors: its decision to sell off its troublesome stations, an aggressive cost-cutting and consolidation effort, a renewed emphasis on its programming strengths and the rebound of the network advertising market. The company has put *R&R* up for sale



*"When an industry
is smacked by a
decline of almost
15% in revenue, you
can't cut
fast enough."*

Norm Pattiz

and, although it has not yet been sold, is listing the weekly newspaper as a discontinued business, like the radio

stations, in its financial reports.

Pattiz told *BROADCASTING & CABLE* the company has cut roughly \$14 million from its network budget, paring spending back to 1987 levels, and has cut roughly 100 jobs, reducing the total payroll from about 600 to 500. He said savings came from consolidating news operations, reducing compensation payments to stations and merging four RADAR-rated networks into three. The cuts were necessary, he said, given the double-digit revenue decreases in network radio in 1992.

"When an industry is smacked by a decline of almost 15% in revenue, you can't cut fast enough," Pattiz said. "We needed to get a little leaner and meaner."

On the programming side, Westwood has expanded its talk offerings, moving Larry King from overnights to afternoon drive, where advertising rates are higher, and adding another daily talk show hosted by Pat Buchanan.

The network has also lined up concert coverage this summer of Paul McCartney, a country music festival in Manhattan and U2 (Aug. 28). Such high-profile special events hark back to the days when Pattiz, prior to his misadventures with station ownership, built a reputation as the radio business's premier showman.

"Now that we're unencumbered by our problems with the radio stations, we've been able to focus more attention on the areas of the company that historically have separated us from the pack, especially programming," Pattiz said.

He added: "It's good to get back to doing the things we've always done well. It feels good to be free of the financial aspects that were really hurting us."

RTNDA, NAB Radio likely to join spaces

Conventions will remain separate; move seen drawing exhibitors

By Peter Viles

The NAB and the RTNDA are close to a final agreement under which the fall NAB Radio convention will share exhibition space with the RTNDA's fall conference, representatives of both organizations said last week.

"I think it's fair to say that we're very close to a deal, but we haven't done a deal yet," said David Bartlett, president, Radio-Television News Directors Association. "Part of the complication is due to the absolute necessity for both parties to maintain separate conventions."

Bartlett said there is a chance that a third organization—the Society for Broadcast Engineers—and possibly even a fourth will share the exhibition space as well.

While he stressed that the two conventions would remain separate, Bartlett said the organizations are exploring the possibility of having a single registration fee that would admit attendees to both.

"We would like to make an arrangement whereby registrations would be reciprocal," he said. "But in order to do that, you have to make sure that all your categories of registration and all your prices match."

He said the limited merger would help both groups to attract more attendees to the fall shows and, more important, would likely make the shows more attractive to potential exhibitors. That is particularly true of the RTNDA show, which draws about 1,600 attendees—a crowd too small for some potential exhibitors.

"At this point, both shows have a limited upside potential," Bartlett said. "Neither show, on its own, is likely to grow to the point where it would be attractive to potential exhibitors who won't even consider exhibiting in shows below a certain size."

Another factor in favor of a joint exhibition hall is the declining attendance for the NAB Radio show in recent years. Attendance at the show peaked at 7,241 in 1990 and dipped to 6,824 in 1992, the NAB said. NAB officials have said they expect 6,500 or more attendees this year. Early in-

dicators of exhibitors, however, are promising for the '93 show—with nearly two months to go, the NAB reports that it has already exceeded last year's level.

John Abel, executive vice president for operations at the NAB, said such a joint venture makes sense based on the timing of the two shows, and should help boost radio attendance at the RTNDA show.

The NAB Radio show will be held

this year in Dallas Sept. 8-11; the RTNDA conference is scheduled for Sept. 29-Oct. 2 in Miami. If the two exhibition halls are joined, both shows will be held in Los Angeles in September 1994, Bartlett said.

Bartlett said the RTNDA is expecting about 1,600 attendees again this year. Radio news executives, he said, make up a minority of the conference, but he was not certain exactly what percentage they account for. ■

RIDING GAIN

Stern tops N.Y. Arbitron

The Arbitron spring ratings survey for New York showed WRKS-FM holding its overall lead in the market with a 5.8 share, and Howard Stern continuing to lead the pack in morning drive. The biggest gainers in the market were ABC Radio's stations—WABC(AM) jumped from 3.8 to 4.8 to become the market's leading AM station. Meanwhile, WPLJ-FM rose from 3.7 to 4.0. In the Strategic AccuRatings survey of New York, WRKS led the market in total partisan listeners, while Stern was third in the morning, trailing all-news WINS(AM) and WRKS. The AccuRatings report showed WABC trailing both WINS and WCBS(AM). Look for complete, market-by-market ratings reports next week.

Sillerman offering

He's been relatively quiet lately, but dealmaker Robert F.X. Sillerman is still making deals. He recently filed a public stock offering for SFX Broadcasting Inc., a new company that will combine Capstar Communications and Command Communications. According to the filing with the Securities and Exchange Commission, Sillerman seeks to raise \$55.2 million from the sale of 3.68 million shares of common stock at a proposed maximum price of \$15 per share. The group would include KRLD(AM) Dallas, KODA-FM Houston, KJWY-FM

San Diego, WSSL-AM-FM and WMYI-FM Greenville-Spartanburg, S.C., WSIX-FM Nashville, WMIS-FM and WJDS(AM) Jackson, Miss., plus the Texas State Networks and the Spanish Information Services. The SEC filing puts the company's 1992 revenues at \$47.5 million, with cash flow of \$11.5 million and a net loss of \$16.9 million. (See page 48 for more on radio companies testing Wall Street support.)

Clinton on Midwest radio

President Clinton cut short his vacation last week to visit the flood-ravaged Midwest, where he appeared on a live radio broadcast from the studios of WHO(AM) Des Moines on Wednesday (July 14). Clinton took questions from callers and moderators from three stations: WHO, WCCO(AM) Minneapolis and KMOX(AM) St. Louis. The special, 30-minute program was available for broadcast on other stations via satellite.

CBS shuffle

Changes at CBS Radio's WLTT-FM Washington: Vice president and general manager Don Davis is out, replaced by Sarah Taylor, formerly station manager at WASH-FM. Taylor is a Washington-area broadcast veteran, having worked for Outlet Communications stations in the city since 1978.

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SCI-TV readies for 'vertical integration'

Possibilities include public stock listing, in-house rep firm, programing joint venture

By Geoffrey Foisie

SCI Television, under new majority owner Ronald Perelman, intends to increase its presence in more than one sense of the word. The group owner plans to work with other companies Perelman controls, such as New World Entertainment, to produce and syndicate first-run programing—and is looking at operating its own "national advertising and/or sales representative firm." Also on the drawing board is a plan to list the company's stock for public trading.

A written agreement among SCI-TV's major shareholders obtained by BROADCASTING & CABLE shows they believe the "value of the company would be enhanced" if SCI undertook "such activities so as to benefit from the vertical integration of television programing and distribution activities."

To integrate his programing companies with the seven-station group's 8.8% audience reach, Perelman has agreed to use his "best efforts" to create a programing venture in which SCI would itself have an equity interest. The stockholders' agreement, signed two months ago, further commits him to pursue through such a venture all of his "future programing and distributing activities where the availability of television distribution capability is a significant element in the enterprise." Such activities would be coordinated through Andrews Group, Perelman's wholly owned entertainment holding company, through which he purchased his 54% stake in SCI.

If such "vertical integration" plans are the embryo of a fifth network, there were no written indications in

the stockholders' agreement. Instead, in a recent financial statement filed by the company, SCI-TV said it "anticipates" that its affiliations with "CBS and NBC networks will continue to be advantageous." Of SCI's seven TV stations, five are CBS affiliates, one is an NBC affiliate and one is an independent.

Rep firms, particularly HRP and TeleRep, will find less comfort in the wording suggesting that SCI might establish its own in-house rep firm. But one rep executive discounted the likelihood of that happening, saying that George Gillett, who is still managing SCI's stations, closed down SCI's in-house rep when he took the group private in 1987.

Gillett, president of SCI Television, has a recently signed contract, as do other company officials, including the group's vice president, Robert E. Selwyn Jr. In addition to owning a majority of the stock, Perelman appointed a majority of the company's directors, whose numbers now include former American Express Chairman James Robinson III.

Once one of the industry's largest publicly traded media companies, SCI-TV has been unlisted for several years. Currently, the closely held 20 million-plus shares of stock are said to be valued at just over \$10 per share. At that price, SCI's total value, including debt of roughly \$625 million, would be close to 10 times trailing cash flow of \$84.2 million on net revenue of \$221.5 million.

Trading in SCI stock is so infrequent that the National Quotation Bureau's "Pink Sheets" have no record of it. The stockholders' agreement calls for that situation to be addressed by committing SCI-TV to use its "best efforts" to have the stock listed on NASDAQ or another exchange. ■

Five-year media forecast

Advertising revenue is expected to rebound over the next five years, producing a higher overall revenue growth rate for the broadcasting industry than for cable, according to the new "Communications Industry Forecast" released last week by Veronis, Suhler & Associates, a New York-based investment firm. The forecast assumes that real economic growth will more than double between 1992 and 1997, to 3.7%, up from 1.6% from 1987 to 1992. The report also assumes inflation will average 4.3% per year, roughly the same as during the prior five-year period.

	1992 expenditures (000)	1992-1997 compound annual growth	1997 expenditures (000)
Cable advertising	\$2,155,000	11.7%	\$3,750,000
Cable subscriptions	\$17,520,000	2.9%	\$20,200,000
TV networks	\$10,150,000	5.4%	\$13,175,000
TV stations	\$15,630,000	5.9%	\$20,850,000
Radio networks	\$424,000	5.3%	\$550,000
Radio stations	\$8,212,000	6.8%	\$11,435,000
TV programing	\$7,705,000	5.9%	\$10,280,000
Barter syndication	\$1,440,000	8.6%	\$2,175,000

Note: TV networks include Fox. Source: Veronis, Suhler & Associates, Wilkofsky Gruen Associates

Changing Hands

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

WTVH-TV Syracuse, N.Y., and KSEE-TV Fresno, Calif. ■ Sold by Meredith Corp. to Granite Broadcasting Corp. for \$32,000,000 (deal, reported in July 19 "Changing Hands," omitted KSEE-TV). **Seller** is headed by Phil Jones and has interests in KCTV Fairway and KCTV Kansas City, both Kansas; WNEM-TV Saginaw, Mich.; WOFL-TV Lake Mary, Fla.; Kan.; KVVU-TV Henderson, Nev., and KPHO-TV Phoenix. **Buyer**, headed by W. Don Cornwell, is the licensee of WEEK-TV Peoria, Ill.; KNTV-TV San Jose, Calif.; WPTA-TV Fort Wayne, Ind.; KBJR-TV Superior, Wis., and four UHF translators in Minnesota. WTVH is a CBS affiliate on ch. 5 with 100 kw visual, 20 kw aural and antenna 950 ft. KSEE is an NBC affiliate on ch. 24 with 1,600 kw visual, 320 kw aural and antenna 2,350 ft.

WKBD-TV Detroit, Mich. ■ Sold by Cox Enterprises Inc. to Paramount Stations Group Inc. for \$105,000,000. **Seller** is headed by John Dillon and has interest in 5 AM's, 8 FM's and 7 TV's. **Buyer** is headed by Ronald Nelson and has interests in KTXH-TV Houston, KRRT-TV Kerrville and KTXA-TV Arlington, all Texas; WTXF-TV Philadelphia; WLFL-TV Raleigh, N.C., and WDCA-TV Washington. WKBD is a Fox affiliate on ch. 50 with 2,340 kw visual, 209 kw aural and antenna 960 ft.

KSOL-FM San Mateo, Calif. (San Francisco) ■ Sold by Intercontinental Radio Inc. to KSOL LP for \$13,500,000. **Seller** is headed by Gerald Hroblak and has interests in KAIL (AM) Los Angeles, WKDM (AM) New York and, pending FCC approval, WYST-AM-FM Baltimore and WJMO-AM-FM Cleveland. **Buyer** is headed by Arthur R. Velazquez and has interests in WOPA (AM) Chicago. KSOL has a contemporary hit format on 107.7 mhz with 8.9 kw and antenna 1,162 ft. *Broker: Star Media Group Inc.*

WYAI-FM La Grange, Ga. ■ Sold by NewCity Communications of Massachusetts Inc. to WSB Inc. for \$8,000,000. **Seller** is headed by Richard A. Ferguson and has interests in

five AM's and seven FM's. **Buyer** is headed by Robert F. Neil and has interests in WSB-AM-FM-TV Atlanta; KLRX (FM) Dallas; KFI (AM)-KOST (FM) Los Angeles; KTVU (TV) Oakland, Calif.; WCKG (FM) Elmwood Park, Ill.; WFTV (TV) Orlando, WIOD (AM)-WFLC (FM) Miami, WHQT (FM) Coral Gables and WSUN (AM)-WWRM (FM) St. Petersburg, all Florida; WKBD (TV) Detroit; WPXI (TV) Pittsburgh; and WSOC-TV Charlotte, N.C. WYAI has a country format on 104.1 mhz with 60 kw and antenna 1,217 ft. *Broker: Media Venture Partners.*

KIXS-FM Victoria and KYKS-FM Lufkin, both Texas ■ Sold by Radio Victoria Inc. to Gulfstar Broadcasting LC for \$4,067,500. **Seller** is headed by J.D. Osburn and has interests in KYKS (FM) Lufkin and KAGG (FM) Madisonville, both Texas. **Buyer** is headed by R. Steven Hicks and has interests in KVET-FM Austin, Tex.; WJDS (AM)-WMSI (FM) Jackson, Miss.; WSSL (AM) Greenville and WSSL-FM Gray Court, both South Carolina; WMYI-FM Hendersonville, N.C., and WSIX-FM Nashville. KIXS has a country format on 107.9 mhz with 100 kw and antenna 362 ft. KYKS has a country format on 105.1 mhz with 100 kw and antenna 1,066 ft.

WJAC (AM)-WKYE-FM Johnstown, Pa. ■ Sold by Winston Radio Corp. to Michael F. Brosig Sr. for \$2,153,788. **Seller** is headed by Richard H. Mayer, trustee, and has interests in WJAC-TV Johnstown. **Buyer** has no other broadcast interests. WJAC is a 10 kw full-timer with a country format on 850 khz. WKYE has an adult contemporary format on 95.5 mhz with 57 kw and antenna 1,060 ft.

KBOQ-FM Monterey, Calif. ■ Sold by Model Associates to Henry Broadcasting for \$1 million. **Seller** is headed by Stanley Marks and Bill Lee and has no other broadcast interests. **Buyer** is headed by Charlton Buckley and has interests in KDON-FM Marina, Calif. (Monterey). KBOQ has a classical format on 92.7 mhz with 6.9 kw and antenna 567 ft. *Broker: Media Services Group Inc.*

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SAN FRANCISCO

WFTW(AM)-WKSM-FM Fort Walton Beach, Fla. ■ Sold by New South Communications Inc. to Holladay Broadcasting Co. for \$1,000,000. **Seller** is headed by Frank E. Holladay and has interests in three AM's and eight FM's. **Buyer** is headed by Clay E. Holladay and has interests in KRUV-FM Bastrop, La., and WTUX-FM Meridian, Miss. WFTW is 2.5 kw daytimer with a news/talk format on 1260 khz. WKSM has a CHR format on 99.3 mhz with 3 kw and antenna 171 ft.

