

123-32

AUG 9

Broadcasting & Cable

The Newsweekly of Television and Radio

TELEVISION



'American Journal'
names team of
reporters **34**

WASHINGTON



Interest Groups
And Lobbyists
To Fight Plan
WASHINGTON — Bryan Little, an official of the U.S. Business and Industrial Council, knows just what his group will do with the Clinton administration.

ADVERTISING



Local media
prominent in
budget battle **43**

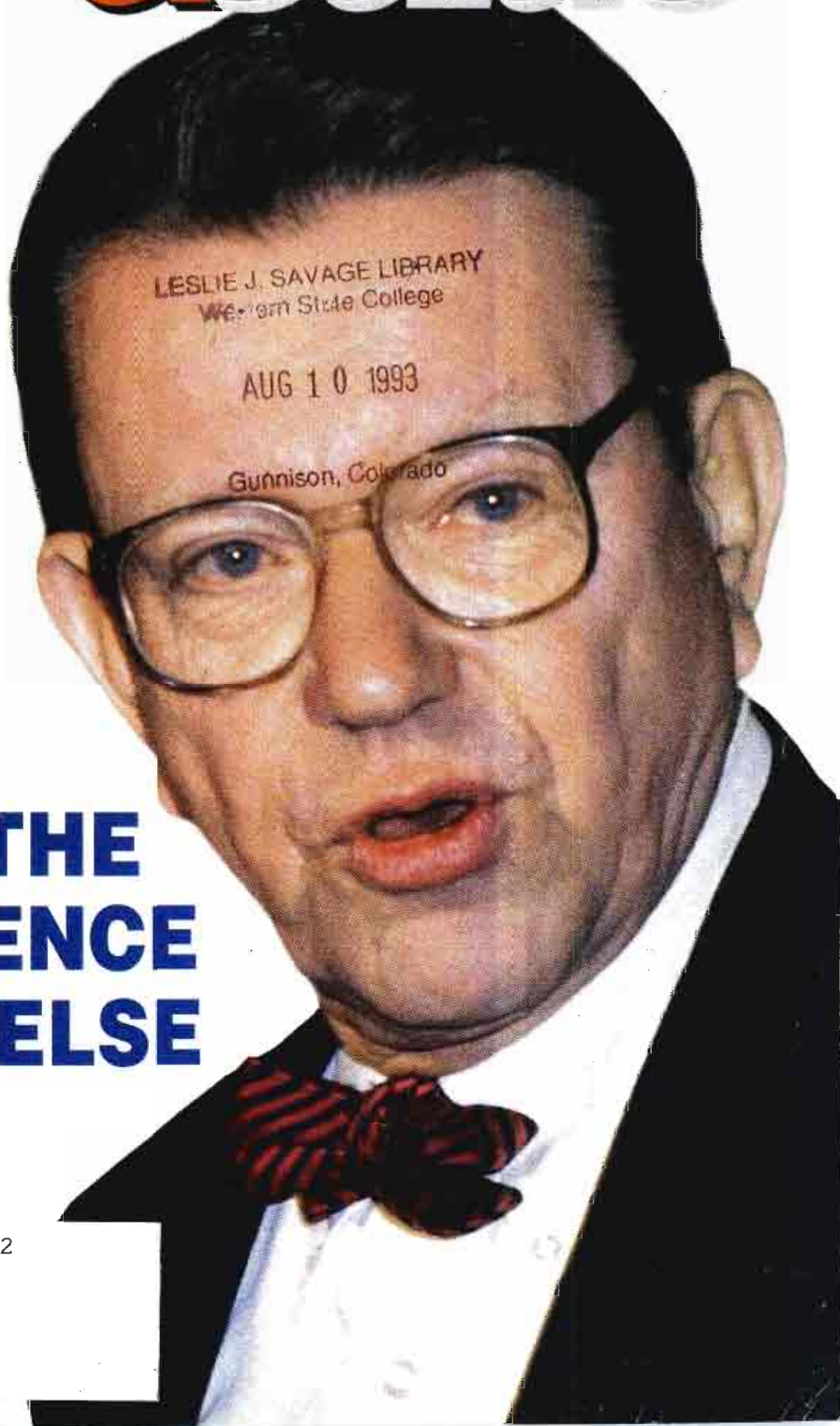
Custom ads at
generic prices **48**

**SIMON
TO TV:**

**CUT THE
VIOLENCE
...OR ELSE**

Vol. 123 No. 32
62nd Year 1993 \$2.95
A Cahners Publication

*****3-DIGIT 812
BR024638 NOV93 00590
SAVAGE LIBRARY
WESTERN STATE COLLEGE
SERIALS SECTION
GUNNISON, CO 81231



We congratulate Sonny Bloch.

**For 14 years
of quality
programming.**

***"Thank You Sonny"*
from your Affiliates
and Advertisers.**

Sonny Bloch is the host of
America's longest running
independent News & Talk Shows
about money, business, real
estate and life. Now being heard
in over 200 cities (90% of the
top 100 markets). For syndica-
tion [*Barter Clearance*] in your
market contact:
Broadcast Management Corp.
40 E. 63rd Street
New York, NY 10021
212/371-9268
Fax 212/593-0963

THE MAGIC COMBO:
★ Informative & Entertaining
**AMERICA'S ONLY FINANCIAL TV
TALK-SHOW WITH THE EXCITEMENT
OF A STUDIO AUDIENCE**

Hosted by
SONNY BLOCH

Best-selling author and host of America's
longest-running financial radio talk show - syndicated
in more than 200 markets nationwide - where
he cross-promotes the TV show

**TALKING
MONEY** with *Sonny Bloch*
Television's most profitable half hour - for YOU!

This half-hour TV show attracts and holds
viewers motivated to improve their lives...

THE VIEWERS YOU WANT!

- ★ Investing ★ Business Opportunities
- ★ Real Estate ★ Collectibles & more!

Call NOW for
information...

1-800-929-9258

Another
production of

**TALKING
MONEY** with *Sonny Bloch*



In association with
Broadcast Direct
Response Group, Inc.

©1993 All rights
reserved

250 Harding Highway, Richland, NJ 08330



We congratulate our Chief Financial Advisor **Sonny Bloch**

On the 14th anniversary of his financial talk
radio program. We also thank him for helping us
become *America's fastest growing 24 hour radio
talk-show network in just 2 years!*

For program schedules and market
availabilities call The Independent Broadcasters
Network (IBN) at **1-800-743-2374.**

Fast Track

MUST READING FROM BROADCASTING & CABLE

FCC USER FEES ADDED TO BUDGET BILL

As part of the wrangling to shape a budget package that Congress could approve, negotiators at the last minute added \$81 million in regulatory fees to be assessed against the telecommunications industry. Cable, at \$20 million a year, took the biggest hit. / 6

Senator Ernest Hollings introduced a bill last week that would impose a "safe harbor" free of violent TV programming. / 10



ON THE HILL: Hollings espouses violence 'safe harbor'; Dingell gets user fees. / 10

BELL-ATLANTIC'S LATEST MOVE

Forget the cable-telco convergence: Bell Atlantic has teamed with CellularVision of New York to provide wireless TV. The service, which requires no additional regulatory approval, will target an area of 8.5 million people. / 14

Cable MSO's, allowed under the Cable Act to charge for equipment they had tended to provide for free, say rates may increase for some, mostly less-well-off, subscribers. / 16

GRAVEYARD FOR SHIFT

KRON-TV San Francisco, at the behest of NBC, abandoned its prime time shift, and similarly shifted KCRA-TV Sacramento is expected to follow suit. / 16

The Kennedy family has formally protested the airing of "Marilyn and Bobby: Her Final Affair" last week on USA. / 17

VIOLENCE SUMMIT: THE WRITING'S ON THE WALL

Senator Paul Simon's proposal at last week's Los Angeles conference for an industry advisory committee on TV violence left



IN HOLLYWOOD: Summiteers (l-r) Hill, Valenti, Littlefield and Vradenburg. / 18

Hollywood with a clear message: clean up your act or Washington will do it for you. The TV networks and cable pledged to do their parts, but the production community was confounded. "I don't know any sort of writer who can write effectively with these sorts of parameters," said producer Stephen J. Cannell. / 18

Nearly a dozen proposals for curbing violence have been or might soon be introduced in Congress. / 24

A BREAK FOR WIRELESS FROM TBS

Turner Broadcasting cut prices for wireless operators for many of its services. CNN drops from 41 cents to as low as 28 cents a sub, but a rate cut on TNT will have to wait until exclusive contracts with cable operators expire. / 30



On the Cover:

Anti-violence crusader Senator Paul Simon rode into Hollywood with a seven-point program for curbing violence on TV. Compared to the alternatives—license challenges, tax penalties, safe harbors—the plan may have some appeal. / 25

Photo: Alex Berliner

"TV violence has no constituency. If you are looking for a target that has no other side, you have found it."—Summit moderator Jeff Greenfield on Washington's interest in TV violence. / 18

Ad/Marketing.....46	Fates & Fortunes.....64	Programing.....18
Business40	Fifth Estater63	Radio38
Changing Hands41	For the Record58	Ratings Week.....37
Closed Circuit.....67	In Brief68	Technology49
Datebook.....57	Masthead62	Washington43
Editorials70	Monday Memo.....62	Washington Watch45

AUGUST 9, 1993

KING WORLD MAKES ITS 'JOURNAL' ENTRIES

Having scoured the nation's local markets for on-air and production talent, King World Productions has assembled a team for its "American Journal" magazine. / 34

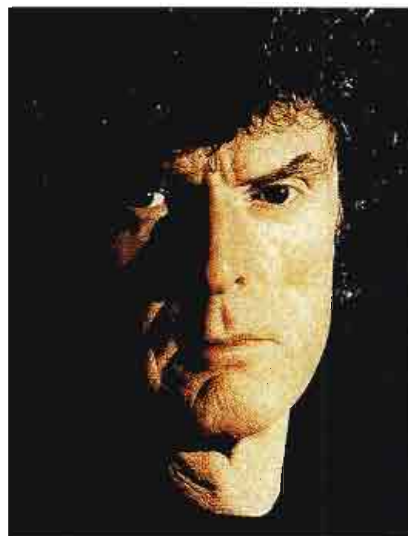
A 5% ratings climb over a year ago pushed "NBC Nightly News" to second place in the evening news race for July. / 35

Z-100 UP IN THE AIR

Shamrock got New York's WHTZ-FM from the merger with Malrite, but will it keep it? Suitors abound for the station, and Shamrock is "evaluating" its interest. / 38

CBS Radio jumped into the duopoly game by swapping its Tampa FM for Cox's FM in Dallas. / 38

Syndicated morning man Don Imus, sidetracked with a collapsed lung, should be back to work this week, says the GM at Imus's home base of WFAN(AM) New York. "I hope he dies," said shock jock competitor Howard Stern. / 39



Imus ailing, but Stern sends his best. / 39

TAK CREDITORS NERVOUS OVER FCC CASE

As Tak Communications languishes in bankruptcy, its creditors are worried that the FCC may make a licensing decision on Tak's stations based on their current woeful financials. If that happens, the licenses would probably shift to a competing applicant. / 40

FREE MEDIA...