WDXZ-FM Mt. Pleasant, S.C. ■ Sold by Faircom Charleston Inc. to Lowcountry Media Inc. for \$850,000. **Seller** is headed by Joel M. Fairman and has interests in WSSX(FM) Charleston and WSSP(FM) Goose Creek, both South Carolina; WHFM(FM) Southampton, N.Y., and WKMF(AM)-WCRZ(FM) Flint, Mich. **Buyer** is headed by Ronald E. Hoover and has interests in WQIZ(AM)-WBUB-FM St. George and WSSC(AM) Sumter, both South Carolina. WDXZ has an urban contemporary format on 104.5 mhz with 28 kw.

WDSC(AM)-WZNS-FM Dillon, S.C. ■ Sold by KAT Broadcasting Corp. to Metropolitan South Broadcasting Associates LP for \$800,000. **Seller** is headed by Roger A. Akin and Banking Services Corp., co-receivers, and has interests in WWTR(FM) Bethany Beach, Del.; WETT(AM) Ocean City, Md.; WFLB(AM) Fayetteville and WHCC(AM)-WQNS(FM) Waynesville, both North Carolina, and WSVS-AM-FM Opelika, Ariz. **Buyer** is headed by David W. Evans and has interests in WRCQ-FM Dunn, N.C. WDSC has a Christian format on 800 khz with 1 kw day, 382 w night. WZNS has a classic rock format on 92.9 mhz with 100 kw.

KZXL-FM Great Bend and KGNO(AM)-KDCK(FM) Dodge City, both Kansas ■ Sold by Breadbasket Enterprises Inc. to Lesso Inc. for \$700,000. **Seller** is headed by Eugene Johnson and has no other broadcast interests. **Buyer** is headed by Lawrence E. Steckline and is the licensee of KWLS-AM-FM Pratt, KYUU(AM)-KSLS-FM Liberal, KXXX(AM)-KQLS-FM Colby, KEGS-FM Emporia, KLLS-FM Augusta and KILS-FM Minneapolis, all Kansas, and KXLS-FM Enid, Okla. KZXL has an adult contemporary format on 107.9 mhz with 100 kw. KGNO has an oldies format on 1370 khz with 5 kw day, 1 kw night. KDCK has a CHR format on 95.5 mhz with 100 kw.

Another radio IPO?

Broadcasting Partners to decide fate of WYNY New York

By Geoffrey Foisie

Making an initial public offering (IPO) on the heels of a major-market radio acquisition seems to be the thing to do. Following in the footsteps of group owners Infinity and Evergreen, Broadcasting Partners may go public several months from now, and a major part of the New York-based group owner's sales pitch to potential investors would be its ability to improve the performance of newly acquired WYNY-FM New York.

Broadcasting Partners was founded in 1988 by Lee S. Simonson, now vice chairman and chief operating officer, and Bary Mayo, president and general manager of WVAZ(FM) Oak Park, Ill. Simonson had been general manager of WOR(AM) New York, and Mayo general manager of WRKS-FM New York. The majority stockholder of the company is Morgan, Lewis, Githens & Ahn, a New York-based investment and leveraged buyout firm, and Perry J. Lewis, a partner in the firm, is Broadcasting Partners' chairman and chief executive officer.

Asked how definite the IPO is, Simonson said there were still some "internal questions" that had to be answered within the next month or so before the company's board would give the go-ahead for the IPO. "We wouldn't have gone this far if there were not a strong desire to do it," Simonson said.

At least one other station group, SFX Broadcasting, is also contemplating an offering (see page 44).

What makes WYNY important is that it will account for almost a third of the company's revenue and cash flow. Other major properties are WKQI(FM) Detroit and WVAZ(FM) Chicago. Other stations in the company's portfolio are KSKY-AM Dallas and WPEG(FM)-WGIV(AM), Charlotte, N.C., where the company is in the process of adding a third station, WCKZ-FM. The initial five stations were bought in late 1988.

The filing said that between 1989 and 1992 the initial five stations' cash flow increased at a 40% compound rate and revenues 16%.

The company's ability to improve

WYNY derives in part, according to its SEC filing, from inadequate management under the previous owner, Westwood One: "WYNY has not had the benefit of a consistent approach regarding sales and marketing development or audience research and has had significant executive management turnover."

The filing said that although WYNY is the only FM country station serving the metropolitan New York area, the station bills less and has a smaller audience than other country music stations in eight of the top 10 markets.

To correct the situation, Broadcasting Partners said it would apply its strategy of spending heavily on research and developing relationships with local advertisers. Broadcasting Partners said that in fiscal 1992 it invested more than \$500,000 in research for the five stations it held at the time. That research, said the company, included "music testing" on a weekly or biweekly basis. As for advertising, the company said its schedules for a given advertiser often are "more concentrated" than is typically the case in the industry.

The company would use the roughly \$35 million it would receive from an offering to pay down debt. The \$51 million consideration for WYNY was raised through a revised bank loan, a \$17 million contribution from the company's majority owner and \$10 million placed with two institutions by Dugan & Associates.

The IPO, which would be conducted through Alex. Brown and First Boston, would give Broadcasting Partners 6.75 million shares outstanding, which, when combined with \$55 million debt, would result in a value for the company at roughly 10 times trailing station cash flow of \$13.6 million (assuming the WYNY acquisition was completed during the fiscal year ending June 30, 1992), on revenue of \$34.3 million. For the nine months ending March 30, cash flow, excluding WYNY, is up 5% on a 7% gain in revenue. The company reported that cash flow at WVAZ in fiscal 1993 would decline from ratings slippage. ■

Cutting Edge

Edited by Sean Scully



Jefferson-Pilot Data Services and Donovan Data Services have formed **EI Express**, a joint venture electronic invoicing service. The combined service has 89 TV station clients sending invoices to 35 ad agencies. The company says it will target both TV and cable operators for future growth.

Mad River Technologies of Santa Monica, Calif., has demonstrated what it calls "Videofax," a service that sends full-motion video over conventional telephone lines. The service is intended for advertising agencies, broadcasters and other companies to review video projects from a distance. The first Videofax client was Foote, Cones & Belding's Orange County, Calif., office, which used it on an advertising contract with Mazda Motors of America.

AT&T said last week that **Hughes' DirecTV** would use the AT&T InterSpan Information Access Service to handle customer program orders and billing. InterSpan will transmit pay-per-view selection information from the customer's home decoder

to DirecTV's central operations center using standard phone lines. DirecTV plans to launch its first direct broadcast satellite this fall. A second satellite will go up next summer. The company will offer at least 150 channels of programming, much of which will be pay-per-view.

PBS has purchased three **TCS90 Cart Machines** from Odetics. PBS said that, since it plans to enter high-definition television as soon as possible, it was seeking a cart machine with as much format-independence as possible, meaning it could convert easily from D-3 and D-5 to future HDTV tape formats.

Marketing firm Little & Co. of Salem, N.H., said 21 of its clients are looking at ways to use interactive TV firm **TV Answer** to enhance their ordering and marketing. Among the participating clients are Allen Allen USA, Bencome Uniformas, Catalog Ventures, Eastbay Inc., and Pfaltzgraff.



Cox Newspapers and Prodigy Services will launch a nationwide interactive service that will allow newspapers

to provide electronic services to their readers, first over computers then over cable television. Cox papers in Atlanta and West Palm Beach, Fla., will be the first to offer such services over Prodigy, a nationwide computer network.



Arianespace plans to launch the **HISPASAT 1B** and the **INSAT 2B** from the Kourou space port in French Guiana on July 22.

Dallas-based Ultimate Graphics Systems has changed its name to **Digital Sight & Sound** and opened a new office in Houston. The company will add desktop audio and video software to its existing line of illustration and animation software.

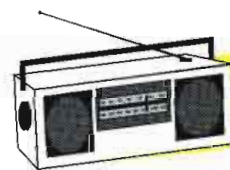


Jerrold and TV Answer have agreed to include TV Answer's interactive TV hardware in the next generation of cable converter boxes. Jerrold will include a spot for an optional RF transmitter module, which is used to provide the return path for the viewer's interaction with the system. Use of such RF return paths is regulated by the FCC, which has yet to set a timetable for issuing such licenses.

The FCC is seeking public comment on items to be placed in the agenda of the International Telecommunication Union's 1995 conference. The ITU is the international body charged with coordinating broadcasting and the use of the radio spectrum.

The commission plans to ask the U.S. State Department to propose a review of international radio regulations, use of international mobile satellite service, satellite digital audio broadcasting, wind-profiler radio system, space science services and high-frequency broadcasting. The commission is seeking comment on these items and any others that might be worth international consideration.

The State Department will collect the items in September and present them to the ITU in November.



The FCC conducted its first test of new EBS equipment last month in Denver. The equipment is under study as part of the first upgrade of the EBS system in almost 20 years. The new system may include home alert devices, auto warning signals that are activated even if the on-board radio is off, warnings for the visually and hearing impaired and personal pager-style warning devices. A second test will be conducted in Baltimore later this summer.

Classifieds

RADIO

HELP WANTED MANAGEMENT

General manager: One of America's top-rated AOR's is looking for an experienced, results-oriented manager with a true understanding of the format. Please send resume and philosophy, in confidence, to Jay Williams, WIZN Radio, Box 1067, Burlington, VT 05402. 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.

Radio manager position available with Prairie Public Broadcasting. Looking for a creative, self-motivated individual to manage a five-station ND public radio network. Manager answers to the President of Prairie Public Broadcasting, Inc. Manager will represent stations in community activities and work closely with staff in setting financial and programming goals. Announcing and sales skills helpful. Minimum salary \$42,000 plus excellent fringe benefits. Bachelor degree required. Minimum 3 years broadcast management. Send resume and 5 references to: Dennis Falk, President, Prairie Public Broadcasting, PO Box 3240, Fargo, ND 58108. Deadline is August 15th. We are an EEO/affirmative action employer.

Top rated CHR radio station needs dynamic sales manager on the booming tropical island of Guam, in the Western Pacific. Competitive market place with 6 other radio stations and Gannett newspaper. We need seasoned sales manager with successful track record who can lead, train, motivate, innovate, and get results. Show history how sales increased when advertisers stopped buying spots. Send resume to: Ernie Galito, General Manager, Hit Radio 100, 530 W. O'Brien Drive, Agaña, Guam 96910 or fax 671-477-7647. EOE.

Investor-partner wanted for Class C FM in Texas. If you have money to invest and are strong in sales... let's talk. Great area to live... Station under staffed... Good potential. Reply to Box M-21. EOE.

Street savvy general manager for Ft. Myers, Florida Oldies station. 5 yrs sales manager experience preferred. Send resume to: Steven E. Humphries, President, Heritage Broadcast Group, Inc., 4210 Metro Parkway, Suite 315, Fort Myers, FL 33916. Minorities encouraged. Equal opportunity employer.

General sales manager: Remarkable opportunity with top performing CC/ABC's WROX, Washington, D.C. Four-plus years radio management track record as leader, trainer and motivator. Knowledge of market preferred. Strong retail/new business and agency background. Responsible for all sales, traffic and continuity. College degree or equivalent preferred. Resume to: Jim Robinson, President & General Manager, WRQX-FM, 4400 Jenifer Street, NW, Washington, DC 20015. EOE.

Top-rated, top-billing AM/FM in plains state small market seeks GM/GSM with proven sales management experience to lead heritage stations to next level. If sales is your #1 radio priority and you are interested in equity for long-term effort and commitment, reply in confidence to Box M-22 to learn more about this opportunity in our growing radio group. EOE.

General sales manager: New England, Cape Cod's all-talk WXTK-FM and all-news WUOK-AM has a challenging opportunity for a special individual. We offer exclusive formats, new facility, exceptional compensation health/dental benefits, profit sharing plus the great Cape Cod lifestyle. Even if you are satisfied in your present position, we urge you to respond. Contact: Area. Cary Pahigian, Vice President/General Manager, WXTK/WUOK, 278 South Sea Avenue, W. Yarmouth, MA 02673. Tel: 508-775-7400, Fax: 508-771-3420. EOE/M/F.

General manager: KSKI, in the resort town of Sun Valley, Idaho is looking for a motivated, results oriented leader. Exceptional sales and people skills are a must. Call 208-788-4504. EOE.

General manager: Expanding group seeking qualified general manager candidates. Prior positive sales and general management record is required. We reward good performers. Send resume to Box M-23. EOE.

HELP WANTED SALES

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

Major radio network seeks aggressive account executive for NY office. Selling and/or agency planning experience required. Strong writing/presentation skills necessary. Must be persistent, energetic, eager to learn, with strong people skills. Send resume and cover letter to Box M-24. EOE M/F.

Radio sales: Your years of successful radio sales can qualify you for a once in a career opportunity. Be willing to relocate and travel to Southeastern resort markets to recruit, train, and supervise a great sales team in multiple markets. You will be paid what you earn without limit. Females are encouraged to apply. EOE. Resume & references to: Partech Communications Group, Inc. 3366 Riverside Drive, Suite 200, Columbus, OH 43221.

HELP WANTED ANNOUNCERS

Sales manager: Skilled seller and manager needed to work with GM to build and lead sales organization of oldies station in NC. Send resume and cover letter to WAZZ-FM, PO Box 470, Fayetteville, NC 28302. EOE.

Sports announcer: College/high school. Part time qualified, quality person. EOE. Resume: V. Warren, WMCR, 237 Genesee St., Oneida, NY 13421.

HELP WANTED TECHNICAL

Chief engineer: Immediate opening for chief engineer for one of America's great radio legends, WVVA AM and WQVK FM, Wheeling, West Virginia. Must have experience in 50 KW AM directional array, FM transmitter maintenance, and studio maintenance. Formal technical training is mandatory and SBE certification is a plus. EOE M/F/H. Contact: Larry Anderson, Vice President, General Manager, 1015 Main Street, Wheeling, WVA 26003. 304-232-1170.

Radio station engineer: FCC operators license and minimum 15 yrs. exp. required. Multiple locality exp. required. Must be willing to travel extensively Southeast U.S. Send resume w/salary history to Mark S. Manalo, Partech Communications Group, Inc. 3366 Riverside Drive, Suite 200, Columbus, OH 43221. EOE.

Corporate engineer sought for Benchmark Communications. To be based out of Norfolk-Va. Beach market. Will serve as chief engineer for new 3-station group in Norfolk plus consultant for one of the country's premiere radio groups. Must be proficient with latest computer technology, STL's, and experienced in relocating station facilities. Position open immediately. Send salary history and resume to Mark Kanak, GM, WLTY/WTAR, 720 Boush St., Norfolk, VA 23510. No phone calls. EOE.

HELP WANTED NEWS

News director/Spanish language: One of America's premier radio news organizations is seeking candidates for a hemispheric Spanish language news service. The successful candidate will be English/Spanish bilingual, have proven journalistic, leadership and management skills, and be experienced in the subtleties of South and Central American press issues. Portuguese language skills are a plus. This is a EEO employer. All replies will be held in confidence. Reply to Box M-25.

Top-rated Sunbelt newscaster seeks strong anchor/reporter. Candidates should possess polished on-air and writing skills, sincere dedication and outstanding news judgement. No beginners please. EOE M/F. Send resume in confidence to: Box M-26.

Radio reporter/anchor. Minimum AS plus one year experience. \$15K+, excellent benefits. Send letter, resume, transcripts, references to: Director of Personnel, Vincennes University, Vincennes, IN 47591-5201. Affirmative action/equal opportunity employer.

Anchor-ICRT Radio-Taiwan has an opening for a news anchor capable of carrying a one-hour news block. Strong writing and organizational skills and solid years of experience required. ICRT is an English language radio station which serves an audience of more than one million people in Taiwan's major population centers. ICRT would also welcome applications from experienced broadcast journalists who speak and read Chinese. Send tape and resume to: Robert Blum, News Director, ICRT, 8-1 Chung Yang 2nd Road, Yang Ming Shan, Taipei 111, Taiwan R.O.C. EOE.

News director: Seeking talented and experienced motivated leader for award winning news and information systems. Send resume, tape and news philosophy to: General Manager, KAAA/KZZZ, PO Box 3939, Kingman, AZ 86401. No phone calls. EOE.

The radio stations of the New York Times needs a full-time experienced newscaster. If you can deliver news to the nation's smartest audience, send your tape and resume to "News Auditions," WQXR/WQEW, 122 Fifth Avenue, New York, NY 10011. No phone calls, please. EEO.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

General manager: Excel in station turnarounds. Looking for new challenge in top 150 market. Preferably Southeast. Strong on sales, programming, station visibility. Dynamic people person. Catalyst for enthusiasm. Call Jack at 501-578-2842.

Seeking GM position at Christian owned station in South or East. Implement computerized automation system, drastically reduce overhead, train/motivate sales staff. Experienced in small and major markets, local level and satellite network. Reply to Box M-27.

SITUATIONS WANTED NEWS

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

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Renaissance broadcaster. Creative programming, production, talk and music personality. Chief engineer (AM/FM). Former owner and GM. Also extensive computer background and expertise. Seeks interesting situations in New England, including contract or part-time. Let's talk: 603-465-7136.

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.

Controller: Television group seeking a corporate controller with solid financial background and personnel management skills. Excellent opportunity with established company. EOE. Reply to Box M-28.

HELP WANTED CONSULTANT

Broadcast consultants for Washington DC area and Los Angeles area. Expanding operations require consultant with 7-10 years experience in senior television news management or promotion/marketing. Applicants should be well grounded in developing competitive strategic and tactical plans for television stations, their programming, and plan implementation. Experience should include utilization of qualitative audience research and rating analysis. Send resumes to: McHugh & Hoffman, Inc./MSI, 8301 Greensboro Drive, Suite 490, McLean, VA 22102. EOE.

HELP WANTED FINANCE

Corporate/controller: Midwestern based media company seeks accountant/controller to manage corporate accounting and tax functions. Responsibilities include financial statement preparation and consolidation; monthly, quarterly and annual reporting; perform or assist in performing analysis and reconciliation process; assist in the year end audit coordination with independent accountants; perform or assist in performing on-site television station audits; special projects that may be assigned as needed. Position reports directly to CFO. Proficiency with a PC, Lotus and experience working in a television environment required. Knowledge of EEOC regulation a plus. The company currently owns six recently acquired TV stations which are located in the southeastern and southwestern United States. The successful candidate will have a minimum of 3-5 years of broadcasting industry experience. This individual will be a team player who will be involved in the future growth of the company as well as in managing the existing business. Company wants to hire the best and the brightest and is willing to pay salary and fringe benefits necessary to attract such a person. Send resumes to: Personnel Director, PO Box 1096, East Lansing, MI 48826-1096. EOE.

SCI Television assistant controller: SCI Television, Inc., the owner of 7 major market television stations, is relocating its corporate headquarters to Atlanta, Ga. in September, 1993 and is seeking a self-motivated hands-on assistant corporate controller. Prospective candidate should have 4 to 6 years of Big 6 public accounting experience or equivalent broadcast experience, be knowledgeable of computerized general ledger systems, and proficient with microcomputers and Lotus 1-2-3. Position will be responsible for corporate accounting, consolidation and public financial reporting functions for SCI. Send resume to Eric Froistad, Vice President, SCI Television, Inc., 555 17th Street, Suite 3300, Denver, CO 80202. EOE.

HELP WANTED MARKETING

TV station sales and marketing manager: WSVI-TV, the ABC affiliate in St. Croix, U.S. Virgin Islands is seeking sales and marketing manager. He/she must be objective oriented, level headed, people person manager. Experience in local advertising, as well as products advertising sales. Send resume and salary required to: Station Manager, PO Box 7112, Sunny Isle, St. Croix, VI 00823. No phone calls please. EOE.

HELP WANTED PERSONALITY/TALENT

Co-host: Progressive Christian television station is looking for co-host for flagship program. Must have on-air experience. Send non-returnable tape and resume to Jim Chiero, Box C, Newark, OH 43058. EOE.

HELP WANTED SALES

Account executive: Studio Six Productions, a state-of-the-art Orlando, FL production facility, seeks a highly aggressive account executive to sell corporate/industrial training videos and commercials. Must be a self-starter and have complete understanding of video and film production. Minimum 3 years production sales or related experience required. Send resume to Kelly Puckett, 4466 John Young Pkwy, Orlando, FL 32804. EOE. Pre-employment drug test required.

Experienced AE wanted for VHF indy with college and pro sports, killer fringe, kids club and monthly sales promotions. High achiever with solid track record to manage key agency-represented advertisers and build a booming direct-to-advertiser business. Fax resume to 317-780-5464 or airtel to Local Sales Manager, TTV4, 3490 Bluff Road, Indianapolis, IN 46217. 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.

San Francisco account executive: Kelly Broadcasting seeks A.E. with TV sales experience in affiliated & independent stations. Need strong promotional & motivational skills. Send resume & salary requirements to Kelly Broadcasting, 505 Sansome, 5th Fl., San Francisco, CA 94111. No calls please. EOE. Employment contingent on passing medical test for drug & alcohol use.

HELP WANTED RESEARCH

Rights and clearance research: Major network is seeking clearance researcher with at least 2 years of experience in negotiating footage/talent rights for TV or film. Knowledge of archive stock - shot producer sources is also essential. NYC-based position. Send resumes to: Box 712, 12 West 37th Street, 10th Floor, New York, NY 10018. Equal opportunity employer.

HELP WANTED TECHNICAL

TV maintenance engineer: Must have at least five years experience in troubleshooting all phases and types of broadcast equipment. Competitive salary and good benefits. Send resume and qualifications to Box M-29. EOE, M/F.

Maintenance engineer wanted to service VHF TV transmitter and studio equipment. Minimum 4 years experience servicing analog, digital and RF equipment. Require 2 years technical school or military electronic training. Send letter of application and resume by 8/15/93 to KOLN/KGIN-TV, Personnel Coordinator, PO Box 30350, Lincoln, NE 68503. EOE.

Help wanted: Technical person to assist in the development, installation and operation of TV equipment for gavel-to-gavel coverage of Pennsylvania Senate proceedings. Individual will also operate and maintain existing Senate TV and radio equipment. Computer background helpful. Replies to W. Russell Faber, Chief Clerk, Senate of Pennsylvania, 89-E Main Capitol, Harrisburg, PA 17120. No calls. Deadline, August 31, 1993. EOE.

TV transmitter supervisor. Immediate opening. Minimum 5 years hands-on transmitter and microwave experience necessary. Familiarity with Harris BTD50H1 transmitter desirable. Send resume to Myron Oliner CE, K*USA-TV, 500 Speer Blvd., Denver, CO 80203. We are an equal opportunity employer.

Wanted: Head engineer, private satellite television network administers network policies, standards; maintains dependable, quality production and transmission capability. Requires five years hands-on broadcast experience, including studio and network control facility, plus experience with satellite communications. Mid 40s. Fax resume to Catholic Telecommunications Network of America 202-541-3313, or call 202-541-339. EOE.

Engineer: Television services. Operate, maintain and repair master control and TV studios. General Class FCC Engineer license or SBE certification required. Salary competitive. Start: 9/1/93. EOE/AEE. Send resume to: Edward Kelly, 408 Aiken Administration Bldg., SUNY Brockport, Brockport, NY 14420.

Chief engineer: Southeast VHF NBC network affiliate is looking for a hands-on chief. Applicants must have station studio and transmitter experience. Opportunity for assistant to move up. Send resume to General Manager, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Engineer: For KCSO-TV, position requires FCC General Class or SBE certificate. Hands-on knowledge of transmitters, microwaves and studio equipment. Send resume: Personnel Officer, PO Box 4159, Modesto, CA 95352. 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.

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.

WPTT-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.

TV technical director: Position requires experience in master control and production control rooms. Knowledge of Grass Valley switchers, SONY Betacart, Harris Iris Still Store, "on-air" automation, and transmitter remote control is necessary. Must be able to work under pressure on an overnight schedule. Previous professional experience is required. Please send resumes to: William Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Chief engineer: To replace ours retiring after 36 years. Transmitter, microwave, translator, tape, camera and computer background helpful. Previous TV chief experience preferred. Team player, good with people, supportive of all departments. Salary DOE. EEO. Salary requirement with letter and resume to: General Manager, KULR-TV, 2045 Overland Ave., Billings, MT 59102.

HELP WANTED NEWS

Anchor: #1 news station in medium Southern market seeks anchor with dynamic on-set, live shot and reporting skills. Salary negotiable. Send non-returnable resume and tape to: A1-BM, c/o Media & Marketing Incorporated, 4201 Edmondson Avenue, Preston Suite, Dallas, TX 75205. EOE.

General assignment reporter: If you are excellent live... Develop your own sources and contacts... Send me your 3/4" tape and resume. Walter Kraft, News Director, WXYZ-TV, Box 7, Detroit, MI 48231. Tapes will not be returned. No phone calls or faxes. We are an equal opportunity employer.

Producer: Aggressive computerized newsroom looking for creative leader. Must be a good writer and well-organized. We have the tools if you have the ability. Resumes and tapes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE, M/F.

Managing editor: Here's your chance to make your mark on one of the nation's premier newsrooms! We're looking for a managing editor who is highly creative, energetic, self-confident, a good teacher and a cheerleader. Responsibilities include daily story ideas, tracking updates on previous stories and working with crews on developing and using superior communications skills. This is a challenging management position calling for strong substance, style and people skills. Only those who know they can do it need apply. Send resume and news philosophy to Alan Griggs, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

Co-anchor: Top 75 market station in Southeast is looking for polished communicator to complement male co-anchor. Degree and minimum two years experience at commercial station required. Must have pleasing personality, and be willing to represent station at public events. Send resume to Box M-30. EOE.

WFSB TV, A Post Newsweek station in top 25 market is seeking a talented, aggressive newscast director with strong leadership skills. Candidates should have a strong demo reel and must be efficient in directing multi-anchor formats. Handling changes and updates with ability and confidence a must. Position includes producing of specials and public affairs programs. Individuals must be able to communicate well with technical staff and management and be an excellent problem solver. Please send resumes to: Jeff Jeandheur, Production Manager, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. Tapes will be requested later. EOE.

WICS TV in Springfield, Illinois is seeking applicants for a general assignment reporter. Two years television news experience required. Live work a plus. BASYS experience helpful. Resumes, references, salary requirements, and non-returnable videotapes to: Les Vann, News Director WICS TV, 2680 East Cook Springfield, IL 62703. EEO. Phone calls disqualify applicants.

KTVN-TV has an immediate opening for a news producer. College education with emphasis on journalism preferred. We're looking for an aggressive journalist. Good writing skills, news judgment and newsroom experience required. Send resume and non-returnable tape to Steve Kremer, News Director, KTVN-TV, PO Box 7220, Reno, NV 89510. No phone calls please. KTVN-TV is an equal opportunity employer.

Reporter/anchor: Still haven't found what we're looking for! Earn valuable overseas experience with award winning news team, with lock on Western Pacific region. Computerized newsroom, multiple live shots, state-of-the-art production support, retirement, profit sharing on tropical isle. Team player, solid judgement and excellent writing skills are a must. Send non-ret. tapes, references/resumes the first time by priority mail to News Director, Guam Cable TV, 530 W. O'Brien Drive, Agaña, Guam 96910. EOE.

Reporter: Post Newsweek station in 24th market needs a top-notch general assignment reporter. This individual must be a creative storyteller with the ability to "humanize" each assignment. Send tape (VHS only, please), resume and statement of philosophy to Robert Cizek, Assistant News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103-1821. No calls. EOE.

Meteorologist: Medium-market CBS affiliate in upper Midwest needs meteorologist for morning and noon newscasts. Would also co-anchor news. Should be familiar with Kavouras. Two years experience. Non-returnable tape and resume to News Director, KCCI-TV, PO Box 10305, Des Moines, IA 50306. M/F/EOE.

Hands-on news manager wanted: News department with talented staff needs help turning good journalism into excellent television. Ideal candidate is a hot shot producer at a major market turning out great TV every night. If you want to make the tough decisions and are willing to work your tail off to help create a winner, send a resume, last night's air-check and a critique of same to: Box M-31. EEO employer M/F/D.

News expansion: Adding half hour newscast this Fall! Looking for reporter/producer to do some on-air reporting and produce special franchise segments for anchors. Sports producer (part-time) to produce sportscasts and fill-in sports anchoring. Meteorologist (part-time) to assist on-air meteorologists and substitute on-air. Photographer/editors (two) to shoot great 3/4" videotape and edit super stories. Prefer experience in all positions! No calls, please. Send non-returnable 3/4" tape and resume immediately to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE, M/F.

Videographer/editor: needed for KACV, the award-winning PBS affiliate for the Texas panhandle. Duties include shooting and editing for a weekly public affairs program and historical and news-oriented documentaries. Three years news/special projects shooting experience preferred. Send tape and resume to: Personnel Services, Amarillo College, PO Box 447, Amarillo, TX 79178. We are an equal opportunity employer.

Anchor/reporter: Looking for anchor/reporter to complement our female anchor. Must have strong news credentials and be a leader. No beginners. Send resume and non-returnable tapes to: WSAV-TV, Dave Winstrom, PO Box 2429, Savannah, GA 31404. No phone calls, previous appl's need not apply. EOE.

Future openings. WMDT TV in anticipation of future vacancies in its news department is soliciting applicants for reporter, photo-journalist, and anchor positions. Because we subscribe to the philosophy of 'equal employment opportunities' we encourage members of the minority community to apply. Send: Resume, references, and 3/4" tape to: News Director, 202 Downtown Plaza, Salisbury, MD 21801. M/F.

On air talent: WCMH-TV Columbus is looking for top-notch on-air news and sports people. Beginners and previous applicants need not apply. Send resume and non-returnable tape to Tom Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202. EOE. Absolutely no phone calls.

Investigative reporter: Our "I" reporter was just hired in Chicago! We want a seasoned, aggressive journalist with 3-5 years experience to turn solid investigative stories. Send non-returnable 3/4" tape and resume immediately to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE, M/F.

Producer: Must have journalism degree, with 3-5 years of "hard news" producing experience for M-F 6:00pm newscasts. Looking for aggressive, innovative person to take this newscast to the next level. Love for "hard news" a must. Send non-returnable 3/4" tape and resume immediately to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE, M/F.

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.