Political appeals crowded the satellite highways last week as President Clinton and his cabinet took the budget case directly to local markets. / 43

...AND PAID ON CLINTON PLAN

The Republican and Democratic National Committees, a few private political groups and a U.S. senator pumped hundreds of thousands of dollars into spot radio and TV this summer to pitch or pan the Clinton plan. States home to wavering Democratic senators received the bulk of the DNC's spending. / 43



Erik Weihe, scaling a mountain for blindness awareness. / 47

SPOT CABLE: SAFE SPOT AS RETRANS RAGES?

A survey by Cable Networks Inc. finds that stations' retransmission/must-carry plans are still in flux. The message to advertisers, the rep firm says, is "buy spot cable upfront," because you can't be sure that broadcast affiliates won't be dropped. / 46

AdvantEdge Television Advertising has reached a deal with CBS in which the ad company will recycle creative components of defunct ads into high-gloss spots for local-station clients. / 48

PRIMESTAR BOOSTS CAPACITY

Primestar Partners will purchase \$250 million in compression equipment from General Instrument, a move that will allow the direct-broadcast satellite provider to boost its channel offerings from 12 to more than 70 and secure its place in the soon-to-be-crowded DBS market. / 49

Top of the Week

Congress slaps industry with FCC tax

Last-minute budget bill addition has broadcast and cable paying millions for regulation

By Kim McAvoy

Broadcasters and cable operators may not want FCC regulation, but they may soon be paying for it anyway.

A provision requiring broadcast, cable and other telecommunications industries to pay \$82 million a year in FCC "regulatory fees" was slipped into the Clinton budget package amid the administration scramble for new revenue and votes.

Cable operators will contribute more than \$20 million a year at a rate of 37 cents per subscriber. Broadcasters will chip in \$18 million; telephone, satellite and other common carriers, \$25 million, and private radio operators, \$19 million.

The House narrowly approved the package on Thursday, with Senate passage anticipated late last Friday.

The package also contains language codifying the deductibility of FCC licenses, network affiliation agreements and cable franchises obtained in an acquisition.

Such "intangibles amortization," as the deductions are known, would reduce the taxable income and, thus, the taxes of media companies. Previous attempts to amortize intangibles have been challenged by the Internal Revenue Service.

Conferees adopted the House's more generous version of the legislation, which allows for 100% deductibility over a 15-year period. The new rules would apply to acquisitions that occurred after July 25, 1991.

Also included in the budget package, which is aimed at

FCC USER FEES

CABLE	
Cable Systems (per 1,000 subscribers)	\$370
Cable Antenna Relay Service	220

TELEPHONE	
Cellular (per 1,000 subscribers)	\$60
Personal Communications Service (per 1,000 subscribers)	60
Local Telephone (per 1,000 pre-subscribed access lines)	60
Long Distance Telephone (per 1,000 pre-subscribed access lines)	60
Competitive Access Provider (per 1,000 subscribers)	60

SATELLITE	
Geosynchronous (per satellite)	\$65,000
Low-Earth Orbit (per satellite)	90,000
Less than 9 meters (per 100 antennas)	\$6
9 meters or more, transmit (per meter)	85
9 meters or more, receive only (per meter)	55
VSAT (per 100 antennas)	6
Mobile satellite (per 100 antennas)	6

Noncommercial broadcast stations are exempt from fees. Chart excludes fees for private and shortwave radio and several common carrier services.

BROADCASTING	
AM	Class D Daytime \$250
	Class A Fulltime 900
	Class B Fulltime 500
	Class C Fulltime 200
	Construction permits 100
FM	Classes C, C1, C2, B \$900
	Classes A, B1, C3, 600
	Construction permits 500
VHF	Markets 1 thru 10 \$18,000
	Markets 11 thru 25 16,000
	Markets 26 thru 50 12,000
	Markets 51 thru 100 8,000
	Remaining markets 5,000
	Construction permits 4,000
UHF	Markets 1 thru 10 \$14,400
	Markets 11 thru 25 12,800
	Markets 26 thru 50 9,600
	Markets 51 thru 100 6,400
	Remaining markets 4,000
	Construction permits 3,200
Low Power TV, TV Translator, and TV Booster \$135	
Broadcast Auxiliary \$25	

WHY SETTLE FOR A FEW STARS...

ROSEANNE

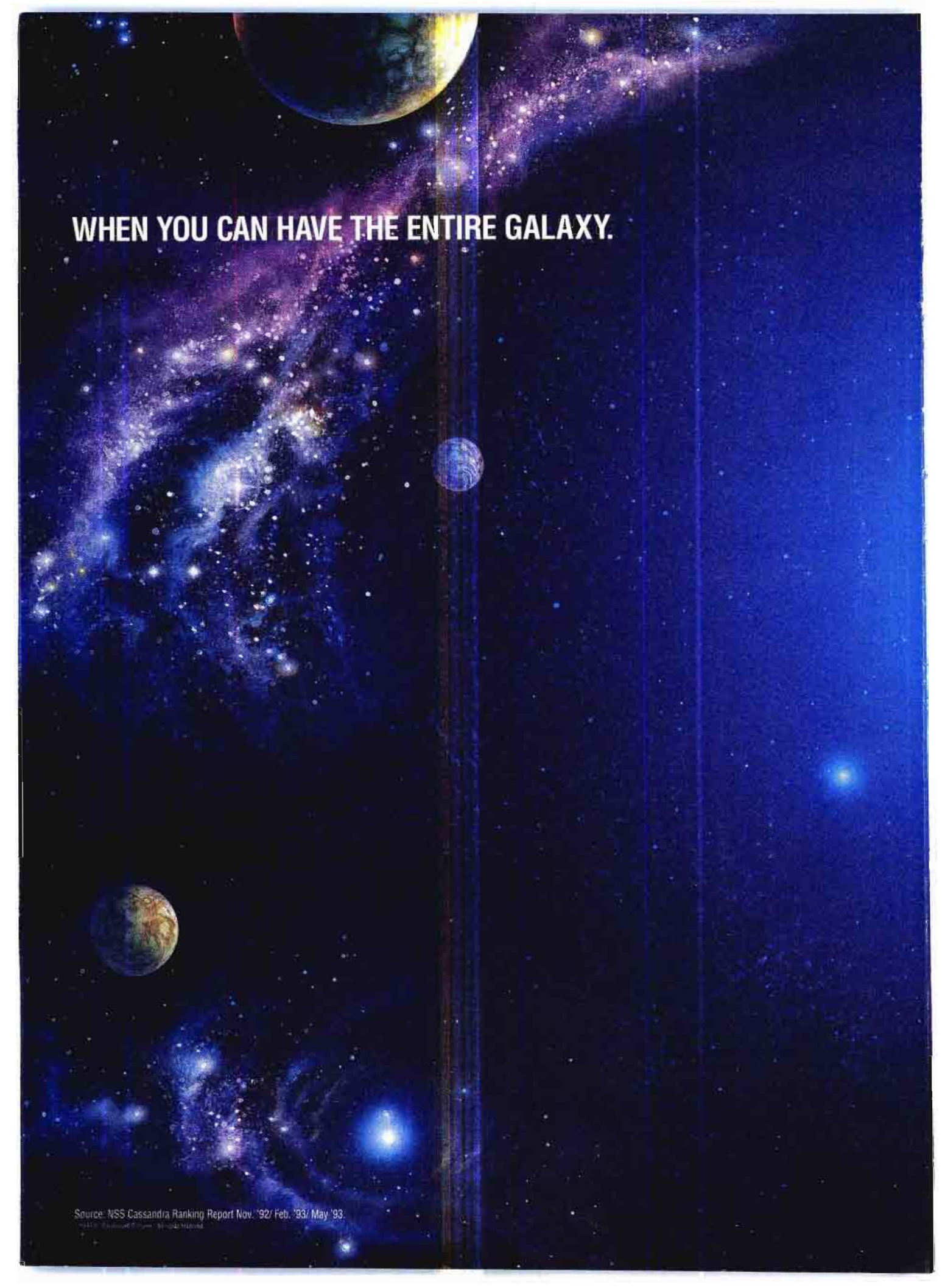
AL BUNDY

BART SIMPSON

JERRY SEINFELD

TIM ALLEN





WHEN YOU CAN HAVE THE ENTIRE GALAXY.

Source: NSS Cassandra Ranking Report Nov. '92/ Feb. '93/ May '93.
©1993 The McGraw-Hill Companies. All rights reserved.

STAR TREK

THE NEXT GENERATION



THE TWO BEST HALF-HOURS ON TELEVISION

Why agonize over unproven comedies as risky as space itself? **STAR TREK: THE NEXT GENERATION** overpowers virtually any two half-hours you can buy. It's the #1 off-net hour, of course. But it also ranks #2 among *all* off-net strips with adults 18-49, and in a virtual tie with "Roseanne" for #1 among adults 25-54. When it comes to boosting stations to a higher orbit, renew **STAR TREK: THE NEXT GENERATION** and discover the true meaning of star power.



PREMIER
ADVERTISER SALES
A Paramount Pictures Company



A Paramount Pictures Company



Representative Dingell originally proposed the idea of user fees two years ago but a bill with his backing died in the Senate because of opposition from Senator Hollings.

cutting the federal deficit by nearly \$500 billion over five years, is a provision authorizing the auctioning of 200 mhz of government spectrum to commercial non-broadcast users. The government estimates the auction will raise \$7 billion.

The fees cover all FCC-regulated industries. Broadcast fees, based on the type of station and market size, range from \$200 a year for AM daytimers to \$18,000 a year for VHF stations in the top 10 markets.

"It's a bum deal," says Clear Channel Communications' Lowry Mays, who will have to pay fees on eight TV stations and 31 radio stations. "We pay user fees in terms of public services," he says. "Once you start taxing radio and television, you can bet [the taxes] will go nowhere but up."

"It would have been impossible to stop," says National Association of Broadcasters President Eddie Fritts. Broadcasters were alone in opposing the fees, he says.

Cable was no happier. "It's another regulatory cost," says Robert Sachs, senior vice president, Continental Cablevision. And like the \$800 million cable now pays in local franchise fees, he says, consumers will end up paying for it.

"And just because it's 37 cents today doesn't mean it will be 37 cents a year from now," Sachs adds.

The fees are traced to John Dingell (D-Mich.). The powerful chairman of the House Energy and Commerce Committee said last month that the FCC should become self-funding and might attach a user fee to the budget package. A Dingell-backed user-fee bill passed the House two years ago, but died in the Senate because of opposition from Commerce Committee Chairman Ernest Hollings (D-S.C.).

According to Hill sources, Hollings had to go along with the fees last week. Dingell had enlisted the support of other key Senate conferees, including Daniel Inouye (D-Hawaii), Ted Stevens (R-Alaska) and John Breaux (D-La.). He was also aided by a letter of support from Leon Panetta, director of the Office of Management and Budget, to House and Senate conferees. Panetta called the fees "good policy and...fiscally prudent in a time of severe constraints."

Still, Hollings would not sign off on the fees until he had an opportunity to adjust the fee schedule to lighten the load on small broadcast stations.

The FCC currently collects fees on most applications. TV stations, for instance, pay with their license renewal applications. The revenue varies from year to year, but is projected to be \$45 million this year.

Taken together, the application fees and the user fees should come close to covering the FCC annual budget, \$130 million for upcoming fiscal 1994.

Three new anti-violence bills on the table

Senator Paul Simon (D-Ill.) gave the industry 60 days to take further steps toward curbing TV violence...or else. The "or else" couldn't wait that long.

In fact, it took less than 60 hours for three tough new anti-violence measures to emerge from Washington.

CBS, which has been in the forefront of efforts to self-regulate violence under the guidance of Simon, pledged to fight the legislation.