AP, ASAP: A nationally syndicated news magazine needs an associate producer in the on-air promotion department. We are looking for someone who is familiar with writing and producing daily news topical for a local station. You should have strong writing skills, instinct for visuals, and ambition to make compelling TV spots for a national show. Rush your reel and resume, no phone calls please, to Ms. Gretchen Kijak, American Journal of On-Air Promotion, King World Productions, 402 East 76th Street, New York, NY 10021. EOE.

Hot shot on-line editor: If you're visually innovative and have quick instincts for what makes a compelling spot, then send us your reel. Our on-air promotion department needs a seasoned pro to help us with the challenging deadlines of a daily news magazine. A brand new edit suite has a GVG 251 editor, GVG 200 switcher, Abekas, and Beta record/playback decks. For a unique opportunity to command your own room and receive recognition with a nationally syndicated show, send your best edits (no phone calls, please) on Beta or 3/4" tape to Ms. Gretchen Kijak, American Journal of On-Air Promotion, King World Productions, 402 East 76th Street, New York, NY 10021. EOE.

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.

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 of communication: Three station public TV network on Seacoast 65 miles north of Boston seeks dynamic, creative, experienced professional to lead public communications activities. Direct and coordinate P.I. and graphics departments, developing effective creative messages and materials to maximize audiences and constituencies. Develop new awareness campaigns for broadcasting and educational telecommunications departments. Requirements: BA and 5-7 years experience, three as manager; demonstrated creativity; strong leadership ability; communications skills in variety of media including video. Agency experience strong plus. Salary commensurate with experience. Send resume, professional references, salary requirements to: Search Committee, NHPTV, PO Box 1100, Durham, NH 03824. Review process begins 8-1-93. AA/EOE.

Producer: Studio Six Productions, a state-of-the-art Orlando, FL production facility, seeks a creative hands-on producer who has experience working on corporate/industrial training videos, commercials and full length programs. Candidate must be able to work under deadlines, handle heavy workload and possess strong writing skills. Minimum 3 years experience required. Send resume to Kelly Puckett, 4466 John Young Pkwy., Orlando, FL 32804. EOE. Pre-employment drug test required.

KDAF, Fox 33, is seeking a promotion producer and director. A minimum of two years prior TV station promotion production experience required. Searching for individual with demo reel, which demonstrates they can develop concept spots. Produce and direct on-air special event promos, presentations and a variety of video projects. Work well under pressure with tight deadlines. Night and weekend work when required. Send resume only to: Glenda Jones, Personnel, Fox Television Station, 8001 J.W. Carpenter Frwy, Dallas, TX 75247. No telephone calls will be accepted. EOE. M/F/H/V.

WRDW-TV has immediate opening for on-air promotion producer to write, edit and produce all news and programing promotion. College degree preferred. Promotion experience required. Creativity, writing, shooting and editing skills a must. Send resume to Jessica R. Guthrie, Creative Services Director, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. EOE. No phone calls.

Director/TD: 3-5 years directing Christian programing plus lighting, graphics design and advanced editing. Leadership and client skills required. Ability to direct music, drama and talk formats. Tape, resume, salary requirements: Christi Evans, KYFC-TV, 4715 Rainbow Blvd., Shawnee Mission, KS 66205. EOE.

SITUATIONS WANTED ANNOUNCERS

Affordable Illinois television radio pro: Computer and automation systems, audio production, music programing, news, television host, community involvement. Cliff 309-691-0798.

SITUATIONS WANTED NEWS

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

Top-notch, technically competent, New York City television news assignment editor seeks new opportunity. Respond in complete confidence to Box M-32.

Experienced radio news and sports pro in medium market seeking career change. Looking for entry level TV news or sports position, will relocate. Reply to Box M-33.

Meteorologist with years of experience, AMS seal and awards. Looking to move. Stu 817-776-4844.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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

Post production manager/editor, "On" and "Off" Line. 3D animation, graphics, engineering, seeks position with growth potential, will relocate 407-438-0675.

Entry level production position wanted: Experience in broadcasting and related fields. Extremely hard working, will relocate. Call Lisa at 412-381-8913.

A master at master control, a perfectionist in production, knowledgeable in news, proficient at much more. Call Bill: 800-500-3664.

MISCELLANEOUS

Written critique of your TV news resume tape. 24 years experience. 14 years as ND. Call for affordable rates. Student discounts. 207-775-5752.

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MISCELLANEOUS

State of the art studio facility with up-linking capacity and all inclusive equipment available for lease (long term). Perfect for cable network startups. 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.

ALLIED FIELDS

HELP WANTED FINANCE

Director of development & analysis, Cox Broadcasting: Major opportunity in highly visible new position at Cox Broadcasting. Undergraduate degree in accounting or finance required. MBA desirable. At least three to five years work experience. Should be knowledgeable about broadcasting and other media. Good people skills, self starter, willing to work flexible schedule. Some travel required. Should have analytical aptitude with a strategic perspective towards acquisitions and new business development. Will report to president of Broadcasting. Send resumes to: President, Cox Broadcasting, PO Box 105357, Atlanta, GA 30348. EOE.

FINANCIAL SERVICES

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.

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.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

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.

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

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

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

For sale: 500 ft. utility tower. 11 years old. Call Chris 210-689-3333 in South Texas.

CABLE

HELP WANTED RESEARCH

CNN audience/TBS corporate research analysts: Two Atlanta-based analysts needed for programing and marketing research. PC knowledge and experience with Nielsen data and systems (NTI, NHI, NSI) required. Good written and verbal communication skills a must. Requires 2+ years TV/media research experience with local station, agency, broadcast or cable network, syndicator, or marketing research firm. Resume and salary requirements to Research Analysts, CNN Audience Research, PO Box 105366, Atlanta, GA 30348-5366. No phone calls, please. EOE.

CNN audience research project manager: Atlanta-based manager needed for programing and marketing research. Creative problem-solver, extensive programing research experience a must. Experience in news, custom research, survey design, focus groups required. Extensive PC knowledge and experience with Nielsen data and systems (NTI, NHI, or NSI) required. Excellent written and verbal communication skills necessary. Requires 4+ years TV/media research experience with local station, broadcast or cable network, syndicator, or marketing research firm. Resume and salary requirements to Project Manager, CNN Audience Research, PO Box 105366, Atlanta, GA 30348-5366. No phone calls, please. EOE.

HELP WANTED TECHNICAL

Engineer: Production facility is seeking an engineer with at least 5 years of hands-on management experience to effectively supervise engineering staff. Broadcast engineering background with proven abilities in the areas of design, installation, maintenance and repair of studio, post production and field equipment are required. An understanding of digital repair and computer proficiency are also necessary. Excellent interpersonal and oral/written communications skills are essential. Please send resume and salary history to Box M-34. EOE.

RADIO

HELP WANTED TECHNICAL

LOOKING FOR SOMEONE TO HANDLE THE FULL-TIME ENGINEERING NEEDS OF GROWING SMALL MARKET RADIO GROUP IN NEW ENGLAND. SEND SALARY REQUIREMENTS AND RESUME TO BOX M-36.

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HELP WANTED LEGAL

ATTORNEY—IN-HOUSE

Major media institution seeks experienced attorney for news and other program prebroadcast review and related counselling. Minimum 5 years directly related experience and top academics/credentials necessary. EOE. For immediate consideration, contact:

Ann Israel
730 Fifth Avenue, Suite 900
New York, New York 10019
(212) 333-8730
Fax (212) 765-4462

HELP WANTED TECHNICAL

MAINTENANCE ENGINEER

Major East Coast teleproduction facility is in search of a highly experienced maintenance engineer. This position is responsible for the maintenance and repair of equipment throughout this "state of the art" facility including editing, graphics, audio and telecine. Applicants should have extensive prior teleproduction facility maintenance experience and a appreciation for time urgent situations. Excellent salary and benefits complement the security of a long established company. Send resume in confidence to box NF330 c/o Broadcasting & Cable, 1705 DeSales St., NW, Washington, DC 20036 or fax to (609) 722-6779 attn: Engineering Dept.

HELP WANTED NEWS

NEWS PRODUCER

Here's an opportunity to be on the "cutting edge" of local television news. Successful Gulf Coast Fox affiliate in beautiful Fort Myers/Naples, seeking successful News Producer. One of the fastest growing television markets in the country needs a fresh, creative and innovative producer to "make a difference... to make the FOX difference." Two years experience and college degree preferred. No phone calls please.

Send non-returnable tape, resume and news philosophy to: **WFTX-TV, Mark Pierce/Station Manager, 621 SW Pine Island Road, Cape Coral, Florida 33991.** We are an equal opportunity employer.

HELP WANTED MANAGEMENT



President and CEO Public Broadcasting Service

Founded in 1969, PBS is seeking a president/chief executive officer to lead this private, nonprofit organization providing programming, interconnection/engineering and other services to its member licensees which operate the nation's 347 public television stations. Headquartered in Alexandria, VA, PBS has approximately 350 employees and a budget for the current fiscal year of almost \$170 million.

PBS requires a strong leader with a vision of how public television can continue to set high standards in educational, cultural and public affairs programming and also distinguish itself from the competition through expanded community-based and national public service activities.

Candidates are sought who have a solid record of bringing an organization to a recognizably high level of performance; are experienced in the creation of intellectual property; and are knowledgeable of the communications industry, including an understanding of the convergences of broadcast, cable, computers, phones and other technologies. A commitment to education is essential, as is a belief in the power of broadcast and other communications technologies to advance learning.

For further information, candidates and those wishing to refer potential candidates should contact:

PBS Presidential Search Committee
c/o Dr. Leeda Marting, Search Consultant to the Committee
Boyden
375 Park Avenue, Suite 1008
New York, NY 10152
212-980-6480
FAX 212-980-6147

PBS is an Equal Opportunity Employer

HELP WANTED MANAGEMENT CONTINUED

ONCE - IN-A-CAREER OPPORTUNITY GENERAL MANAGER

Major Market: Independent Commercial Station

Boston University has recently purchased WQTV, Channel 68, in Boston, and is currently awaiting FCC approval. We expect to begin operations on October 1, 1993.

We are currently inviting applications for the position of General Manager.

The University will operate the station as a strong, competitive, commercial independent, including innovative, high-quality, locally produced programming in the nation's sixth largest market. The General Manager must assemble a management team with intelligence, imagination, solid commercial experience, and exceptional operating skills. In addition to leading the professional staff, the General Manager will also have the opportunity to employ and direct a group of outstandingly qualified student interns. Our management team will operate in an extremely aggressive sales environment and will design and present a strong commercial program schedule that will encourage the development of outstanding local programs utilizing the substantial resources of Boston University and the Boston area. Competitive salary and benefits.

Send resumé and supportive materials to: Office of the President, Boston University, 147 Bay State Road, Boston, Massachusetts 02215. Channel 68 is and will remain an equal opportunity employer. No telephone calls please.

HELP WANTED PROGRAMING PROMOTION & OTHERS

MIAMI CBS O&O NEEDS PROMO WHIZ (PROMOTION WRITER/PRODUCER)

If you're an idea person
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join our team.

Must have at least 2 years experience
writing and producing breakthrough on-air
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College degree preferred.

Take your best shot. Send resume
and demo reel to:

**PROMOTION DEPARTMENT
WCIX-TV-6**

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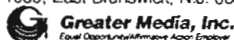
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Average call 2-3 min. Avg. Cost \$5.85 \$1.99 per min.
Must have a touch-tone phone and be 18 years or older.

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.



WANTED TO BUY STATIONS

BUYER INTERESTED IN CASH-FLOW MID MARKET TV STATIONS. PREFER DEALS WITH SENIOR DEBT IN PLACE. SEND INFORMATION IN CONFIDENCE TO: BOX M-37.

FOR SALE STATIONS

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OVER 40 PROPERTIES
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TELEVISION

HELP WANTED PROGRAMING, PROMOTION & OTHERS

We are pleased to announce new opportunities with NewSport Television, an exciting new concept in sports programming. Broadcasting via state-of-the-art production facilities located in Clearwater, Florida, NewSport Television is poised to change the fabric of sports programming.

We seek talented individuals for the following positions:

PRODUCERS/Sports News

Responsibilities include organizing and assigning responsibilities of show staff and talent. Requires a minimum of five years of sports show production experience and strong writing, editing and control room skills.

DIRECTORS

Coordinate all live studio material and pre-production of programs and related segments. Integrate graphics, features and live updates with talent and technical crew. Requires a minimum of four years of progressively responsible production experience with at least one year at the Director level, a thorough knowledge of sports and a degree in TV Production (or related experience).

LMS OPERATORS

Operate LMS equipment, format program schedules, and coordinate with production team to log segments and commercials. Requires at least three years LMS operations experience and a thorough knowledge of sports programming.

EDITORS (Beta)

Assume responsibility for video quality and utilize VTR equipment to edit packages for live and taped show segments. Insert Chyron, mix audio. Requires at least four years' Beta editing experience, Chyron, audio and computer ability, knowledge of sports and a degree in TV Production (or equivalent).

In addition, we have opportunities for skilled TECHNICIANS in studio operations, as well as PRODUCTION opportunities.

NewSport prides itself on recognizing the value of team players. If you seek to join a team of broadcasting professionals, can work flexible schedules and thrive in a fast-paced atmosphere, we invite your inquiry. We offer the opportunity to become an integral part of an exciting new concept in sports programming. For confidential consideration, please send your resume, indicating position of interest, salary history and requirements, to: P.O. Box 999-TS, Woodbury, New York 11797. We are an equal opportunity employer.

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FOR SALE

50 KW FM C2. Tejano station in 25th largest Hispanic market. 495G, 225G down. Owner has terminal illness. (915) 366-3711.

Datebook

JULY

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

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

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

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

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

July 31—**Associated Press Television-Radio Association of California-Nevada**, regional seminar. KEYT-TV, Santa Barbara, Calif. Information: Rachel Ambrose, (213) 626-1200.

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. 14-15—Peer panel judging held for **Academy of Television Arts and Sciences** 45th annual prime time Emmy Awards. Beverly Hilton Hotel, Beverly Hills, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

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

Aug. 16-18—**Great Lakes Cable Expo**. Indianapolis. Information: (317) 845-8100.

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 Con-

vention 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.

Sept. 18—**Academy of Television Arts and Sciences** 45th annual prime time Emmys creative arts banquet. Pasadena Civic Exhibition Hall, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Sept. 19—**Academy of Television Arts and Sciences** 45th annual prime time Emmy Awards televised on ABC TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

MAJOR MEETINGS

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.

mi 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 18-21—**Broadcast Education Association** annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

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 8-11, 1994—**PROMAX International** and **Broadcast Designers Association** conference and exposition. New Orleans. Information: (213) 465-3777.

For the Record

Compiled by BROADCASTING & CABLE for the period of July 5-9 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WYAI-FM La Grange, GA** (BALH930625GGI; 104.1 mhz; 60 kw; ant. 1,217 ft.)—Seeks assignment of license from NewCity Communications of Massachusetts Inc. to Cox Enterprises Inc. for \$8,000,000. **Seller** is headed by Richard A. Ferguson and has interests in 5 AM's and 7 FM's. **Buyer** is headed by Robert F. Neil and has interests in WSB-AM-FM and WSB-TV both Atlanta, GA; KLRX(FM) Dallas, TX; KFI(AM)-KOST(FM), Los Angeles, CA; KTVU-TV Oakland, CA; WCKG(FM) Elmwood Park, IL; WFTV-TV Orlando, WIOD(AM)-WFLC(FM) Miami; WHQT(FM) Coral Gables and WSUN(AM)-WWRM(FM) St. Petersburg, all FL; WKBD-TV Detroit, MI; WPXI-TV, Pittsburgh, PA; WSOC-TV Charlotte, NC; Filed June 25.