"This is the beginning of government regulation of program content and, no matter how well intended, is contrary to the principles of free society," says CBS's Martin Franks.

The NAB also blasted the bills. "It defies reason that the same Congress that holds the Second Amendment so dear that it refuses to place limits on Uzis and AK-47 assault rifles is so willing to trample all over the First Amendment," a National Association of Broadcasters spokeswoman says.

The new measures:

- From Senate Commerce Committee Chairman Ernest Hollings (D-S.C.)—a bill that would put violence on a par with indecency, prohibiting the airing of violent programming at times when few children are watching.

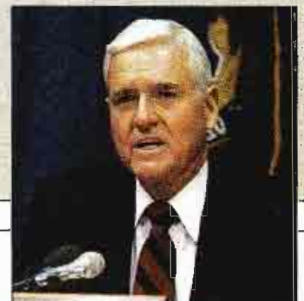
"This legislation moves violent programs up to the top shelf and out of the reach of children," says Hol-

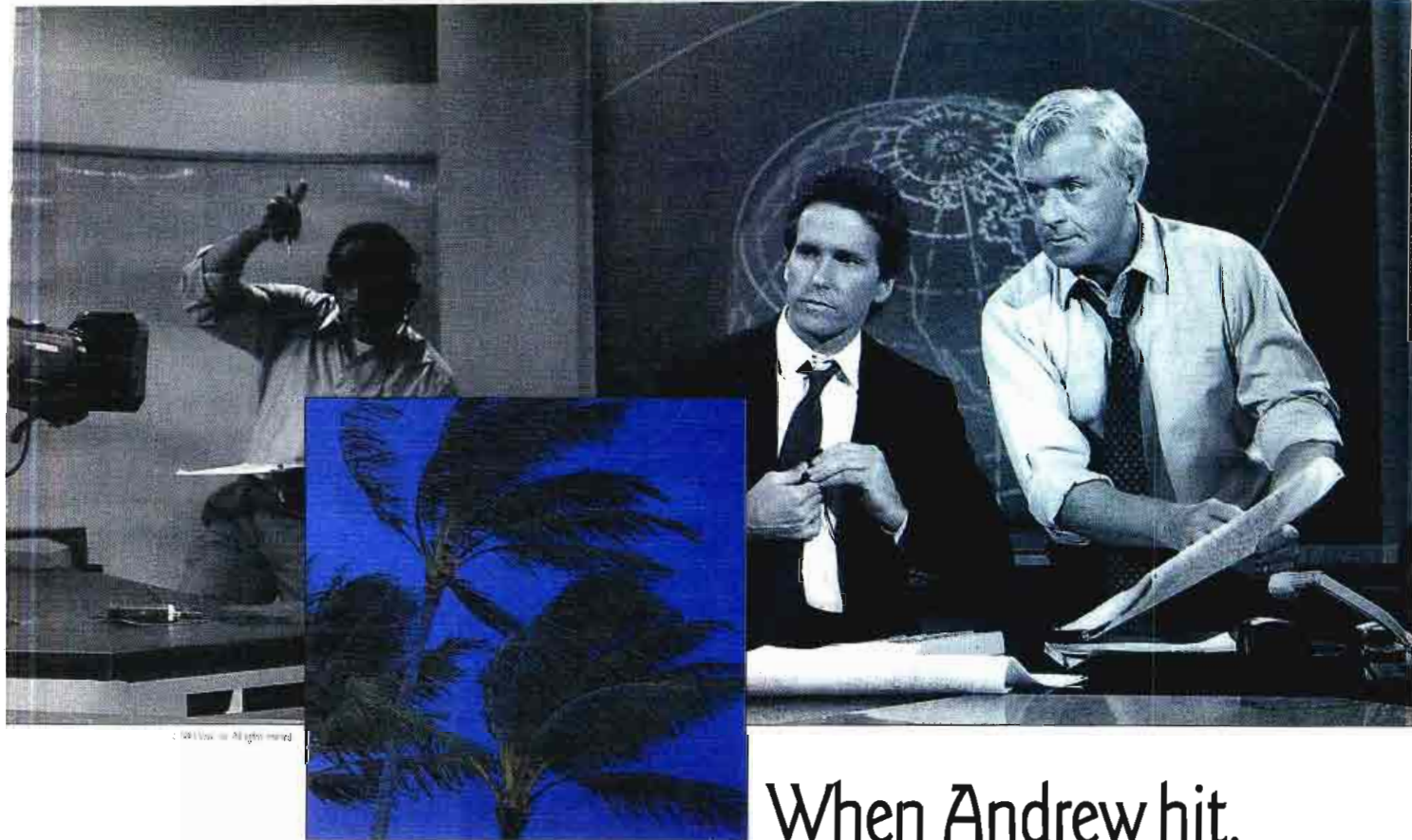
lings. "There is no question in my mind that children are the most affected TV viewers when it comes to violent programming."

- From House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)—the so-called V chip bill would require TV sets to contain a computer chip enabling parents to block programs rated for violent content. The technology could also be used to block programs that don't contain a violence rating or specific time slots. Jack Fields (Tex.), the subcommittee's ranking Republican, is a co-author.

- From House Telecommunications Subcommittee member John Bryant (D-Tex.)—a bill would require the FCC to consider stations' efforts to reduce violent programming at license renewal time. The bill would also permit the FCC to set violence standards. Stations and cable systems could be fined up to \$25,000 for violating the standards.

Borrowing from FCC regulation of indecent programming, Senator Ernest Hollings has proposed channelling violent programming to times when there are few children in the audience.





When Andrew hit,
the trick was to keep news feeds
to the broadcasters high and dry.

Vyvx cleared the way with picture-perfect backhaul.

When Hurricane Andrew blasted ashore, high winds and rain knocked out virtually all communication links in South Florida and made news transmission by satellite nearly impossible. That's when Fox, ABC and CNN called Vyvx. They knew that even in an emergency, our fiber-optic television transmission system is a perfect complement to satellite news transmission.

Nothing handles point-to-point transmission as quickly and conveniently as the Vyvx system. And once you're connected to it, you can access the system with a single phone call, transmitting a

broadcast-quality picture in total security — at a rate that's competitive with satellite transmission.

Vyvx frees up one of your most valuable assets.

For most stations, the satellite truck is the only way to get a signal back to the network or to another station. And while the truck's tied up transmitting backhaul, it can't cover anything else that might be breaking in your market.

With a connection to the Vyvx fiber-optic system, you can send point-

to-point or point-to-multipoint transmissions to any other city or cities on the system. Meanwhile, your satellite truck is freed up for other news assignments.

Find out about getting connected today.

If you'd like to know more about Vyvx and how we can help you maximize your news-gathering assets, call 1-800-324-8686 for our brochure and Decision Kit. Find out for yourself how to get connected to our system and how Vyvx can significantly enhance your news department's capabilities.

So call Vyvx today. Because in the news business, it's never too soon to establish reliable connections.

Vyvx, Inc.
Tulsa Union Depot
111 East First Street
Suite 200
Tulsa, Oklahoma 74103



Capcities, Hearst latest retrans deals

By Joe Flint

Capital Cities/ABC and Hearst Corp. signed three more retransmission-consent contracts with cable operators to carry their TV stations for free. In return, the operators have agreed to a "substantial" rollout of ABC- and Hearst-owned ESPN2 on their systems nationwide.

The retransmission-consent deals—with Jones Intercable (1.3 million subscribers), Sammons Communications (1.1 million) and Multivision Cable (212,000) are similar to the deal the two broadcasters/cable programmers struck with Continental Cablevision.

That deal is a six-year carriage agreement for the stations and a longer agreement for ESPN2. Depending on subscriber incentives, the price for ESPN2 will start at around 15 cents per sub and, as coverage grows, could reach 25 cents should national penetration for the new channel reach 75%.



Of the three systems, Jones is the key for the two group owners. Almost half of Jones's subscriber base is in markets where Hearst and Capcities own stations.

But Jones and other operators also will carry the channel where Hearst and Capcities do not own stations, which has upset ABC affiliates in the past because they will still have to negotiate with operators on their own. The deal also put further pressure on NBC and CBS to sign retransmission-consent deals.

Fox has signed six systems for its new basic cable channel, reaching 15 million homes. Unlike the ESPN2 deals, Fox is negotiating for both its affiliates and its owned stations.

Diversified Communications (5 TV's) and Burnham Broadcasting (7 TV's) say they have signed cash-only retransmission-consent deals.

Neither will reveal the markets in which they reached agreements, but all agreements have been with smaller operators and were negotiated locally.

Burnham managing partner Peter Desnoes downplays the significance of the deals. "We've done four or five deals with small operators. These are little cash deals. Our projection [for Burnham Broadcasting] is \$3 million in total revenues, and this will represent \$6,800. That does not mean anything," he says.

Desnoes speculates that there are all kinds of cash deals going on "when the local operator is allowed to deal with the local managers."

CBS Senior Vice President Jay Kriegel says that smaller deals "show that retransmission consent can work."

NBC sources say that their talks with operators are settling into a "fair degree of comfort." NBC, like Fox and ABC, is pitching a new cable channel for operators to carry along with its owned stations.

The channel, tentatively called America's Talking, would be a news/talk service focusing on one or two major events (BROADCASTING & CABLE, July 12).

CBS also is said to be nearing agreements with smaller operators that would include cash payments, but it is still facing a brick wall from the top system operators, leaving some speculating whether there are grounds for an antitrust case against the unified front of top cable operators.

Smaller cable operators continue to strike cash-only deals with local broadcasters, but the terms of those deals are being kept quiet by both sides.

The reason for the embargo on terms, one industry leader says, is that the smaller cable operators fear retribution for paying a retransmission-consent fee from bigger operators that have taken a hard line and who also own much of the cable industry's programming.

A new twist was thrown into **retrans negotiations in South Carolina. TeleCable serves the Greenville-Spartanburg market** and is in the process of renewing its franchise agreement. Wellford, S.C., where the Greenville stations and TeleCable provide services, is delaying the process because Mayor Hubert Odum wants guarantees that the local stations will remain on the system. TeleCable says that this is a violation of its First Amendment rights.

In Greenville, the franchise agreement apparently includes the broadcast channels in its definition of basic service. Should TeleCable be unable to reach retransmission-consent agreements with the stations, it could be in violation of the franchise agreement, which does not come up for renewal for another 14 years.

On the public relations battle lines, **Encore Media Corp. is offering cable operators a "no-nonsense" ad campaign as defense against local broadcast campaigns.**

The spots ask viewers how they would feel if they had to "pay for the air [they] breathe." The ad states that broadcasters are forcing the cable company to get money from subscribers to "pay for TV [subscribers] have received all [their] life." The cable ad ends with "say no to broadcasters' greed. Keep the airwaves free." John Sie, Encore chairman/CEO says the battle of retransmission consent will be "won or lost on one thing: consumer sentiment."

And consumer sentiment was high on the City of New York's agenda last week. Its Department of Telecommunications and Energy (DTE) issued a consumer alert to answer questions from cable subscribers on the effects of must carry and retransmission consent.

"Cable subscribers are finding themselves in the middle of a dispute between commercial broadcasters and cable companies.... Local governments throughout the country will be monitoring the situation closely to be sure that consumers don't bear the cost of this new relationship," says DTE Commissioner Bill Squadron. ■

Free Thru 2003*

- Cable's perfect re-reg ingredient
- Spicy local ad sales opportunities
- Serving ideal programming demos



**PREVIEWING
AUGUST 30th**

~~Starting September 27~~, millions of people
will be watching what they eat

Call Nory LeBrun 212 586-1731

*Guaranteed if you act now

CellularVision, Bell Atlantic to unwire N.Y.