■ **WJRB(AM) Bradenton, FL** (BAL930622EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Cameron-Reese Broadcasting of Bradenton Inc. to Alar Television Inc. for \$120,000. **Seller** is headed by Karen E. Reese and has no other broadcast interests. **Buyer** is headed by Edward T. Gorman and has no other broadcast interests. Filed June 22.

■ **WENG(AM) Englewood, FL** (BAL930618EA; 1530 khz; 1 kw-D)—Seeks assignment of license from Sarasota-Charlotte Broadcasting Corp. to Murray Broadcasting Co. for \$165,000. **Seller** is headed by Edward J. Ewing and has no other broadcast interests. **Buyer** is headed by John H. Murray and has no other broadcast interests. Filed June 18.

■ **WFTW(AM) and WKSM-FM Fort Walton Beach, FL** (AM: BAL930608GI; 1260 khz; 2.5 kw-D; FM: BALH930608GJ; 99.3 mhz; 3 kw; ant. 171 ft.)—Seeks assignment of license from New South Communications Inc. to Holladay Broadcasting Co. Inc.

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

for \$1,000,000. **Seller** is headed by Frank E. Holladay and has interests in 3 AM's and 8 FM's. **Buyer** is headed by Clay E. Holladay and has interests in KRVV-FM Bastrop, LA, and WTUX-FM Meridian, MS. Filed June 8.

■ **KZXL-FM Great Bend, KGNO(AM)-KDCK-FM Dodge City, both Kansas** (KZXL: BALH930608GF; 107.9 mhz; 100 kw; ant. 886 ft. KGNO: BAL930608GG; 1370 khz; 5 kw-D, 1 kw-N, DA-N; KDCK: BALH930608GH; 95.5 mhz; 100 kw; ant. 570 ft.)—Seeks assignment of license from Breadbasket Enterprises Inc. to Lesso Inc. for \$700,000. **Seller** is headed by Eugene Johnson and has no other broadcast interests. **Buyer** is headed by Lawrence E. Steckline and is licensee of KWLS-AM-FM Pratt; KSLS-FM-KYUU(AM) Liberal, KXXX(AM)-KQLS-FM Colby, KEGS-FM Emporia, KLLS-FM Augusta and KILS-FM Minneapolis, all Kansas, and KXLS-FM Enid, OK. Filed June 8.

■ **WFPR(AM)-WHMD-FM Hammond, LA** (AM: BAL930615GJ; 1400 khz; 1 kw-U; FM: BALH930615GK; 107.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Airweb Inc. to Radio Works Inc. for \$625,000. **Seller** is headed by John A. Chauvin and has no other broadcast interests. **Buyer** is headed by Steven E. Chauvin and has no other broadcast interests. Filed June 15.

■ **WHYN-AM-FM Springfield, MA, and WWBB-**

FM Providence, RI (WHYN-AM: BAL930624GG; 560 khz; 5 kw-D, 1 kw-N, DA-2; WHYN-FM: BALH930624GH; 93.1 mhz; 8.9 kw; ant. 1,000 ft.; WWBB-FM: BALH930624GF; 101.5 mhz; 13.5 kw; ant. 951 ft.)—Seeks assignment of license from Wilks-Schwartz Broadcasting of Providence Inc. to iRadio Station Management Inc. for \$25,649,955. **Seller** is headed by Donald L. Wilks and has interests in 3 AM's and 6 FM's. **Buyer** is headed by George L. Sosson and has no other broadcast interests. Filed June 24.

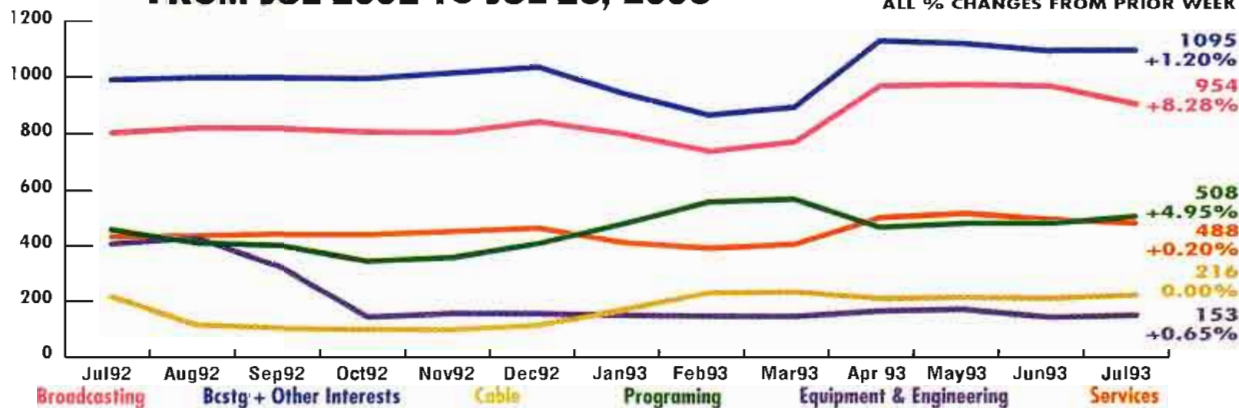
■ **KAHR-FM Poplar Bluff, MO** (BALH930611GM; 96.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Gerald W. Hunt to Eagle Bluff Enterprises for \$350,000. **Seller** has interests in WORM-AM-FM Savannah and WDXI(AM)-WMMX-FM Jackson, both Tennessee, and WZZF-FM-WKQS(AM) Hopkinsville, KY. **Buyer** is headed by Steven Fuchs and has no other broadcast interests. Filed June 11.

■ **KSJQ-FM Savannah, MO** (BALH930625GE; 92.7 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Savannah Radio L.P. to KFEQ Inc. for \$450,000. **Seller** is headed by Gary D. Shorman and has interests in KCLY(FM) Clay Center, KS. **Buyer** is headed by Robert E. Schmidt and has interests in KAYS(AM)-KHAZ-FM Hays, KHOK-FM Great Bend, KLOE(AM)-KKCI-FM Goodland and KWBW(AM)-KHUT-FM Hutchinson, all Kansas; KFEQ(AM) St. Joseph and KSJQ-FM Savannah, both Missouri; KQSK-FM Chadron, KCOW(AM)-KAAQ-FM Alliance and KOOQ(AM)-KELN-FM North Platte, all Nebraska. Filed June 25.

■ **WKBD-TV Detroit, MI** (BALCT930621KE; ch. 50; 2,340 kw-V; ant. 960 ft.)—Seeks assignment of license from Cox Enterprises Inc. to Paramount Stations Group Inc. for \$105,000,000. **Seller** is headed by John Dillon and has 5 AM's, 8 FM's and 7 TV's. **Buyer** is headed by Ronald Nelson and has interests in KTXH-TV Houston, KRRT-TV Kerrville and KTXA-TV Arlington, all Texas; WTXF-TV Philadelphia; WLFL-TV Raleigh, NC; WDCA-TV Washington. Filed June 21.

■ **KTSH-FM Tishomingo, OK** (BAPH930624GE; 99.7 mhz; 25 kw; ant. 328 ft.)—Seeks assignment of license from Ballard Broadcasting of Oklahoma Inc. to South Central Oklahoma Christian Broadcasting Inc. for \$10,000. **Seller** is headed by Drew

STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1992 TO JUL 13, 1993



Ballard and has no other broadcast interests. **Buyer** is headed by Randall Christy and has no other broadcast interests. Filed June 24.

■ **WJAC(AM)-WKYE-FM Johnstown, PA** (AM: BTC930628GF; 850 khz; 10 kw-D, DA-1; FM: BTCH930628GE; 95.5 mhz; 57 kw; ant. 1,060 ft.)—Seeks transfer of control from Winston Radio Corp. to Michael F. Brosig Sr. for \$2,153,788. **Seller** is headed by Richard H. Mayer, trustee, and has interests in WJAC-TV Johnstown, PA. **Buyer** has no other broadcast interests. Filed June 28.

■ **WGTR-FM Bucksport, SC** (BAPH930621GG; 107.9 mhz; 36 kw; ant. 174 m.)—Seeks assignment of CP from G&M Communications to Atlantic Broadcasting Company Inc. for \$50,000. **Seller** is headed by R. Stuart Graham Jr. and has interests in WEZO(FM) Fairfield, ME, and WJMX(AM) Florence and WJMX-FM Cheraw, both South Carolina. **Buyer** is headed by Fred C. Avent and has interests in WJMX(AM) Florence, WJMX-FM Cheraw and WSQN-FM Scranton, all South Carolina. Filed June 21.

■ **WDSC(AM)-WZNS-FM Dillon, SC** (AM: BAL930623GH; 800 khz; 1 kw-D, 382 w-N; FM: BALH930623GI; 92.9 mhz; 100 kw; ant. 1,801 ft.)—Seeks assignment of license from KAT Broadcasting Corp. to Metropolitan South Broadcasting Assoc. Ltd. Partnership for \$800,000. **Seller** is headed by Roger A. Akin, Esq., and Banking Services Corp., co-receivers, and has interests in WWTR(FM) Bethany Beach, DE; WETT(AM) Ocean City, MD; WFLB(AM) Fayetteville and WHCC(AM)-WQNS(FM) Waynesville, both North Carolina, and WSVS-AM-FM Opelika, AZ. **Buyer** is headed by David W. Evans and has interests in WRCQ-FM Dunn, NC. Filed June 23.

■ **WDXX-FM Mt. Pleasant, SC** (BALH930621GJ; 104.5 mhz; 28 kw; ant. 656 ft.)—Seeks assignment of license from Faircom Charleston Inc. to Lowcountry Media Inc. for \$850,000. **Seller** is headed by Joel M. Fairman and has interests in WSSX(FM) Charleston and WSSP(FM) Goose Creek, both South Carolina; WHFM(FM) Southampton, NY, and WKMF(AM)-WCRZ(FM) Flint, MI. **Buyer** is headed by Ronald E. Hoover and has interests in WQI-Z(AM)-WBUB-FM St. George and WSSC(AM) Sumter, both South Carolina. Filed June 21.

■ **KBHT-FM Crockett, TX** (BALH930625GF; 93.5 mhz; 50 kw; ant. 479 ft.)—Seeks assignment of license from BST Broadcasting Inc. to Nicol Broadcasting Ltd. for \$179,000. **Seller** is headed by Jim Mattox and has no other broadcast interests. **Buyer** is headed by Tom Nicol and has no other broadcast interests. Filed June 25.

■ **KIXS-FM Victoria and KYKS-FM Lufkin, both TX** (KIXS: BALH930622GK; 107.9 mhz; 100 kw; ant. 362 ft. KYKS: BALH930622GL; 105.1 mhz; 100 kw; ant. 1,066 ft.)—Seeks assignment of license from Radio Victoria Inc. to Gulfstar Broadcasting, L.C., for \$4,067,500. **Seller** is headed by J.D. Osburn and has interests in KYKS(FM) Lufkin and KAGG(FM) Madisonville, both Texas. **Buyer** is headed by R. Steven Hicks and has interests in KVET-FM Austin, TX; WJDS(AM)-WMSI-FM Jackson, MS; WSSL(AM) Greenville and WSSL-FM Gray Court, both South Carolina; WMYI-FM Hendersonville, NC, and WSIX-FM Nashville, TN.

■ **WSTK(AM) Colonial Heights, VA** (BAL930621EA; 1290 khz; 5 kw-D, 41 w-N)—Seeks assignment of license from Central Virginia Radio Inc. to Fletcher Communications Inc. for \$395,000. **Seller** is headed by Kenneth R. Noble and has no other broadcast interests. **Buyer** is headed by S. David Fletcher and has no other broadcast interests. Filed June 21.

■ **WTUS-FM Mannington, WV** (BALH930624GI; 102.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Joseph D. Powers to Richland Radio Inc. for \$90,000. **Seller** has interests in WSKR-FM Petersburg, NJ, and pending FCC approval, CP for FM Wildood Crest, NJ. **Buyer** is headed by John Petrini and has no other broadcast interests. Filed June 24.

■ **WNHV(AM)-WKXE-FM White River Junction, VT** (AM: BAL930622GM; 910 khz; 1 kw-D, 84 w-N; FM: BALH930622GN; 95.3 mhz; 3 kw; ant. 225

ft.)—Seeks assignment of license from New Hampshire-Vermont Broadcasting Group to Dynacom Corp. for \$525,000. **Seller** is headed by Peter Marshall and has no other broadcast interests. **Buyer** is headed by Jeffrey D. Shapiro and has interests in: WTSV(AM)-WHDQ-FM Claremont, NH; WNCQ-FM Morristown, WNCQ-AM and WCIZ-FM Watertown, WKRT(AM)-WYYS-FM Cortland and WVZM-FM Essex, all New York. Filed June 22.

Actions

■ **KQEZ-FM Coolidge, AZ** (BTCH930413GF; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from Chriscom Inc. to J.M. Wolz for \$641,922 ("Changing Hands," May 24). Action June 22.

■ **KQBR-FM Davis, CA** (BTCH930325GG; 104.3 mhz; 2.96 kw; ant. 141 m.)—Granted transfer of control from KYLO Radio Inc. to EZ Sacramento Inc. for \$2,000,000 ("Changing Hands," April 19). Action June 22.

■ **KFRG-FM San Francisco** (BTCH930302GJ; 99.7 mhz; 45 kw; ant. 1,241 ft.)—Granted transfer of control from KYUU Inc. to Alliance Broadcasting Holdings Inc. for \$20,150,000 ("Changing Hands," Feb. 1). Action June 21.

■ **WOLR-FM Branford, FL** (BALED921223HP; 91.3 mhz; 3 kw-V, ant. 285 ft.)—Granted assignment of license from Christian Family Cinema Inc. to WOLR 91.3 FM Inc. for \$75,000 ("For the Record," Jan. 18). Action June 25.

■ **WALG(AM)-WKAK-FM Albany, GA** (AM: BAL930317EB; 1590 khz; 5 kw-D, 1 kw-N, DA-2; FM: BALH930317EC; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Radio One - WKAK Inc. to K-Country Inc. for assumption of debt

("For the Record," April 12). Action June 23.

■ **WADM(AM)-WIC(FM) Decatur, IN** (AM: BTC930416EC; 1540 khz; 250w-D; FM: BTCH930416ED; 105.1 mhz; 2 kw; ant. 397 ft.)—Granted transfer of control from JAM Communications Inc. to John F. Dille III for \$1.00 ("For the Record," May 10). Action June 28.

■ **WTLC-AM-FM Indianapolis, IN** (AM: BTC921222G; 1310 khz; 5 kw-D, 1 kw-N, DA-N; FM: BTCH921222GX; 105.7 mhz; 50 kw; ant. 445 ft.)—Granted transfer of control from Panache Broadcasting, L.P., to AltaPanache, L.P., for exchange of voting common and preferred stock ("For the Record," Feb. 1). Action June 23.