*Telco, wireless cable firm
plan super-high-frequency
service within two years*

By Rich Brown

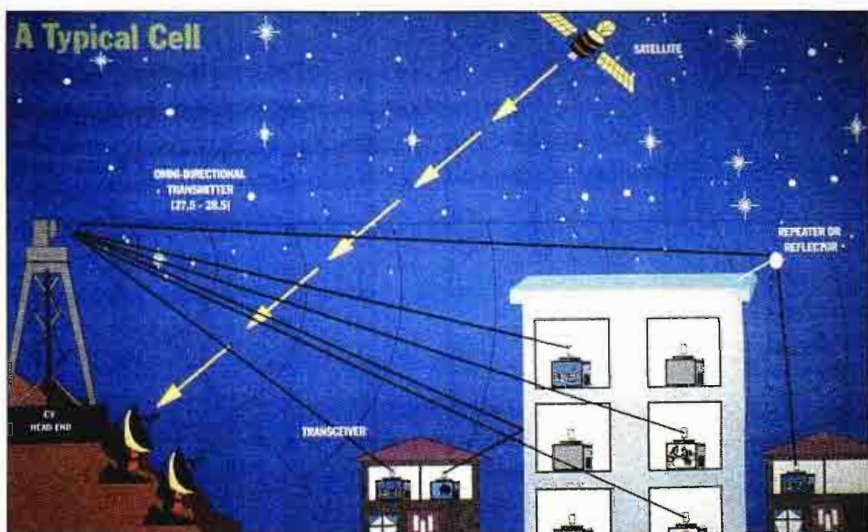
Bell Atlantic and CellularVision of New York plan to give 6.3 million New Yorkers a wireless TV alternative to cable within the next two years.

Bell Atlantic plans to cover the region with as many as 35 cell sites that will transmit wireless signals in the 28 ghz spectrum. Its new-found partner, CellularVision, is the only company in the country with FCC approval to deliver video signals over the super-high frequency.

CellularVision, which won its go-ahead from the FCC last December, delivers 49 channels for \$29.95 a month to about 200 subscribers in Brighton Beach, N.Y. Programing is received via a five-inch window-mounted antenna and a set-top box the size of a videocassette recorder.

Eventually, the CellularVision technology will accommodate up to 100 channels, high-definition TV, personal communication services, two-way data transmission, video on demand, local transactional services and remote health-care and educational services, according to CellularVision CEO Shant Hovnanian.

"Today it's a platform for cable; in the 21st century it has the potential for



Offering an alternative. Unlike coaxial cable TV, CellularVision's 28 ghz system does not require wires to bring its signal into homes. CellularVision receives programs via satellite and sends them to customers through an omni-directional transmitter and additional transmitters. Customers receive the signal via a small window-mounted antenna (about 5 inches square) and a set-top tuner. Homes not within direct line of signals receive routed signals via repeaters or reflectors. Routing does not affect signal quality because of CellularVision's use of FM technology, according to the company.

growing into a full-service network," says Brian Oliver, president, business development, Bell Atlantic Enterprises International. Bell Atlantic will operate the New York system, which the companies hope to begin marketing next year.

Executives at Bell Atlantic and CellularVision said it will cost "hundreds of millions" of dollars in capital infrastructure to make the system available to the first 500,000 subscribers. Bell Atlantic, which has annual revenues of \$12.6 billion, has purchased an undisclosed stake in the privately held wireless company. But Bell Atlantic does not have an equity stake in the patented wireless technology, which is owned by spin-off company Cellu-

larVision Technologies & Telecommunications.

No regulatory approval is needed to move forward on the project in the New York area. On a national scale, the FCC is expected to decide in 1994 whether to allow video delivery in the 28 ghz spectrum. In the event the FCC gives a green light to a national rollout, Oliver says, their operational experience in the New York area will give Bell Atlantic and CellularVision an advantage in taking the technology to other markets. Oliver says Bell Atlantic plans to work with both wired and wireless companies to deliver video programming.

The CellularVision service will eventually be marketed to an area of 8.5 million people, including the five boroughs of New York City and the adjacent Westchester, Rockland and Putnam counties. The wireless service will serve many areas in the region where coaxial cable systems cannot afford to lay wire, says Oliver.

While CellularVision's costs might be lower than those of coaxial cable systems, critics point out that the wireless technology is more sensitive to geographic conditions. CellularVision executives acknowledge that trees create line-of-sight problems for the technology, but they say such problems can be corrected by properly routing the signal. ■

Bell Atlantic video status report

- BA's New Jersey Bell in the next month needs to clarify its application for permission to build video dialtone systems in Morris County and Dover Township, New Jersey. The FCC last month temporarily denied Bell permission to build the systems. In Morris County, BA plans to work with Sammons Communications; in Dover with Futurevision of America Corp.
- BA has just begun testing video-on-demand services over conventional telephone lines in the Virginia suburbs of Washington. The test includes an expanded server loaded with 500-1,000 films.
- BA is challenging the constitutionality of crossownership rules prohibiting telcos from owning cable in their own service area. The company is looking to build a cable system in Alexandria, Va., to compete with local cable operator Jones Intercable.

—RB

You'll never
look at news
the same way
again. ALL NEWS
CHANNEL

© 1993 ALL NEWS CHANNEL Joint Venture, a joint venture of Viacom Satellite News Inc. and Conus Communications. ALL NEWS CHANNEL is a service mark of ALL NEWS CHANNEL Joint Venture.

VIACOM



With All News Channel, you'll see the resources of **150 local** news organizations and 5,000 journalists harnessed to provide you with the latest-breaking stories.

You'll see a **menu** of packaged news segments that you select according to the needs of your market—not the needs of the provider.

You'll see programming from the country's **largest** satellite news-gathering cooperative on your system—without big cost or big commitment.

You'll see only the segments you want—and pay only for the segments **you select.**

You'll see **more viewers** tuning in—and more advertisers turning up.

Look into All News Channel.

You'll see your news in a sharper, fitter, **more profitable new image.**

For more information, call: Carl Schulz at (312) 645-1122 or Elizabeth Clayton at (212) 708-1546.



NBC ends early prime time experiment

KRON-TV to return to 8-11 lineup; same is expected of KCRA-TV this week

By Mike Freeman

NBC flexed its muscles last week, apparently forcing KRON-TV San Francisco to terminate its 18-month-long test of a 7-10 p.m. prime time, despite alleged household and demographic rating gains.

The other Bay Area affiliate with an earlier prime time, KPIX-TV, still has the blessing of CBS brass. They are said to be "thrilled" at the prospect of airing *The Late Show with David Letterman* more than a half-hour before *The Tonight Show Starring Jay Leno*

begins (at 11:35 p.m.) on KRON.

And NBC is poised to get KCRA-TV Sacramento, the first station on the West Coast to begin the earlier-to-bed movement two years ago, to return to the normal 8-11 p.m. prime time. That announcement is expected this week. The message seems clear to West Coast station sources: NBC expects its affiliates to clear network programming in pattern within their time zones.

NBC President Pier Mapes acknowledges that Chronicle Broadcasting President and KRON General Manager Amy McCombs would have "liked" to have continued with the earlier prime time.

However, Mapes says that NBC researchers were "dismayed" to find that the "viewing patterns had not changed substantially, particularly in early prime time."

"Viewing patterns were uneven," Mapes says. "The station did well with the 10 p.m. news, and we hit a home run in late night with *The Tonight Show*, *Late Night* and *Saturday Night Live*, but our audience is more valuable in prime time. From 7-8 [p.m.], the 18-49 and 18-34 demo ratings were not quite there. When you put it up as a long-term model, there

could have been a lot of red ink."

McCombs agrees that the anchor hour "underperformed slightly" in the market, but she adds that it was generally understood by affiliates that the network's programming had lagged nationally most of this season.

KRON's research director, Brian Fiori, offered May 1993 Nielsen sweeps data showing the station's 7-10 p.m. household average was down 7% in rating from the pre-shift 8-11 p.m. lineup in May 1991. However, Fiori claims that KRON improved 10% and 13% in the respective adult 18-49 and 25-54 demographic ratings during the May shift ratings, while NBC's national average improved at a 10% and 7% rating clip among those two groups.

The principal impetus behind the station's shift was the opportunity to air local news at 10-10:35 p.m., which had begun to make ratings inroads over the last three sweeps periods.

Comparing the May 1991 and May 1993 sweeps, Fiori says, shows the 10 p.m. newscast growing 30% in household ratings, 59% among the 18-49 demo and 66% among the 25-54 demo in the higher HUT (homes using television) level time period. ■

MSO's say rate reg may raise some cable bills

Although the new cable regulations will cause most cable bills to go down, cable operators say that many of their customers will actually see increases.

"In some instances the rates will go up—there is no question about it," says Comcast spokesperson Barbara Lukens.

Some subscribers will be charged for the first time for remotes, converters and other equipment. Others will see basic rates inch up as operators decrease equipment prices in accordance with the regulations and offset the cuts with revenue-neutral rate hikes.

Cable bills are most likely to increase in cases where a subscriber received a converter or remote-control equipment for free, says Lukens. "We are being treated like a utility, so we have to act like a utility."

Like most other cable operators, Comcast would not reveal exact numbers on rate increases until it informed local elected officials.

Adelphia Cable Communications was one of the first operators to announce hikes. Subscribers to several of its Pittsburgh-area systems will see increases of \$1 for basic service and less than a dollar for expanded basic.

Adelphia claims that the rate increases will be offset by decreases in equipment costs, such as additional outlets. Under the new rules, the FCC will allow cable systems to charge equipment fees of "cost plus a

reasonable profit." On average, Adelphia claims, cable bills will decline slightly.

The customers most likely to be hit with increased rates are those least able to afford it, cable operators say. The FCC has banned cable systems from charging subscribers for additional outlets and has put limits on what they may charge for equipment.

For wealthier customers who pay for higher levels of service, rate increases will be offset by decreases in other areas of their cable bills, such as the cost of additional outlets.

"It's ironic, but the wealthiest people will see a reduction, while poorer people will see increases," says Falcon Cable TV Chief Executive Officer and President Mark Nathanson.

Consumers may also be subject to fees for service calls, which most cable systems had provided at no cost, according to Nathanson.

"A small minority" of Jones Intercable's 1.5 million customers will see increases in their bills, according to Ruth Warren, group vice president, operations. Warren believes that those increases will be modest, ranging from 25 cents to \$1.75.

The increase will fall on basic customers who currently are not charged for renting a converter, Warren says. "I think it's unfortunate that that group of subscribers is the most sensitive to price."

—CS

Marilyn, Bobby big draw

Viewers turn out for USA Network movie, blasted by TV critics, Kennedy family

By Joe Flint

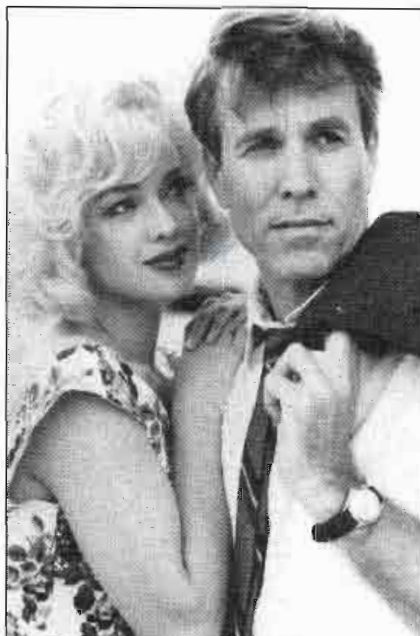
Television is probably the only business in which controversy and bad publicity can be a plus.