■ **WNKY(AM) Neon, KY** (BAL930507EH; 1480 khz; 5 kw-D)—Granted assignment of license from Pine Mountain Broadcasting Inc. to Letcher County Broadcasting Inc. for \$60,000 ("For the Record," May 31). Action June 25.

■ **WEKY(AM) Richmond, KY** (BAL930414EB; 1340 khz; 1 kw-U)—Granted assignment of license from WEKY Inc. to Berea Broadcasting Company Inc. for \$130,000 ("For the Record," May 30). Action June 23.

■ **WERQ-AM-FM Baltimore, MD** (AM: BAL930401GG; 1010 khz; 1 kw-D, 27 w-N; FM: BALH930401GH; 92.3 mhz; 37 kw; ant. 571 ft.)—Granted assignment of license from United Broadcasting Company of Eastern Maryland Inc. to Radio One Of Maryland Inc. for \$9,000,000 ("Changing Hands," April 5). Action June 21.

■ **WBMB(AM)-WBMI-FM West Branch, MI** (AM: BAL930429GE; 1060 khz; 1 kw-D; FM: BALH930429GF; 105.5 mhz; 3 kw; ant. 312 ft.)—Granted assignment of license from Jack E. Kauffman and Robert S. Marshall to Ives Broadcasting

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

† Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting & Cable's own research.

Inc. for \$75,000 ("For the Record," May 31). Action June 21.

■ **KCOZ-FM Point Lookout, MO** (BAL930318GF; 90.5 mhz; 40 kw; ant. 768 ft.)—Granted assignment of license from School of the Ozarks to Southwest Missouri State University for \$10 and assumption of seller's obligation to National Telecommunications and Information Administration of approximately \$39,712 ("For the Record," April 5). Action June 21.

■ **KDEB-TV Springfield, MO** (BAL9303116KI; ch. 27; 5,000 kw-V; ant. 1,690 ft.)—Granted assignment of license from Woods Communications Group Inc. to BANAM Broadcasting Inc. for assumption of debt ("For the Record," April 5). Action June 29.

■ **KSTQ-FM Alexandria and KMGK(FM) Glenwood, both MN** (BAL930422GI; 99.3 mhz; 6 kw; ant. 285 ft.)—Granted assignment of license from KSTQ Inc. to Branstock Communications Inc. for \$550,000 ("Changing Hands," May 24). Action June 18.

■ **WMTT-TV Cookeville, TN** (BAL930311KG; ch. 28; 1,051.2 kw-V; ant. 427 ft.)—Granted assignment of license from Steve Sweeney to Invasion Broadcasting Inc. for \$100,000 ("For the Record," April 5). Action June 29.

■ **KVMX-FM Eastland, TX** (BAL930407GF; 96.7 mhz; 2.85 kw; ant. 306 ft.)—Granted assignment of license from Eastland Broadcasting Inc. to Luck Broadcasting Company for \$100,000 ("For the Record," May 31). Action June 23.

■ **KONO(AM) San Antonio, TX** (BAL930402EC; 860 khz; 5 kw-D, 1 kw-N, DA-N)—Granted assignment of license from Genesis Broadcasting Inc. to Gillespie Broadcasting Co. for \$1,125,000 ("Changing Hands," April 5). Action June 25.

■ **WDVA(AM) Danville, VA** (BAL930511EA; 1250 khz; 5 kw-U, DA-N)—Granted assignment of license from Danville Broadcasting Inc. to Mitchell Communications Inc. for \$100,000 ("For the Record," May 31). Action June 28.

■ **WPDR(AM)-WDDC-FM Portage, WI** (AM: BTC930427GH; 1350 khz; 1 kw-D; FM: BTCH930427GI; 100.1 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control from Kramer Broadcasting Inc. to Shirley M. Kramer for 50% of licensee as

part of divorce settlement ("For the Record," May 31). Action June 21.

NEW STATIONS

Applications

■ **Flagler Beach, FL** (BPED930618MG)—Cornerstone Community Radio Inc. seeks 90.3 mhz; ERP: 2 kw; ant. 56 m. Address: 2596 State Road 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt and has interests in non-commercial educational WJLU-FM New Smyrna Beach

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and WMFJ(AM) Daytona Beach, both Florida, and WLJF-FM Petersburg, IL.

■ **Leonardtown, MD** (BPED930617MD)—Greater Washington Educational Telecommunications Assoc. Inc. seeks 91.7 mhz; 50 kw; ant. 89 m. Address: P.O. Box 2626, Washington, DC 20013. Applicant is headed by Tom Livingston and has interests in noncommercial educational UHF ch. 26 and noncommercial educational 90.9 (WETA-FM) Washington, D.C., and noncommercial educational 89.1 Hagerstown, MD (WETH-FM).

■ **Blaine, WA** (BP930622AD)—Birch Bay Broadcasting Company Inc. seeks 1600 khz; 10 kw-N, 50 kw-D, DA-2. Address: 4840 Lincoln Road, Blaine, WA 98230. Applicant is headed by George A. Wilson and has interests in KARI(AM) Blaine, WA, and KERI(AM) Wasco-Greenacres, CA.

Actions

■ **Tulelake, CA** (BPH920921MC)—Wynne Broadcasting Company Inc. seeks 96.5 mhz; 1.775 kw; ant. 650 m. Address: 1338 Oregon Ave., P.O. Box 1450, Klamath Falls, OR 97601. Applicant is headed by Robert Wynne and has interests in KFLS-AM and KKRFB-FM Klamath Falls, OR. Action June 22.

■ **Palatka, FL** (BPED900521MD)—Putnam Radio Ministries Inc. seeks 91.90 mhz; ERP: 3 kw; ant. 46 m. Address: 3111 St. Johns Ave., Palatka, FL 32177. Applicant is headed by Michael Rippey and has no other broadcast interests. Action June 25.

■ **Oakland, MI** (BPED920213MB)—Oakland University seeks 88.3 mhz; 126 kw-V; ant. 96.3 m. Address: 49 Oakland Center, Rochester, MI 48309. Applicant is headed by Maura Selahowski and has no other broadcast interests. Action June 24.

■ **Amarillo, TX** (BPED911202MK)—Wheeler Educational Broadcasting Foundation seeks 88.3 mhz; 20 kw-H, 6 kw-V; ant. 88 m. Address: 106 E. Texas St., P.O. Box 469, Wheeler, TX 79096. Applicant is headed by Jim Turville and has interests in KPDR-FM Wheeler, TX. Action June 21.

■ **Big Spring, TX** (BPH921013MB)—David W. Wrinkle seeks 94.3 mhz; 20 kw; 114 m. Address: P.O. Box 1632, Big Spring, TX 79721. Applicant has interests in KBST-AM-FM Big Spring, TX. Action June 21.

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Monday Memo

"If [fairness doctrine] challenges succeed, broadcasters will be the real losers."

The return of the FCC's former "fairness doctrine" seems imminent. Bills are pending in Congress to reinstate the doctrine by law. The FCC itself is ready to reconsider its decision canceling the doctrine. Faced with this likelihood, several members of the broadcast community have already threatened to challenge the fairness doctrine in the courts.

I believe that these challenges will fail, but I want to make a different point. If these challenges do succeed, broadcasters will be the real losers. The fairness doctrine is not a burden to you, and your own interests call for maintaining it.

The fairness doctrine has two features: First, broadcasters must cover controversial issues of public importance; second, they must report significant points of view concerning those issues. A station need not, however, grant airtime to viewpoint proponents. Its programming need not be "objective" or "balanced." It may present and emphasize its own point of view. It just has to report other points of view also.

Almost all broadcasters will acknowledge that these rules impose no burden on them. Good journalism already requires them to cover all sides of important controversial issues.

Nor should any fear arise from the government's modest role in policing observance of these rules. Even in the old days of uncritical regulations, the FCC rarely found any fairness violations. It never took away a license based solely upon such violations.

On those rare occasions when the FCC found violations, almost its only remedy was to tell the broadcasters to cover additional points of view. That is, very likely, the only remedy the FCC would invoke today.

A revived fairness doctrine, in short, would have little impact on how

broadcasters operate their stations. But the doctrine's presence would vitally affect the public policy chemistry upon which broadcasting depends.

Communications policy is still animated by the idea that a broadcaster is a public trustee. This status underpins many of the privileges broadcasters enjoy, such as must-carry requirements for TV stations, and underlies Congress's opposition to spectrum fees and auctions for broadcasters. Such payments are increasingly likely to be imposed upon other users of the radio spectrum.

The fairness doctrine embodies the public trustee concept. To see why, we need only look at the Supreme Court's 1969 decision upholding the doctrine, *Red Lion Broadcasting Co. v. FCC*. The court observed that because of the spectrum's limitations, few people can be given licenses to broadcast.

These few possess no greater First Amendment rights than the many who cannot be granted licenses. Thus, these few may be required, consistent with the First Amendment, to act as fiduciaries for their unlicensed fellow citizens. That includes reporting the views of those citizens, even when the broadcasters do not agree.

If the fairness doctrine is to be successfully challenged, the reasoning in *Red Lion* must be cast aside. The court must hold that broadcasters can no longer be required to act as fiduciaries for the public. In one decision, both the rationale for the public trustee concept, and that concept's most fundamental manifestation in the fairness doctrine, would be wiped out.

This loss of the public trustee concept would leave broadcasting's public policy privileges without any underlying basis. But perhaps more important, it would deprive broadcasters of the special status—and unique responsibility—they hold in our society. ■



By Michael J. Hirrel,
attorney, Washington

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John H. Silvestri

From his office high above Rockefeller Center, John Silvestri recalls that his first sales job in the early 1970's was conducted over the hood of a truck.

Now, as executive vice president for advertising sales for USA Network and The Sci-Fi Channel, his deals are in the multimillion-dollar range and his sales territory has expanded dramatically. He still, however, likes to close a deal face-to-face.

A native of the Detroit area and the father of three, Silvestri heads the 22-member sales staff of the top-rated cable network in the country. Starting at \$15 million in annual revenue in 1983, USA Network's yearly ad sales under Silvestri now approach \$300 million.

"You still have to make face-to-face calls," he avers. "Fax machines and telephones are wonderful instruments, but you still have to have personal contact with clients."

After graduating from Wayne State University with a degree in English in 1961, Silvestri entered the Army for what turned out to be a two-year stint. Afterwards, he worked in marketing and advertising at Uniroyal and Chrysler, and while at Chrysler, often worked with the company's advertising agency in the field. There, he was exposed to radio and TV buys for dealerships around the country.

"It was an action-oriented medium that I thought would be fun to be a part of," Silvestri says, explaining why he soon made the jump to sales. "At first it was tough. As a beginning salesman you got all the local retail accounts, calling on local roofers to buy a radio schedule."

Silvestri says he would monitor the other radio stations in the market to see if he had their clients on the air. "If you didn't, you'd track them down and go after them."

He eventually became the station's national sales manager, and soon thereafter was approached by NBC Radio Network to run its Chicago and



Detroit sales offices. In 1972 Silvestri was moved to Chicago to be head of network radio sales for the Midwest, and after six months made the jump to network TV.

During his move up, Silvestri's client base evolved from retail accounts to major corporate advertisers; he learned then how to deal with the red tape of large corporations and agencies. "It wasn't quite as creative as selling to local retail accounts."

After two years as an account executive, he became director for NBC television sales in Chicago, a post he held for seven years before moving to cable.

Silvestri's first foray into cable was with Hearst/ABC Video Services in 1982, where he was head of sales.

"That was the start of Arts & Entertainment and Lifetime. Cable was coming on stream then, and I had been in network television for about nine years and was looking at what was

happening on the landscape and saw some exciting opportunities."

The transition from network sales to cable sales was at times rocky. "It was a very strange transition, and there were some anxious moments." Advertisers were interested in cable television, Silvestri says, but skittish about actually buying time. "When it came down to putting the money on the table, they backed off and said they needed a little more time to see how this new technology will work."

In 1983 Silvestri joined USA Network and ran the Chicago office for nine months before being asked by Kay Koplovitz, USA's president and chief executive officer, to come to New York and captain the network's sales operation.

Silvestri reveled in his first years with USA, knowing there weren't any rules yet written about cable sales and that "there was no one to say that's not the way to do it."

Silvestri says his early days at USA were fulfilling because he believed that his cable product was unique. That belief continues today, as ad revenue continues to grow at USA with its expansion as a sports and entertainment network, the addition of more original programming and the launch of The Sci-Fi Channel.

"We are going to continue to develop quality programming that will separate the network from all the other competitors, so in a crowded environment—perhaps a 500-channel environment down the road—USA will stand out and attract viewership, and with that viewership the advertisers will follow." ■

Executive vice president, advertising sales, USA Networks and Sci-Fi Channel; b. Detroit; BA, English, Wayne State University, Detroit, 1961; U.S. Army, 1961-63; account executive, WWJ-AM-FM Detroit, 1970-72; regional manager, Chicago and Detroit sales offices, NBC Radio Network, 1972-76; account executive, NBC-TV, 1976-81; advertising sales director, central division, NBC-TV, 1981-82; vice president, sales, Hearst/ABC Video Services, 1982-83; director, advertising sales, central region, USA Network, Chicago, 1982-84; vice president, advertising sales, USA Network, New York, 1984-86; senior vice president, USA Network, 1986-91; present position since 1991; m. Judy Strick, May 10, 1970; children: Kimberly, 22; Christopher, 17; Stephen, 15.

Fates & Fortunes

TELEVISION

William Jemas, VP, business development, National Basketball Association, New York, joins Marvel



William Jemas
Marvel Entertainment

Entertainment Group there as VP, entertainment, business development.

Joe Weber, VP/eastern division manager, Western International Syndication, Los Angeles, joins MTM Television Distribution, Studio City, Calif., as VP/GSM.

David Spiegelman, VP, New Line Television, New York, named senior VP.

John McConnell, operations director, KGO San Francisco, joins ABC News, New York, as VP.

Beth Comstock, director, entertainment publicity, CBS/Broadcast Group, New York, joins NBC there as VP, news information.

Robert Wallace, VP/executive editor, *Rolling Stone* magazine, New York, joins ABC News there as senior story editor, *Primetime Live*.

Jonathan Hogan, senior publicist, *Murphy Brown*, *Hearts Afire*, *In the Heat of the Night* and *Major Dad*, CBS, Los Angeles, joins Fox Broadcasting Company, Beverly Hills, Calif., as senior manager, publicity.

Paula Askansas, senior publicist, CBS Television Network, Los Angeles, joins Arsenio Hall Communications, Ltd., Hollywood, as director, marketing.

Nancy Henson, freelance producer, former executive VP, Laser Edit, Los Angeles, joins Disney-MGM Studios, Lake Buena Vista, Fla., as GM.



Sharen Glassman
Americana



Judy Girard
Lifetime

Los Angeles, joins Disney-MGM Studios, Lake Buena Vista, Fla., as GM.

Appointments at Saban Entertainment and Saban International, Burbank, Calif.: **Roxsanna Mobley**, manager, licensing sales, Applause, Woodland Hills, Calif., joins Saban Entertainment as sales manager, domestic licensing; **Carol Holdsworth**, publicity coordinator, Saban International, named director, publicity.

Appointments at Multimedia Entertainment, Inc., New York: **Suena Williams**, manager, sales promotion, marketing services, named director, promotion, special events; **Sandra Shutak**, manager, advertising, marketing, named VP, creative services.