Last week's airing of *Marilyn & Bobby: Her Final Affair* on USA Network drew sharp criticism but also a 2.9 rating (2.9% of the 60 million cable homes) and a 4.7 share. The movie depicted a relationship between Marilyn Monroe and Robert Kennedy. "Above average, for our world premiere movies," a USA spokesperson said.

Besides TV critics, the movie was blasted by the Kennedy family. Although the family has been portrayed in several miniseries and made-for-TV movies, this marks the first time it has actively protested a movie. It probably won't be the last.

Representative Joe Kennedy (D-Mass.), Bobby's son, said the production is "offensive and outrageous." In the movie, Kennedy has an affair with Monroe, is present at the time of her death and has mafia ties.

USA said the movie is a work of "fiction and has always been identi-



Melody Anderson and James F. Kelly portray Marilyn Monroe and Bobby Kennedy

fied as such. There have been countless portrayals of the Kennedys based upon a blend of fact and fiction. It is curious they have chosen to single out

this event."

Aides to the Kennedys counter that the disclaimer was run once and has no meaning to viewers, especially younger audiences.

With TV under fire in Washington, the airing of the movie could not have been more ill-timed.

"They debase our culture and our history, and that is why there is a movement afoot in Washington to police television; they don't care," one Kennedy aide said. "What is more violent then telling malicious lies and debasing history?"

Edwin Guthman, a former aide to Robert Kennedy, appeared on King World's *Inside Edition* and blasted the production. It is "just incredulous that standards have dropped to this," he later told BROADCASTING & CABLE.

NBC could be next to feel the wrath of the Kennedys. NBC has the rights to Joe McGinniss's controversial biography of Senator Ted Kennedy (D-Mass.). McGinniss has already been accused of plagiarizing and inventing dialogue.

"They saw what the critics did to USA. That's what NBC is asking for. Are they that dumb?" one aide to Ted Kennedy said. NBC already faced a barrage of bad publicity earlier this year for its rigged crashes on *Dateline*.

An NBC spokesperson said the network is still developing a script based on the book. ■

Subcommittee moves superstation bill

Measure to eliminate Copyright Royalty Tribunal also advances

By Sean Scully

The House Copyright Subcommittee last week approved copyright legislation that will allow satellite broadcasters to carry superstations through the end of the decade.

The measure, headed for full Judiciary Committee markup next month, would extend the copyright license until Dec. 31, 1999. The current license expires at the end of 1994.

The subcommittee also sent forward a bill that would eliminate the 20-year-old Copyright Royalty Tribunal, which sets the fees cable systems pay to carry superstations and other distant broadcast signals.

The superstation legislation sets the copyright fees satellite carriers must

pay: 14 cents per subscriber for superstations with national rights to syndicated programming, such as Turner's WTBS(TV) Atlanta; 17.5 cents for superstations without national rights, and 6 cents for network affiliates.

Two high-power DBS companies that plan to launch service early next year, Hubbard's United States Satellite Broadcasting and Hughes's DirecTV, applauded the action. Aside from the extension, they say, the legislation explicitly encompasses DBS operators. The original 1988 satellite copyright law did not.

The bill's statutory fees would stay in effect only through 1996. After that, they will be set in private arbitration. The bill calls for the rates to be

pegged to "fair market value."

Like the original law, the new measure limits satellite broadcasters to distributing network affiliate signals to areas without local affiliates.

Making his case for doing away with the CRT measure, Subcommittee Chairman Bill Hughes (D-N.J.) said the \$960,000-a-year agency simply doesn't have enough to do.

CRT Chairman Cindy Daub vigorously disagrees. The three commissioners and six staff members do plenty, she says. A single case, requiring the tribunal to examine thousands of pages of documents, rule on dozens of motions and hear months of testimony, can take a full year, according to Daub. ■

Programing

Simon delivers violence ultimatum

Gives industry 60 days to form council to monitor progress and to report to viewers

By Joe Flint

It looked like the ending of an old spaghetti western. The loner rides into town and tells the bad guys to clean up their act, or else.

But this was no Hollywood-written ending. The bow tie-clad loner was Senator Paul Simon (D-Ill.). His message to a roomful of Hollywood programming executives: Reduce the violence or Washington will do it for you.

"No one suggests that there should be no violence on TV. There should be less and it should not be glamorized," the Senator told about 500 industry leaders.

Simon said he is not claiming that all crime is caused by violence on the screen, but that it is a factor. "Twenty-five minutes of attractive violence sells violence," he said.

Speaking last week at an industry-wide summit on TV violence sponsored by the National Council for Families & Television, Simon spelled out a seven-point plan to reduce TV violence that includes the formation of an advisory committee to monitor television violence levels. Simon warned that he would like to see at least serious steps taken within 60 days to form such a committee.

"Either you will initiate the effort for such a monitoring office, or those outside the industry will do it," Simon also suggested that his approach is a more moderate one than those that others on the Hill have proposed (see box, page 24).

"I started in this effort as a somewhat lonely voice in Congress, but now I find many of my colleagues want to go much further than is healthy for a free society.... The surest solution is governmental intervention, but it is also the most dangerous."

The committee, Simon said, "would report to the American people



Among the programing notables on hand for the industry violence summit: (l-r) producer Leonard Hill; Jack Valenti, MPAA; Warren Littlefield, NBC; George Vradenburg, Fox.

annually on specifics." Those specifics, he added, would indicate "whether glamorized violence is increasing or decreasing on each of the broadcast and cable networks, whether there is an attempt to avoid the time periods when children are more likely to observe."

To head the committee, Simon recommended "someone like Walter Cronkite, John Chancellor or [former FCC chairman and describer of TV as a vast wasteland] Newton Minow." The advisory group, Simon said, would not "pre-censor" product but would comment on the situation. (In an interview with BROADCASTING & CABLE that begins on page 25, Simon added that the committee could include almost anyone, so long as it was not "a puppet kind of group that puts an imprimatur on everything they do").

Committee reviews mixed

Mel Harris, president, Sony Pictures Entertainment Television Group, took issue with such a committee.

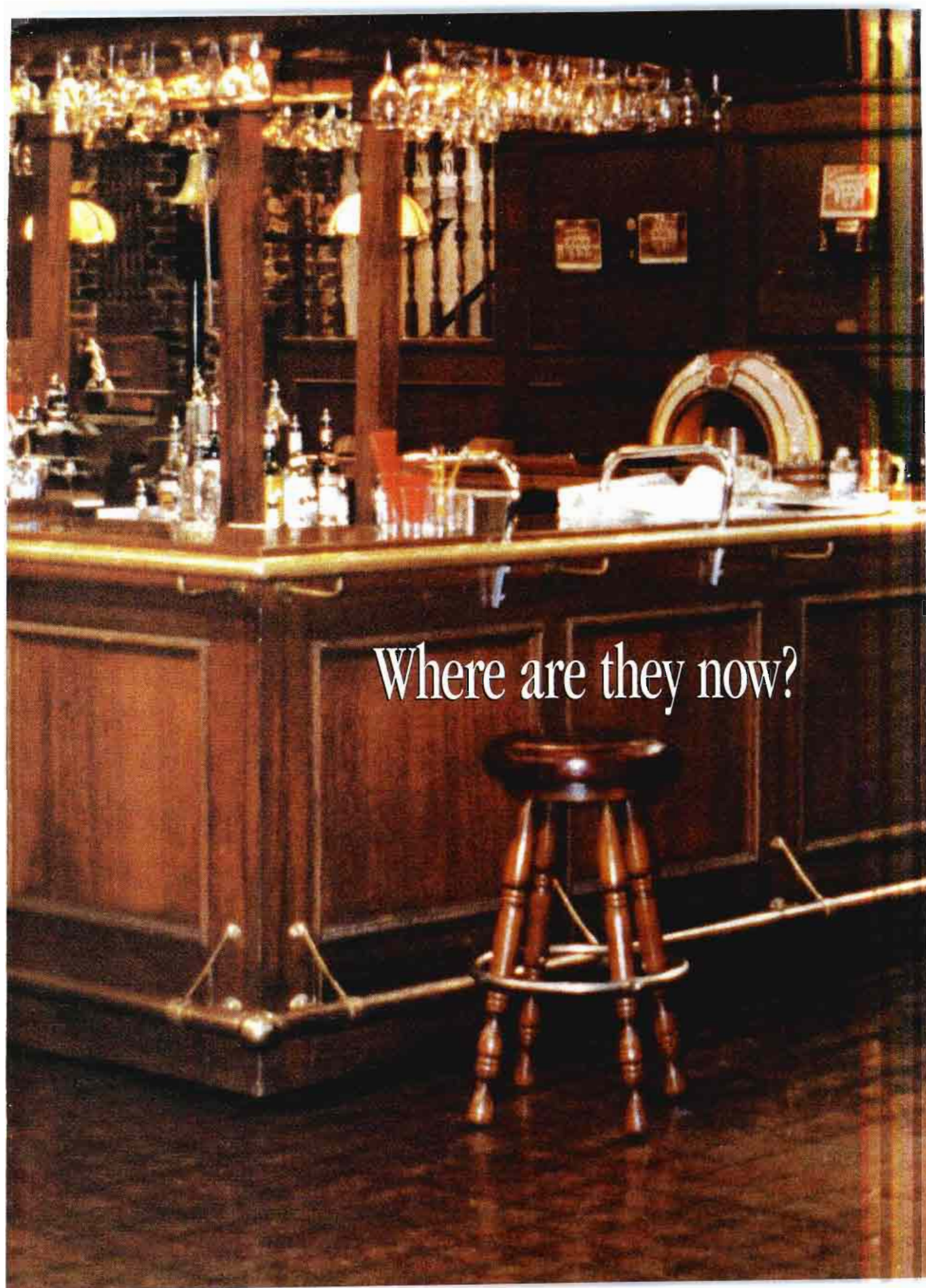
"Lots of countries have cultural ministers; we have never chosen to do that. Such a committee does not fit into the legislative and regulatory history of this country. Parents, not mass media, are social engineers," Harris said.

Warner Bros. Television President Leslie Moonves said that the committee idea is "worth looking at," although he is not sure whether he supports the idea and he would consider different heads than Simon.

Simon's speech was the highlight of the one-day conference, which was long on talk but short on goals and conclusions.

But some saw progress in the event

ALEX BERLINER



Where are they now?

Carla's reeling them in &

And helping these Great Lakes sta

I over the Great Lakes.