Appointments at King World Productions, New York: **Charles Lachman**, executive managing editor, *Inside Edition*, assumes additional responsibilities as senior producer, *American Journal*; **Sheila Sitomer**, producer, *Inside Edition*, named senior producer.

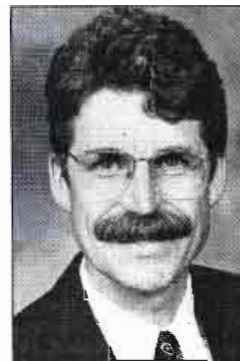
Michael Moore, executive director, studio operations, Stephen J. Cannell Productions, Hollywood, named VP.

Larry Hyams, VP, prime time audience analysis, ABC Television Network, New York, named VP, audience analysis.

Richard Montesano, VP, market



David Hall
Gaylord



Kevin Hale
TNN

research, ABC Television Network, New York, named senior VP.

Albert Lewitinn, news editor, WNYW-TV's *Good Day New York*, New York, joins Multimedia Entertainment's *Donahue* there as producer.

Diana Dionisio, special projects coordinator, WGN-TV Chicago, named publicity, promotion coordinator.

Vincent Giannini, senior financial analyst, WGN-TV Chicago, joins KTLA-TV Los Angeles as director, finance.

Appointments at KTLA-TV Los Angeles: **Mark Sonnenberg**, director, program planning, acquisitions, named director, original programming, development; **Virginia Hunt**, director, finance, administration, named director, program planning, acquisitions.

Appointments at WCVB-TV Boston: **Andy Hoffman**, national sales manager, named local sales manager; **Jordan Wertlieb**, research analyst/national account executive, Katz American Television, New York, joins as national sales manager; **Mark Rosenthal**, weekend meteorologist, named weather anchor, early morning, midday newscasts; **Ellen Ferrara**, weekend meteorologist, KARE-TV Minneapolis, joins in same

capacity.

Keith Cate, weekend anchor/reporter, WBNS-TV Columbus, Ohio, joins WMAR-TV Baltimore as weekend anchor.

Christina Sanchez, director, special projects, children's programming, KWHY-TV Los Angeles, named director, community affairs.

Appointments at WNBC-TV New York: **Jim Paymar**, GM, KCNS-TV San Francisco, and former correspondent, Fox Networks, *The Report-*

same capacity.

Michael McCanham, assignment editor, WDIV-TV Detroit, joins WXYZ-TV Southfield, Mich., as assignment manager.

Suzy Kolber, sports reporter, WPEC-TV West Palm Beach, Fla., joins ESPN2 Sports Network, Bristol, Conn., as sports anchor.

David Richards, VP, marketing, sales, *Greensboro (N.C.) News & Record*, named VP, Landmark Communications, Norfolk, Va.

Bruce Morton, correspondent/weekend commentator, *CBS Weekend News*, CBS News, Washington, joins CNN there as national correspondent.

Martine Mahoney, education liaison, Cox Cable Cleveland Area, Parma, Ohio, joins History TV Network, New York, as sales coordinator, affiliate marketing.

Appointments at Time Warner Cable Full Service Network, Orlando, Fla.: **Harold Wolf**, VP, affiliate



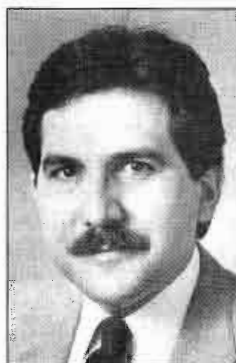
Bruce Morton
CNN



Lori Beber
Viewer's Choice



Brian Kristofek
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David Lalich
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Jack Fenster
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ers, New York, joins as general assignment reporter; **Carolyn Gusoff**, reporter, News 12 Long Island, Woodbury, N.Y., joins as reporter, Long Island bureau.

Appointments at WBZ-TV-AM Boston: **Uma Pemmaraju**, freelance reporter, WBZ-TV, named general assignment reporter/fill-in anchor; **Mark Angotti**, producer, news, WPLG-TV Miami, joins as senior producer, WBZ-TV; **Paul Conneaney**, morning editor, WBZ(AM), named managing editor; **Kim Harbin**, public communications director, WBZ-TV, named marketing director, WBZ-TV-AM; **Lois Roach**, director, public affairs, WBZ-TV, named public affairs director, WBZ-TV-AM; **Francine Achbar**, manager, program development, client marketing, WBZ-TV, named director, enterprises, program strategy; **Paul Kelley**, director, sports sales, WBZ-AM, named national sales manager.

Appointments at WDIV-TV Detroit: **David Murray**, national sales manager, named local sales manager; **Bob Weed**, sales manager, Blair Television, Los Angeles, joins as national sales manager.

Gary Schneider, VP/GM, KHTV-TV Houston, joins KSTW-TV Seattle in

CABLE

Jonathan Spaet, local sales manager, WPIX-TV New York, joins NBC Cable Ad Sales as VP.

Sharen Glassman, director, finance, administration, North Coast Cable, Cleveland, joins Americana Television Network, Inc., Branson, Mo., as VP/CFO.

Appointments at Lifetime Television, Astoria, N.Y.: **Judy Girard**, VP, broadcasting, WNBC-TV New York, joins as senior VP, programming production, and group VP, Hearst/ABC-Viacom Entertainment Services; **Justina Carlson**, manager, advertising, named director; **Dana Levenburg**, production manager, on-air promotions, named director.

Appointments at Gaylord Entertainment Co., cable networks division, Nashville: **David Hall**, founder/GM, The Nashville Network, named senior VP, cable networks; **Kevin Hale**, GM, KSTW-TV Seattle, named GM, The Nashville Network; **Hal Willis**, senior legal counsel, Gaylord Entertainment Co., named VP/GM, worldwide, Country Music Television.

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relations, Home Shopping Network, St. Petersburg, Fla., joins as VP, programing, interactive development; **Constance Beck**, director, community relations, Time Warner, Columbus, Ohio, joins as director, public affairs.

Lori Beber, manager, programing, Viewer's Choice, New York, named director, programing, feature film acquisition.

RADIO

Sina DeVito, assistant manager, communications, CBS Radio Division, New York, named manager.

Steven Humphries, executive VP, TK Communications, Inc., and GM, KXTN-KZVE San Antonio, Tex., joins Heritage Broadcast Group, Inc., Asheville, N.C., as group president.

ADVERTISING

Ira Carlin, executive VP/media director, McCann-Erickson North America, New York, named executive VP/worldwide media director, McCann-Erickson Worldwide.

George Mahrllig, director, media, event marketing, Coors Brewing Company, Golden, Colo., elected chairman, event marketing committee, Association of National Advertisers, Inc., New York.

Brian Kristofek, account executive, Tatham Euro/RSCG, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, as account manager.

Andrew Ward, sales director, National Cable Advertising, Chicago, named VP/GSM, National Cable Advertising, New York.

Robin Rosen, sales director, National Cable Advertising, Boston, named director, client services, new business development.

Bruce Raisner, manager, new business development, northeast, National Cable Advertising, Boston, named sales manager, NCA, there.

TECHNOLOGY

David Lulich, VP, sales, marketing, Group W Television Sales, New York, joins AdValue Media Technologies there as executive VP.

Appointments at Scientific-Atlanta,

Norcross, Ga.: **Jack Fenster**, manager, operations, programs, broadcast radio, data, systems, named director, engineering, operations; **Dr. George Waters**, senior engineer, broadcast radio, data systems, named principal engineer.

Appointments at IDB Communications, Culver City, Calif.: **Eric Silverthorn**, VP, operations, IDB Systems, named VP/GM; **Sam Schorr**, director, MIS, named VP, information systems; **Mary Brennan**, controller, broadcast unit, named VP/controller; **Michel Gelinis**, VP, aeronautical services, IDB Mobile, named VP, corporate development, acquisitions.

Appointments at Hearst New Media and Technology, New York: **Charles Schott**, former chief of staff, then-Chairman Alfred Sikes, FCC, Washington, joins as VP; **Cella Irvine**, product manager, electronic mail services, Prodigy Services Company, White Plains, N.Y., joins as VP; **William Cook**, attorney, Cravath, Swaine & Moore, New York, joins as special assistant to the Group Head; **Sharat Sharan**, strategic planning, new business development manager, AT&T Cellular and Personal Communications, Whippany, N.J., joins as director, technology.

WASHINGTON

Sondra Lee, executive VP, SA Communication Services, Louisville, Ky., elected president, American Women in Radio and Television and chair of the AWRT Foundation.

New board members, American Women in Radio and Television: **Linda Tremere**, director, financial controls, Hubbard Broadcasting, St. Paul, elected president-elect and vice chair, The Foundation of AWRT;

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Chris Stovall, community affairs director, WPTY-TV Memphis, Tenn., elected secretary/treasurer; **Frances Larose**, president, The Larose Group, San Francisco, elected VP, marketing; **Melodie Virtue**, partner, Haley, Bader & Potts, Arlington, Va., elected VP, government relations.

Appointments at CNN, Washington: **Dan Silva**, supervising producer, named senior producer, *Crossfire*; **Beth Fouhy**, producer, *Crossfire*, named Washington producer, *Inside Politics*.

New regional directors, Radio-Television News Directors Association: **John Sears**, news director, KPTV Portland, Ore., elected regional director, region one; **Nimi McConigley**, news director, KGWC-TV Casper, Wyo., elected regional director, region three; **Mark Millage**, news director, KELO-TV Sioux Falls, S.D., elected regional director, region five; **Paul Douglas**, news director, WTIC Hartford, Conn., elected regional director, region 11; **Al Gibson**, news director, Broadcast News Limited, Toronto, elected international director.

John E.D. Ball, president, The National Captioning Institute, resigns.

DEATHS

Clifford Fisher, 62, VP/GSM, WKBW-TV Buffalo, died July 8 after a brief illness at his home there. A 30-year veteran, Fisher started as an account executive with WKBW in 1963. He was named local sales manager in 1997 and assumed Canadian sales in 1981. In 1988 Fisher was named VP/GSM. Survivors include his wife, Betsy, and four children.

James Dooley, 75, retired sports director, WTVJ-TV Miami, died May 31 from emphysema at Vencor Hospital there. Dooley's radio career started during World War II when he built the first radio station in the southwest Pacific and was named radio news editor for Armed Forces Radio Services in New Guinea. A spinal injury forced Dooley to retire in 1946, and he returned to Canton, Ohio, where he joined WHBC as news director. After a brief stint in advertising he joined WTVJ. In 1961 Dooley was named sports director. He retired in 1963. Survivors include his two sons and one daughter.

Closed Circuit

WASHINGTON

Getting acquainted

FCC Chairman James Quello had lunch last week with his heir apparent, Reed Hundt. Quello says he told Hundt that the job was "no bed of roses," and added that Hundt's law partner at the Washington firm of Latham & Watkins, former FCC Chairman Mark Fowler, could confirm that characterization. Quello gave Hundt high marks and says he is looking forward to working with him.

Utility player

The electric utility industry last week signaled its interest in becoming a player in the delivery of advanced telecommunications services. Michael Niggli of Entergy Corp. told the Senate Communications Subcommittee that his company was already deploying a fiber optic coaxial cable network to its customers. Niggli discussed the electric utilities role in a national information infrastructure during a meeting with Tom Kalil, director of science and technology for the National Economic Council, who is a key player in helping define administration policy on telecommunications and infrastructure. Kalil was likely a receptive audience. The Progressive Policy Institute's Mandate for Change suggested that the President press for regulatory changes that would encourage electric utilities to become investors in a national information infrastructure. PPI is part of the Democratic Leadership Council, an organization Clinton helped create.

NEW YORK

Film talk

Movie producer Ismail Merchant, whose Merchant-Ivory Productions has produced such critically acclaimed features as "Mr. and Mrs.

Interactive lottery looms

The long-awaited FCC lottery to select licensees for interactive television services in the nation's nine largest markets should come in the middle of September, said Bob McNamara, head of the special services division of the commission's Private Radio Bureau. The lottery will select two operators for RF-based interactive systems, known as individual voice and data services, for each of the nation's top nine markets. A subsequent review of the winners' technical data may take about 30 days, said Private Radio Bureau staff attorney Marc Martin. That means winners could receive the license to operate in October. IVDS systems will serve interactive television services offered by companies such as Virginia-based TV Answer, which uses a radio signal to provide the return path from a subscriber's home. Richard Miller, group VP of marketing for TV Answer, said his company has already done the engineering and made construction arrangements for most major markets, so TV Answer services could easily be on the air by the first of January as long as the FCC issues the licenses this fall.

— SS

Bridge" and "Howard's End," has expressed interest in developing short films for VH-1. Merchant last week discussed the possibility with VH-1 President Ed Bennett, who just signed a similar deal with Francis Ford Coppola that will bring six 23-minute, long-form music films to the channel (see story, page 29).

Animated discussion

John Kricfalusi, creator of Nickelodeon's runaway hit animated series *Ren and Stimpy*, has found a unique way of shopping his latest animated project. He told one top cable network executive last week that he would meet with him to discuss the project only if the network would agree to give him complete autonomy. Kricfalusi is still steaming over his well-publicized falling-out with Nickelodeon over editorial control of *Ren and Stimpy*.

LOS ANGELES

Most wanted

Century Cable will offer \$250,000

to anyone with information leading to the arrest and conviction of whoever cut the system's fiber optic and coaxial cable lines as well as back-up lines at five different locations and disrupted service in much of western Los Angeles. About 55,000 homes were without service for two to six hours last Wednesday night.

DIC takes center ring

DIC Animation has acquired the animated series rights to the characters of the popular animal taming act, Siegfried & Roy. Andy Heyward, founder and president of DIC, confirmed that a deal with the entertainers was struck during the Video Software Distributors Association (VSDA) convention in Las Vegas two weeks ago, but he declined to disclose terms. He said the independent animation production house is still exploring whether to develop *Siegfried & Roy* as a network or syndicated series. In the latter arena, DIC has most recently teamed with Bohbot Communications to handle distribution of such 1993-94 series as *The Adventures of Sonic the Hedgehog*, *Double Dragon* and *Hurricanes*.

In Brief

FCC Chairman James Quello said late last week that he **still had no answer for the Hill on when the commission will implement its cable rate regulations.** "We're still agonizing over it," he told BROADCASTING & CABLE. Quello hoped to meet with Senate Communications Subcommittee Chairman Daniel Inouye to gain his support for the FCC's decision to enact its new cable rules by Oct. 1. But the two never got together, and subcommittee counsel John Windhausen was pressuring the FCC to implement the rules by Aug. 1. That deadline, Quello said, would be "impossible" to meet. House Telecommunications Subcommittee Chairman Ed Markey wants the FCC to act by Sept. 1. Quello said he'll get back to Markey by tomorrow (July 20).