BUFFALO WUTV/F

M 18-34, A 18-34

DETROIT WJBK/C

W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

FLINT WJRT/A

W 18-34

MILWAUKEE WITI/C

W 18-34, 18-49, 25-54
M 18-34, 18-49
A 18-34, 18-49, 25-54

GRAND RAPIDS WXMI/F

M 18-34, A 18-34

MINNEAPOLIS* KARE/N

W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

SYRACUSE WTVH/C

W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

TRAVERSE CITY WWTW/C

W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

CHICAGO WGN/I

W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

DULUTH KDLH/C

W 18-34, 18-49, 25-54
M 18-34, 18-49, 25-54
A 18-34, 18-49, 25-54

GREEN BAY WBAY/A

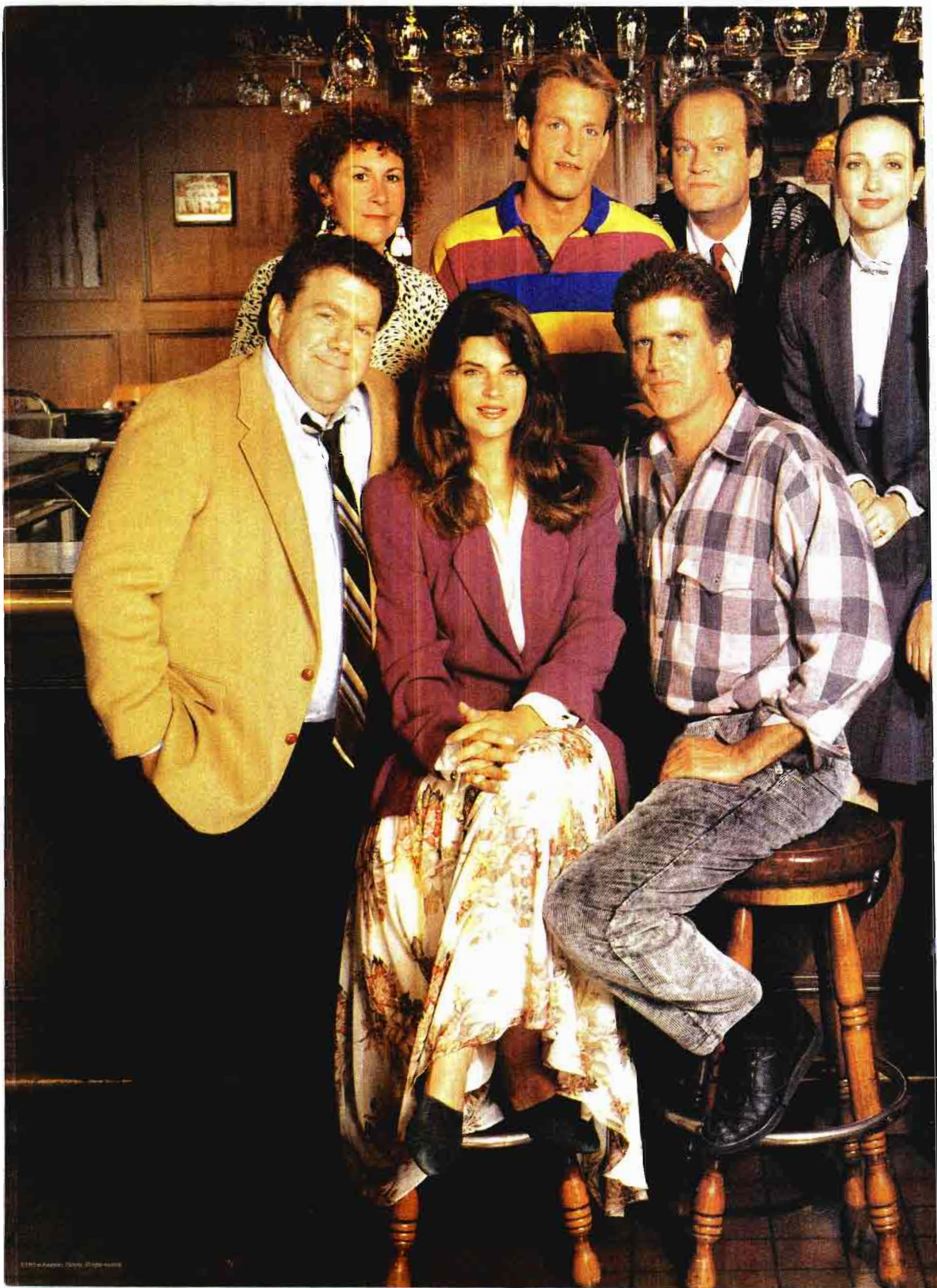
W 18-49, 25-54
M 18-49, 25-54
A 18-49, 25-54

ROCHESTER, NY WHEC/N

W 18-34
M 18-34, 18-49, 25-54
A 18-34, 18-49

*Source: NIELSEN MEDIA RESEARCH, INC.
©1999 CBS BROADCASTING INC. ALL RIGHTS RESERVED.

ons rise to #1 in key adult demos.





Wherever there's laughter,
there will always be

Cheers®

If you're looking for a
show for the '95 or '96 season,
there's only one guaranteed
off-network success.
You might even already own it.



A Paramount Communications Company

Other proposals in the works

Senator Paul Simon (D-Ill.) was not bluffing last week when he told network entertainment industry executives that his method of serious self-regulation may be the easiest way for the industry to appease its Washington critics. "Others favor more extreme measures," Simon warned. Among the rest:

■ **The V chip**—an electronic device that would enable parents to program out any show with a violent rating. Simon, Hollywood and the networks oppose the bill. *Chief proponent: Rep. Ed Markey (D-Mass.)*

■ **Reduce to renew**—license renewal contingent upon efforts to reduce violent programming. The FCC would also set violence standards. *Chief proponent: Rep. John Bryant (D-Texas)*

■ **Complaint hotline**—an 800 number, set up by the FCC, for parents to call with complaints, comments and suggestions regarding TV violence. The FCC would be required to issue quarterly reports on the comments, and broadcasters whose stations were cited would have to respond or else face scrutiny at license renewal time. *Chief proponent: Rep. Joe Kennedy (D-Mass.)*

■ **Keeping tabs**—a calculation by the FCC of incidents of violence in programs. A list of the most violent shows—and their corresponding advertisers—would be released to the public. *Chief proponents: Sen. Byron Dorgan (D-N.D.) and Rep. Dick Durbin (D-Ill.)*

■ **More warnings**—visual and sound warnings on programs that are violent or include unsafe gun practices. *Chief proponent: Sen. David Durenberger (R-Minn.)*

■ **Promo watchdogs**—maintenance of copies of promotional spots for 30 days so that citizens can obtain copies of objectionable promos and file complaints. *Chief proponent: Sen. Carl Levin (D-Mich.)*

■ **Ask the experts**—a presidential commission consisting of the surgeon general, the attorney general, representatives of the TV and advertising industries and citizens to identify "solutions to the problem." *Chief proponent: Rep. Charles Schumer (D-N.Y.)*

■ **Hit 'em where it hurts**—disallow tax deductions for the cost of advertising on programs deemed violent. *Chief proponents: Various senators*

■ **Safe harbor**—shows with violent content would air only after 9 p.m. *Chief proponent: Terry Rakolta, Americans for Responsible Television*

itself.

"I have never before seen a gathering of top guys at all the networks and every major production company together in one room discussing one issue. It is an important issue we must confront," Moonves said.

Americans for Responsible Television director Terry Rakolta, however, called the event a washout. "I was naive in having high hopes of working together. What I saw was a dog and pony show.... They have trivialized the subject," she said.

Rakolta added that in hindsight holding the event in Hollywood should have tipped her that the industry would not take anything seriously. She criticized not only the choice of ABC News correspondent Jeff Greenfield as moderator but also the general

structure of the event.

Greenfield, she said, played hardball with researchers who believe that television violence causes real violence, while he pitched softballs to his TV colleagues.

But the tone of the day was perhaps best summed up by Greenfield, who said that the summit could represent a "historic moment, or a smoke-screen."

Greenfield also suggested a reason that Washington is focusing on TV violence: "TV violence has no constituency. If you are looking for a target that has no other side, you have found it."

But Congress has a target. And last week that target—the networks and the production community—battled with each other, researchers, citizen

groups and Congress over how to keep the peace.

While the networks said that they would do their part and the cable programmers kept emphasizing that they already do theirs, it was the production community that seemed most shaken and confused by Simon's speech and Washington's tone in general.

Producer Leonard Hill said that Congress has "cowed the networks to a point where it would be counter-productive to even pitch some products."

CBS Entertainment President Jeff Sagansky denied that the door is closed on certain projects. But producer Dick Wolfe countered that any show with a violence warning will be "redlined by a group of advertisers." Other network and programming executives conceded that ultimately it will be the willingness of advertisers to run spots on labeled shows that will decide if and how TV programming content will change.

"I would use the word cautious, not chill," said Warner Bros.' Moonves.

Moonves said Warner Bros. has "removed certain projects" because of violence, but he emphasized that that is "self-regulation." Said Moonves: "The networks did not come to us. We are trying to be more responsible."

Veteran TV producer Stephen J. Cannell said that it is up to the networks to take charge on the issue because he does not want to be "his own critic" nor does he have time, he says, to play guessing games about what is acceptable to the networks and to Washington.

"I don't know any sort of writer who can write effectively with these sorts of parameters," Cannell said. As an example of the networks' making the final cuts, Cannell cited his action show *The Hat Squad*, a police drama that he wanted to run at 9 p.m. or 10 p.m. but which CBS ran at 8 p.m., where it failed.

Christine Hikawa, vice president, broadcast standards, Capital Cities/ABC, agrees that certain time periods should be a safe harbor for programming that contains some violence.

"We know that there will be some kids watching at 10 p.m., but please, we should be allowed to program for adults."

While many industry executives criticize Capitol Hill for singling them out in the battle against violence, none

say they would not work to reduce violence and to comply with the labeling, a stance that brought jeers from Action for Children's Television founder Peggy Charren.

"Congress is moving in on the broadcast industry. Doesn't that scare the wits out of you?" says Charren, who believes that to concede on the violence issue could mean that sex and other areas would be next for regulation.

If advisories mean advertiser pull-out, Charren says, she would be tempted not to air the advisories. "There are all kinds of reasons for the industry to shape up, but not because of Congress."

The advisories were mostly ridiculed by a panel of academics who did not think that they went far enough, especially since cartoons will not carry advisories.

Cartoons feature violence in "incessant repetition," said Leonard Eron, a research scientist at the University of Michigan.

ABC's Hikawa took issue with those who equate cartoon violence with movie violence. "When I hear that, their credibility goes right out the window," she said.

By day's end, the subject had been beaten to death without any conclusions being reached. Although, as Rakolta pointed out, the networks offered no counterattack to the study's tying of TV violence to real violence, by the end of the day some in the Hollywood community were tired of being judged.

But Simon is not the only one eyeing the anti-violence effort.

The real threat could be from Representative Ed Markey (D-Mass.), who is pushing for TV manufacturers to place a V chip into television sets that would allow set users to block all shows rated violent.

In a letter to conference participants, Markey said: "TV has made it possible for the average American child to witness 8,000 murders by the end of elementary school without ever leaving the living room. It's time for the industry to give parents the technology they need to reduce drastically the violent images now saturating their own homes."

With the exception of cable giant and potential studio owner Ted Turner, no one in Hollywood has come out in favor of the chip. Simon is also against it. ■



Senator Simon's message

In this exclusive interview with BROADCASTING & CABLE Executive Editor Harry Jessell, Senator Paul Simon says that his seven-point violence reduction plan (see page 26) is a recipe for avoiding tougher scrutiny at the hands of some of his colleagues.

At the violence conference, Jeff Greenfield said the meeting was either a "historic moment or a smoke-screen." Which was it?

It was not a smokescreen. It is probably an exaggeration at this point to say that it was a historic moment. It was, for the first time, a point where the industry, with good representation from on top as well as from the bottom, came together to take a look at what is a problem in our society and what some still do not acknowledge is a problem in our society.

You urged the formation of an advisory committee to oversee the industry effort to decrease violence on TV. Who would constitute such a committee?

Ideally, I would like the industry itself to determine that. They can name you, consumers, others. But it can't just be a puppet kind of group that puts an imprimatur on everything they do; it has to serve a genuine function. Some people had the idea that this was going to be some kind of Will Hays office

that would pre-censor things. That's not the idea at all. The idea is to monitor what is happening and to report once a year to the American public.

Can this be a committee of industry executives only?

That would be a mistake. I think they recognize that.

Although some consider the monitoring committee a moderate approach; others feel it will have a "chilling effect." However you cut it, it is an intrusion on free expression. How do you justify that?

People who are very active in the field of civil liberties say this is in no way an encroachment on the First Amendment. And I believe that. I am an ACLU member myself. Self-restraint is essential for freedom to thrive. So how do we face the problem without having the heavy hand of government involved? We have to recognize that there is a relationship between violence in our society and violence on TV. And there are a great many people in the industry unwilling to face up to

that, just as there are a great many people in the tobacco industry who are unwilling to face up to the fact that cigarettes really do harm. The evidence is just overwhelming in both cases.

Is there any programming that is out of bounds for oversight by your monitoring committee? News? Reality TV?

The news clearly should be exempt. There is too much violence in a lot of the news, particularly in New York City. But news violence doesn't glamorize violence. What you get from Bosnia, you don't think: "I want to go out and do that." But entertainment violence frequently glamorizes violence.

What about those reality shows?

I think there is a problem there, and exactly how you handle it I don't know.

The broadcast and cable networks have agreed to label violence-filled programming. And the big three broadcast networks have adopted standards aimed at mitigating violence. Why isn't that enough?

We've seen some progress and I welcome that. And I have to say broadcast networks have been better than cable networks in responding up to this point. But you still have the ability to flip that [on-off] switch; it's not like going to the movies. We still have problems.

Definitions are important here. How would you define inappropriate violence?

I'm not the person to define it, but there are people who can. The British do it. Other countries do it. That's not really the problem. The problem is, is there a will to define it?

What do you mean when you talk of "glamorizing" violence? Didn't all those John Wayne movies glamorize violence?

When the hero and heroine can go through episode after episode, kill x number of people, be in x number of car crashes and not get hurt or injured, when you don't see the grieving relatives of the people who are killed, there is a translation that that is the way to solve problems.

You said that cable has been slower to respond than broadcasters to demands to clean up the violence.

Cable has a greater problem, but the greater viewing is still with broadcast-

ers. Broadcasters moved further on this, but I don't want to say everything is fine on the broadcast side.

Doesn't cable deserve an exemption from oversight because you do have to sign up for it—that is, you have to invite it into your home.

I don't see that as a justification.

Aren't you punishing broadcasters for the sins of the cable networks? It's the latter, you know, that show the unedited R-rated films.

The answer is that there is plenty of improvement possible in both areas. No question about it. It's just what's on that television set in their living rooms that concerns people.

Your TV violence law exempted TV companies from antitrust liability to discuss ways of stemming violence. When that exemption expires, will additional legislation be needed to extend the exemption?

Will they be able, on Jan. 1, to have a meeting of cable and broadcast executives on this question. I don't have an answer to that question right now. The difficulty with the legislative route is that it becomes an easy tool for others to stick on amendments that are a real opportunity for mischief.

In your speech Monday, you warned of proposals from other lawmakers to stem TV violence that are "not healthy for a free society." What exactly were you referring to?

I don't think I have to spell it out. But there are people who think we should go much further, even further than any of the bills introduced so far.

Does the so-called V chip bill introduced by House Telecommunications Subcommittee Chairman Edward Markey [D-Mass.] go too far?

The seven-point plan

- Form industry advisory committee on TV violence.
- Exercise self-restraint when it comes to violence.
- Involve the entire industry: broadcasters, cable, independents, syndicators and the movies. "If it becomes obvious that one branch of your industry loves money more than responsibility, that will not go unnoticed in Washington," Simon said.
- Glamorized violence should be avoided, harsh realities of violence must be portrayed and nonviolent problem-solving should be encouraged.
- Violent promos should be eliminated or reduced, and certainly avoided when children are most likely to be watching.
- The medium must be used to help educate the nation about the harmful effects of television violence.
- Recognize more clearly the international dimensions of your product.

At this point, I'm not saying this is going too far or that is going too far. I have made it clear that I prefer that the federal government not get involved.

Can you envision the FCC eventually having to step in to relegate violent programming to times when children aren't in the audience, as it now does with indecent programming?

I'm not saying eventually some kind of FCC action isn't going to be part of the picture. What I do say is I prefer to see the industry do this on its own.

Would you actively oppose some of these other measures?

If I didn't believe something was sound I would oppose it. But we are not at the point where we are considering anything right now. We are at the point where the question is: Will the industry look at this themselves and exercise some self-restraint? One of my colleagues in the Senate who favors stronger action said to me: "If they can make one more dollar killing one more person, the industry isn't going to respond. You have to have federal government action." I don't believe that. I have met with all major people in broadcasting and cable and many in film. These are responsible citizens who want to do the right thing.

Do you fear you have ignited something here that you may not be able to control, that some other lawmakers may run with the issues and do something really harsh?

I don't think I have ignited it. I've been the deliverer of the message. If I hadn't come along, someone else might have come along with a much different approach. ■

"Compelling"

Sumner M. Redstone

Chairman of the Board
Viacom International Inc.

"Informative"

Frank J. Biondi, Jr.

President and Chief Executive Officer
Viacom International Inc.

"Innovative"

Neil Braun

Chairman and CEO
Viacom Entertainment

"Sure-Fire Ratings!"

Debby Beece

President, Television Programming
and Production
Viacom Entertainment

"Entertaining!"

Rick Jacobson

President, Domestic Markets
Viacom Entertainment

"In Touch"

Joe DiSalvo

Vice President,
General Sales Manager
Viacom Enterprises

But don't take our word for it...

The Proof Is

Real Time. From the
producers of MTV.

The most innovative
and imitated talent in the
business now creates
an adult strip for
fall 1994.

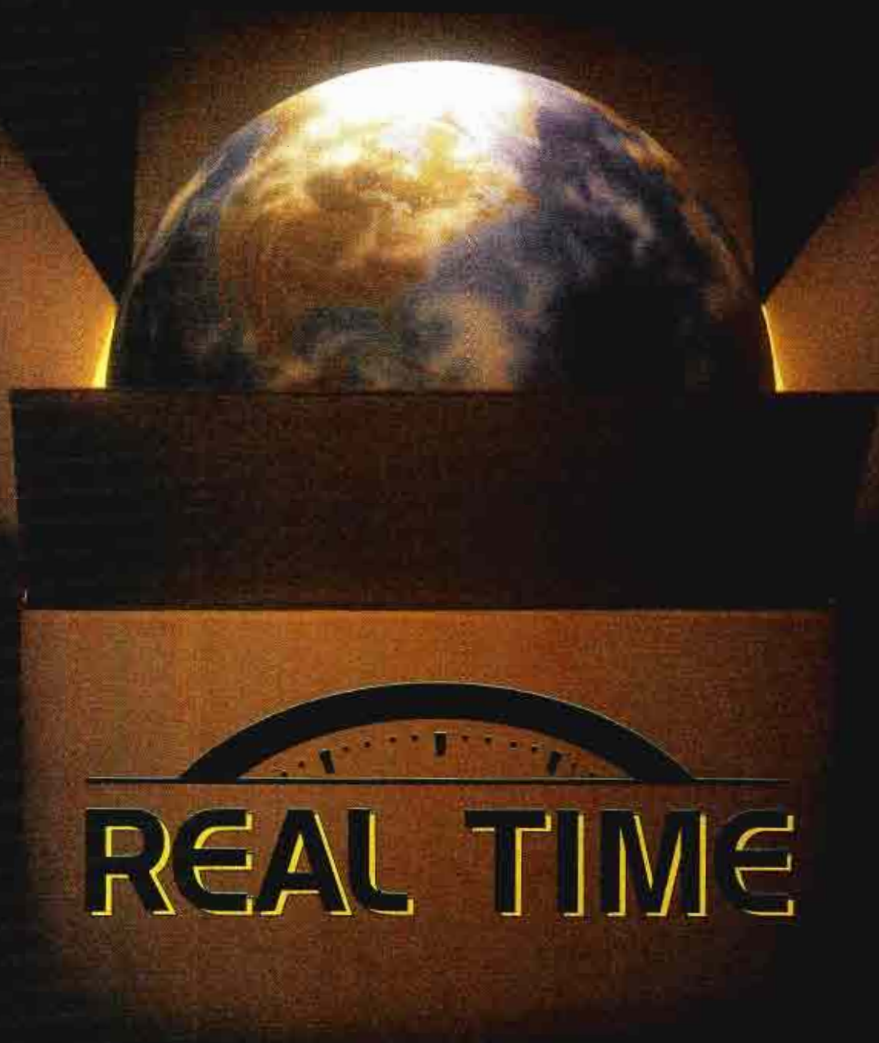
Prove it to yourself.

See our pilot.



VIACOM®

In The Pilot.



Wireless cable gets CNN price break

Industry readies first digital, set-top box order; People's Choice to offer pay-per-view sports; Clinton calls wireless cable 'key player'

By Rich Brown

Turner Broadcasting is lowering program prices to the wireless cable industry to bring them in line with those charged coaxial cable operators. Per-sub pricing for Turner's CNN will drop from 41 cents to as low as 28 cents a month beginning Nov. 1.

Despite program access provisions of the 1992 Cable Act, it might be at least another year before wireless cable operators can carry Turner's TNT. Wireless cable operators have long been eager to offer the movie service, but most of the network's exclusive contracts with coaxial cable operators do not expire until October or December 1994, says Turner's Patty Holland.

In other news out of Orlando:

■ The wireless cable industry hopes to place its first order for digital set-top boxes within six months, says Peter Frank of Wireless Cable Laboratories, the research and development center founded by the nation's top wireless cable companies. Frank, whose Philadelphia-based laboratory was created to help develop compression technology, says wireless companies are hoping to place their orders early to avoid later price hikes.

Frank and others attending the WCA meeting in Orlando say digital compression is important to the wireless cable industry because it will help boost channel capacity from 33 to 300 channels, improve the strength and performance of the signal and allow for interactivity.

■ Some wireless cable operators are concerned about the cost of making the switch to digital compression, especially when many systems are operating with limited capital. But Dave Robinson of Jerrold/General Instrument told an audience of WCA attendees that there will be a market for used analog boxes overseas at least through the early 21st century.

Robinson said Jerrold is experiencing 80% annual growth in its wireless business, with most of that outside the U.S. Similarly, Zenith's Barry Hardek said his company is finding that more than 30% of its worldwide business is

coming from wireless operators.

Jerrold, says Robinson, has orders for more than 2 million DigiCipher set-top terminals, which will accommodate digital compression.

■ Tucson, Ariz.-based wireless cable operator People's Choice TV is about to announce a deal to offer some sports programming from one of the top three cable networks on a pay-per-event basis, according to John W. Hipple III, president and COO.

People's Choice is looking to expand on the success of an existing agreement with Discovery Networks in which the wireless operator provides Discovery programming on a \$1.50 pay-per-show basis.