In an unusual move in a major mar-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 4. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/223/98
2. Star Trek	11.7/246/99
3. Jeopardy!	11.0/212/98
4. Oprah Winfrey Show	9.5/225/98
5. Married...With Children	7.3/195/97
6. Star Trek: DS 9	7.3/234/99
7. Entertainment Tonight	7.1/186/96
8. Inside Edition	6.3/170/94
9. Wheel Of Fortune-wknd	6.3/187/85
10. Current Affair	6.0/182/96
11. Designing Women	5.7/202/96
12. Sally Jessy Raphael	5.7/196/93
13. Roseanne	5.6/140/83
14. Donahue	5.2/205/94
15. Hard Copy	5.2/155/93

ket, Group W's **KYW-TV Philadelphia** will soon pre-empt NBC programming with its own hour-long, weekly prime time news maga-

zine. The program, *The Bulletin with Larry Kane*, debuting Friday, July 30, at 8 p.m., is modeled loosely after *Dateline NBC* and will include in-depth coverage of local news stories. The show will pre-empt a new NBC drama, *Against the Grain*, which KYW will air over the weekend.

Attorney General Janet Reno told a group of Boston reporters last week that "what America cares most about is violence." Reno **said that excessive television violence is a factor in the increase of crime.** She suggested that Americans "should let advertisers know what they want on television."

Warner Bros. Domestic Television Distribution's ***The Jane Whitney Show***, airing at 9-10 a.m. ET on WCBS-TV New York **averaged a 4.6 rating/19 share** last Thursday (NSI, July 15), beating out WABC-TV's *Live with Regis & Kathie Lee* (4.5/19) for the first time since the rookie talk show debuted in the Big Apple last October. *Whitney's* score marked a 90% improvement in share from its CBS *This Morning* lead-in (2.2/10), while *Regis & Kathie Lee's* average was a 15% decline from ABC's *Good Morning America* lead-in (5.0/22).

Ted Snider, owner of KARN(AM) Little Rock, Ark., and the Arkansas Radio Network, was named last week as the 1993 recipient of the NAB's National Radio Award, recognizing a lifetime of service to the radio industry.

Don Taffner's DLT Entertainment has sold ***Shirley***, a Canadian Television talk show hosted by Shirley Solomon, to WPXI-TV New York and KCAL-TV Los Angeles. WPXI will launch the show Aug. 2 at 1 p.m., and KCAL is expected to launch it in early August as well, at midnight. DLT's syndication effort comes seven months after ABC agreed to pick up the show for its daytime lineup but then changed its mind after a number

Busy week for buyers and sellers

TV and radio station trading continued to be active last week. Clear Channel Communications signed a letter of intent to buy Fox affiliate KITN(TV) Minneapolis from Nationwide Communications. Nationwide's Ben McKeel, VP, television, said KITN was the company's only independent and that "nothing should be read into" the proposed sale concerning the company's other properties.

■ Ellis Communications, an Atlanta-based group formed by former Act III Broadcasting executives Bert Ellis and Ron Inman, was in the process of making several acquisition announcements. The Atlanta-based company said it would purchase Fox affiliates KAME-TV Reno and WUPW-TV Toledo, Ohio. Prices were estimated to be \$8 million and \$29 million, respectively. Ellis, whose adviser is McKinley Capital Partners, has \$50 million in equity backing from New York investment firm Kelso & Co. and a \$110 million line of credit from Banker's Trust. The company is expected to announce other acquisitions shortly, and they may include several stations from FCVS Communications ("Closed Circuit," April 19).

■ NewTex Communications is buying KRZR(FM) Hanford, Calif., for \$1,150,000 from Louis C. DeArias, receiver, on behalf of the KGMX Corp. Bob Sherman, former executive VP of the NBC Radio Group, is heading the deal for New York-based NewTex Communications. Broker: Kalil & Co.

■ KRBL-FM Los Alamos, N.M., was sold by KRBL Broadcasting-Pinnacle Media to Plaza Broadcasting for \$650,000. The seller, headed by Nick Popravsky, has no other broadcast interests. The buyer is a group headed by Richard Bloch that recently bought KNYN-FM Santa Fe, N.M. Broker: Norman Fischer & Associates.

—GF,JAZ

of key affiliates threatened not to carry it. The network ended up paying DLT a settlement fee of around \$8 million, sources said at the time. The show is being offered for cash and one minute of barter in syndication.

According to a survey released Friday (July 16), **talk radio is dominated by a "vocal minority in American politics"** that is "much more critical of Bill Clinton and his policies than is the average American." The survey, by the Times Mirror Center for the People and the Press, finds that conservatives are twice as likely to be regular talk radio listeners as are liberals.

Unistar Radio Networks' syndicated **Imus in the Morning**, starring New York morning man Don Imus, **will debut in Washington** today (July 19) on WTEM(AM), an all-sports station.

In a further effort to get back into first-run syndication business, **Worldvision Enterprises last week named Karen Miller to the newly created position of senior VP of programing** (development). Miller comes from CBS Television Stations, where as VP of programing she was responsible for program development and acquisition for seven O&O's. Earlier this season, Miller was actively involved in CBS's co-production of the syndicated *Cristina* [Saralegui] with Columbia Pictures Television Distribution in a limited test that was terminated last winter.

The Community Antenna Television Association board last week voted to "chart a new strategic plan" and come up with a new name by its next meeting in October. CATA says these changes are a reflection of changes within the industry. "As the industry evolves, it's the board's hope to fully define CATA's role in the new environment, and to identify ways through which we

can fulfill our mission," said CATA President Steve Effros. The CATA board also endorsed the efforts of a new organization, the Small Cable Business Association, that will lobby the FCC on behalf of small cable operators who want relief from cable rate regulations.

The NAB asked the FCC last week to act against state and local laws that prevent broadcasters from building transmission towers, or prevent consumers from using roof-top antennas to receive radio and TV signals. NAB urged the FCC to adopt a new and stronger federal pre-emption policy to aid broadcasters in dealing with state and local restrictions on towers and antennas. NAB says such restrictions will impede introduction of new technologies such as HDTV and digital radio.

ABC News is airing a preview of its new prime time news magazine, *Turning Point*, Tuesday, July 27, at 10 p.m. Barbara Walters will host the show and interview switched-at-birth 14-year-old Kimberly Mays, now the subject of a notorious custody battle. The series will premiere on a weekly basis early next year. No word yet on Walters's continuing involvement. In development, the show had the working title *Moment of Crisis*. Phyllis McGrady is the executive producer.

The title of the new NBC News magazine is now set: **Now with Tom Brokaw and Katie Couric**. Producers had to cut a deal with a Florida-based producer for rights to the *Now* title, and had considered going with *Here & Now with Tom Brokaw and Katie Couric*. The show is set to debut on Aug. 18.

Direct-broadcast satellite service **DirecTv has signed a deal with Turner Broadcasting System** allowing the DBS service to offer CNN International and Turner Classic

Movies. DirecTv, scheduled to launch in first-quarter 1994, now has signed deals with 18 basic cable networks.

Perry Simon, executive vice president, prime time programs, NBC Entertainment is leaving the department to pursue independent production, confirming Hollywood speculation of the past few months. Simon, who joined the network in 1980, will remain at NBC under a non-exclusive production agreement. Under his new deal Simon will oversee the launch of NBC's *Great Escapes*, a series of six-hour romance/adventure miniseries. "The *Great Escapes* franchise, which Perry conceived and guided since its inception, represents the kind of innovative thinking that is critical to the future of network television, and Perry's vision is ideally suited for this task," said Don Ohlmeyer, president, NBC West Coast.

Direct-to-home satellite company **TVN has created the TVN Satellite Store**, an unscrambled shopping channel featuring movies, sports and star-related merchandise. It will also offer computers and other consumer electronics gear.

VH-1 is teaming up with PolyGram Diversified Entertainment to promote the Aug. 7 Pete Townsend *Psychoderelict* PPV event. VH-1 will conduct an on-air promotional campaign to build viewer awareness. The network is also distributing promos to local affiliates.

E! Entertainment Television has also announced a new program to help cable operators promote PPV events. Falcon Cable TV and C-TEC Cable Systems have signed up to use E! programing to promote PPV on local origination channels. E! said it is working with the systems to use its programing to increase awareness and build buy rates.

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Editorials

Getting there

It's hard to keep score in the retransmission-consent/must-carry sweepstakes, but so far it looks as though cable is coming close to stonewalling broadcasters—as far as cash payments are concerned. The Continental Cablevision-Capcities-Hearst deal last week followed in the spirit of the precedential TCI-Fox arrangement, and the NBC feeler for three cable channels suggests that that network, too, puts more premium on space than on coin. (Although some of these deals have cash components, the emphasis is elsewhere.) Only CBS among the Big Four remains committed to a second revenue stream; cable's strategy may be to squeeze CBS into an odd-man-out position.

The good news is that there's been progress, relatively without bloodshed, and that the new way of life may survive its inaugural year with less disruption than many thought. We can't wait until Sept. 6, when all concerned can go back to work with relative certainty about the future.

Think again

The oppressive heat in Washington appears to be taking its toll on the reasoning of the armchair policymakers. The Twentieth Century Fund, a think tank whose public TV task force includes some respected names, put a lot of thought into its recommendations for revising the public broadcasting system. It's just that some of that thinking was off the mark.

Not that the system doesn't need revising—a point driven home by a glance at the TV listings, which recently showed a "noncommercial" station airing the "educational" double feature "Bikini Beach" and "Beach Blanket Bingo." Enough said there. What with commercial-length credits and program-length commercials for the latest PBS marketing bonanza, Barney (Merchandise-saurus Rex), you can't tell the noncommercials from the commercials, except that the government extends a hand to the former and shakes a fist at the latter.

Given that scenario, we were disturbed to find the Twentieth study suggesting that commercial broadcasters underwrite their competition through a funding scheme in which spectrum auctions and user fees would be used to help fill the PBS coffers, and at increased dollar amounts. Frankly, given its competitive position vis-à-vis the crowded communications marketplace, commercial broadcast television needs all the help it can get. And it seems to us that the continued health of universal, free, over-the-air television should be a priority to a government concerned with serving the public interest, since, as

the Nielsen people will tell you, the public is primarily interested in commercial television.

□

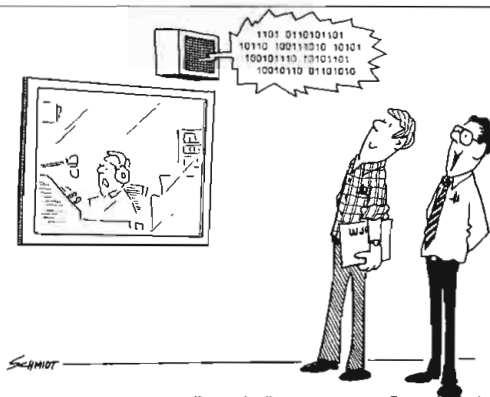
The real question to ask about public TV, of course, is whether it should continue to exist. Its service has long since been diluted by cable, which now addresses all the minority markets public TV once met virtually alone. Discovery, Arts & Entertainment, Bravo, Nickelodeon, C-SPAN, some elements of Court TV—all now populate the alternative programming side of the agenda that was once public TV's virtually exclusive province. With 500 channels in prospect, how much longer should the government reserve valuable spectrum space for, or invest taxpayer revenues in, a service that loses uniqueness by the day?

This page was never comfortable with the idea of public TV, which too easily could become Big Brother TV. That that hasn't happened hasn't quieted our concern that it might. Similarly, committed as we are to free enterprise, we never thought much of subsidizing a television system that avoided the marketplace and pandered to the elite.

There must be a better way.

The career of living dangerously

Foreign correspondents—photojournalists, reporters, producers—know the risks. They are sent to the world's hot spots, the mean streets of war and civil unrest, where a press pass is precious little armor and a camera or a microphone can be a red flag. That was the case last week, when Western journalists became the targets of a Somali mob enraged over a UN attack on a clan compound there. The result: four journalists dead, two others wounded. We are again, sadly, reminded of the high price of bringing the world back home.



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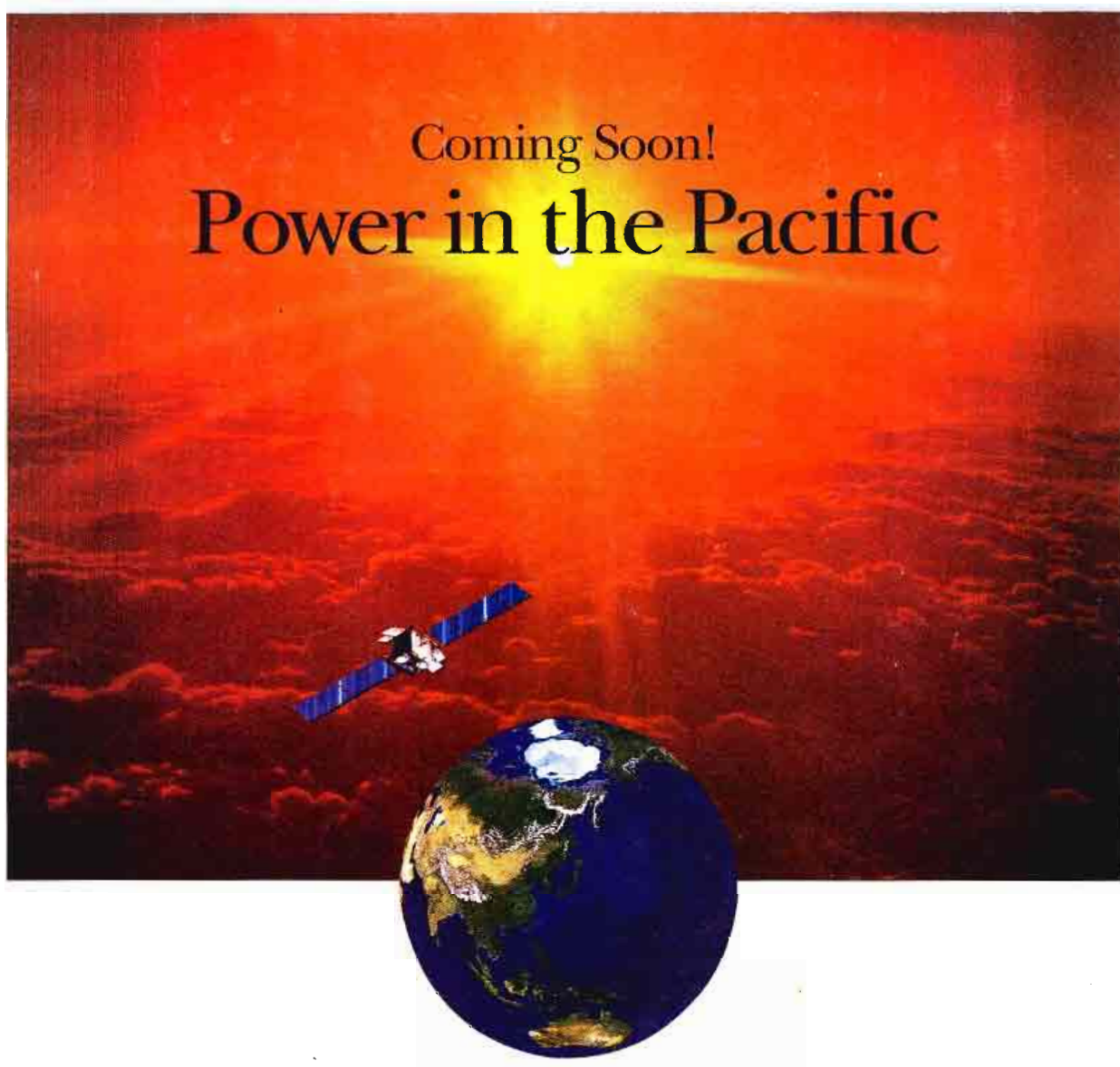
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