Hipple says the Discovery programming averages a 3%-5% buy rate on the wireless system. Eventually, Discovery Networks plans to expand the pay-per-show concept to cable systems

through the company's newly developed Your Choice TV technology.

Discovery shows are not the only PPV offerings from People's Choice. For 23 months, the company has been offering The Playboy Channel on an hourly basis for less than \$1 an hour and so far is averaging a 60% buy rate, according to Playboy's Lia Tysdal.

■ Larry Irving of the National Telecommunications and Information Administration told attendees at the WCA meeting that President Clinton sees the wireless cable industry as "a key player" in the communications field and said the NTIA will continue to work with the industry to facilitate growth. Irving said the 1992 Cable Act, which provides wireless cable systems with better access to programming, was a good first step. "But it has left a lot that still needs to be done," he added. ■

Wireless cable seeks bank approval

Lenders look anew at industry growth potential

By Rich Brown

After years of searching for capital to build their business, wireless cable operators are finally getting the attention of financial institutions. Whether they also will be getting some of their money depends on how well the industry presents itself in upcoming months.

The growing interest by lenders marks a big change for the wireless industry, which as recently as two years ago had a hard time just getting its foot in the door at most banks. Historically, question marks have surrounded the wireless cable industry, which broadcasts cable programming over microwave channels.

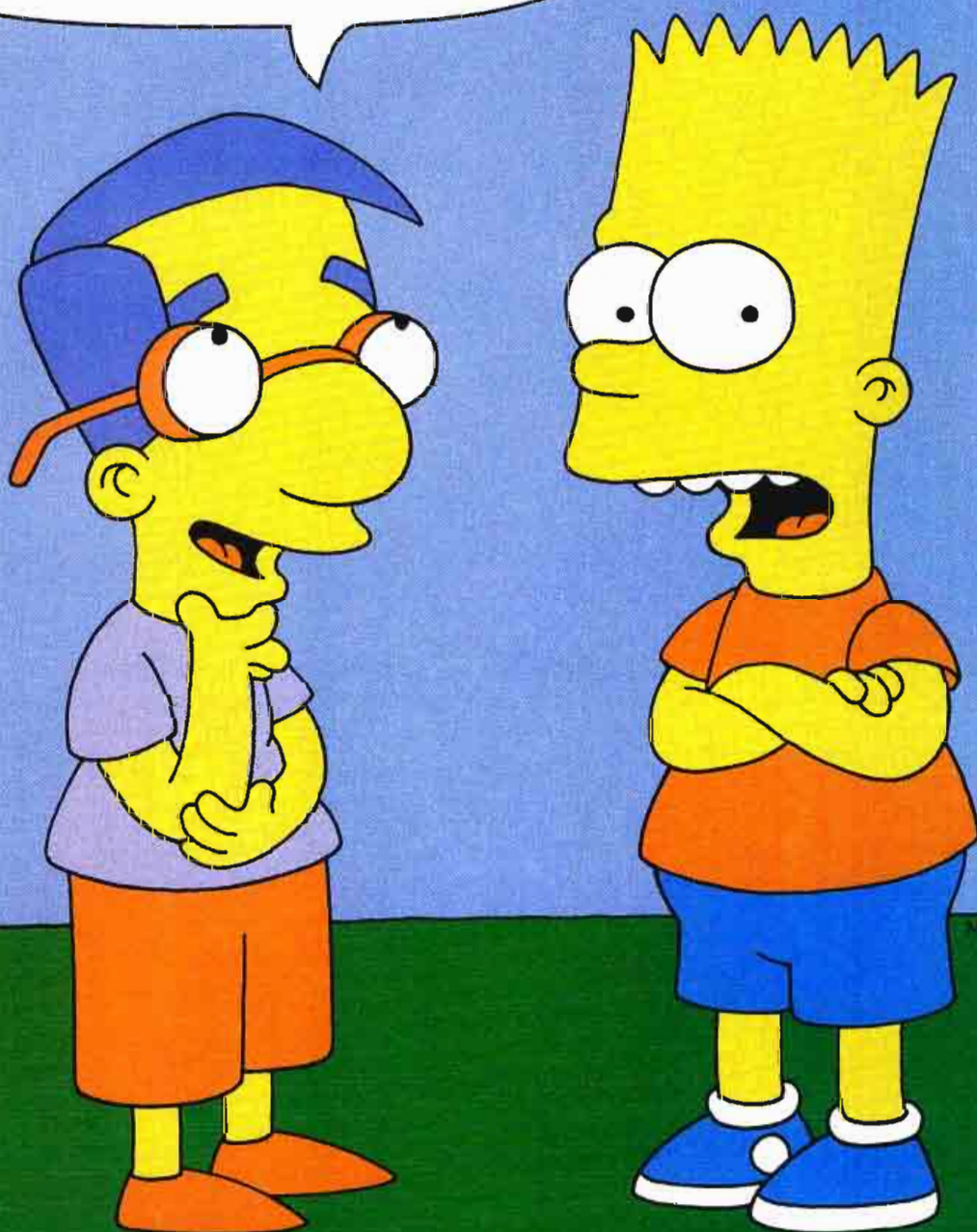
"More has happened in the last two years than in the last 20 in terms of financing," says Joseph Hubbard, a



Cross Country Cable's George Ring (above) has been among the most successful at getting banks to invest in wireless cable.

A MARKETS SOLD AD?
HOW ABOUT A MAP
OF THE U.S. WITH...

NO WAY, MAN!
ONLY A REAL HACK
WOULD RESORT
TO A CLICHÉ
LIKE THAT!





75% S



The Simpsons TM & ©1993 Twentieth Century Fox Film Corp. All rights reserved.



OVER 80 STATIONS ALREADY HAVE A GUARANTEED HOMER!

WNYW	New York	WDRB	Louisville
KTTV	Los Angeles	WXXA	Albany
WFLD	Chicago	WRGT	Dayton
WTFX	Philadelphia	WRLH	Richmond
WFXT	Boston	WVAH	Charleston WV
WTTG	Washington DC	WJPR	Roanoke
KDAF	Dallas	WSYT	Syracuse
WATL	Atlanta	KHNL	Honolulu
KRIV	Houston	WHEC	Rochester
WOIO	Cleveland	KDSM	Des Moines
KCPQ	Seattle	KBSI	Paducah
WFTS	Tampa	KVVU	Las Vegas
KITN	Minneapolis	KREM	Spokane
WDZL	Miami	KMSB	Tucson
WPGH	Pittsburgh	WDSI	Chattanooga
KDNL	St. Louis	WFTX	Ft. Myers
KCRA	Sacramento	KLJB	Davenport
KNXV	Phoenix	WZDX	Huntsville
KDVR	Denver	WDBD	Jackson
WBFF	Baltimore	WTAJ	Johnstown
WOFL	Orlando	KXRM	Colorado Springs
WTIC	Hartford	WTGS	Savannah
XETV	San Diego	WSYM	Lansing
WXIN	Indianapolis	WFXI	Greenville NC
KPDx	Portland OR	WTAT	Charleston SC
KSHB	Kansas City	KVRR	Fargo
WCCB	Charlotte	KCBA	Monterey
WXIX	Cincinnati	WAGT	Augusta
WZTV	Nashville	KCIT	Amarillo
WTTE	Columbus OH	WKBT	La Crosse
WHNS	Greenville SC	KTRV	Boise
WXMI	Grand Rapids	WTVO	Rockford
WUTV	Buffalo	KJTL	Wichita Falls
WTVZ	Norfolk	WETG	Erie
KABB	San Antonio	KOMU	Columbia
WNOL	New Orleans	KTBY	Anchorage
KSTU	Salt Lake City	WOGX	Gainesville
WNAC	Providence		
WPMT	Harrisburg		
WFLX	W. Palm Beach		
WOLF	Wilkes Barre		
WNRW	Greensboro		
KASA	Albuquerque		

...AND MORE!



IT'S MORE THAN A FAMILY.
IT'S A FRANCHISE

OLD.

longtime MMDS operator based in Rancho Palos Verdes, Calif., and one of 1,500 attendees at last week's Wireless Cable Association meeting in Orlando. Hubbard is planning to make a pitch to banks in the next two months.

What he and other wireless cable operators will tell banks is that the 1992 Cable Act guarantees them access to TNT and other popular cable programming for the first time. They will also point to the stock performance of two wireless companies, ACS Enterprises and People's Choice TV, that went public in the last year and have performed better than expected. And they will talk about wireless cable's ability to compete with coaxial cable.

"Institutional investors have been told by cable operators, in effect, that cable TV is a monopoly-type business," says Gerald Nordberg of Nordberg Capital, one of the financial firms represented at the convention. "That perception needs to be overcome."

Nordberg says his company was interested in the wireless cable business in the early 1980's but it eventually backed out because of the industry's difficulties with program access. The company is once again interested, he says, because program access provisions in the 1992 Cable Act leveled the playing field between the wireless cable and cable industries.

Lenders looking to invest in wireless cable will be interested in finding out more about the competing coaxial system in the market, particularly the relationship with its subscribers and local franchise authority, says Tom Waters of Bank of Montreal. He says that lenders will also want to know whether or not the competing coaxial system will have the financial flexibility needed to compete.

Manny Gerard of Gerard, Klauer & Mattison, which helped take ACS and People's Choice public, says that investors are beginning to understand the potential of the wireless cable business because of the stock performance of those two companies. But he adds that wireless cable operators must focus on building strong management and that they need to play up competitive advantages to complete the picture for investors.

"The time for performance is right now," Gerard told attendees at the WCA show. "You've got an unfriendly competitor and a price advantage. Get your own blinders off and try to see what the potential is." ■



'American Journal' reporters named: (bottom row, l-r) Lauren Thierry, Dan Noyes, Nancy Glass (anchor), Meg Grant, Les Trent; (top row, l-r) Mark Sauter, Alisa White, Bob Gilmartin, Steve Aveson.

'Journal' team assembled

Eight reporters named; many behind-camera spots shared with 'Edition'; debut Sept. 6

By Steve McClellan

King World has reached out to major news organizations and local stations around the country for on-air and production talent for its new syndicated magazine *American Journal*, which debuts Sept. 6.

Journal has named eight reporters, including Mark Sauter, son of Fox News President Van Gordon Sauter, BROADCASTING & CABLE has learned. The younger Sauter, most recently chief investigative reporter and manager of the special assignment unit for KIRO-TV Seattle, will be based in New York.

Charles Lachman will be head of production for the program, reporting to co-executive producers John Tomlin and Bob Young, who will continue in the same capacity at KWP's *Inside Edition*. Lachman will also continue as executive managing editor for *Edition*. Two *Journal* managing editors will report to Lachman: Lori Butterfield, from WTTG-TV Washington, and John Walsey, from *Edition*.

Other on-air reporters named to *American Journal* include:

- Lauren Thierry, from KCAL-TV Los Angeles

- Les Trent, from KPIX-TV San Francisco

- Alisa White, from WCMH-TV Columbus, Ohio

- Steve Aveson, from the Monitor Channel

- Bob Gilmartin, from CBS's *Street Stories*

- Meg Grant, from WCAU-TV Philadelphia

- Dan Noyes, from ABC News

Other senior producers named:

- Peter Fearon, senior broadcast producer, *Inside Edition*

- Dennis O'Brien, supervising producer, from the Investigative News Group

- Phil Tangel, coordinating producer, from *Edition*

As reported earlier, the program will be hosted by Nancy Glass, who currently reports for *Inside Edition* and anchors its weekend edition. ■

Brokaw captures 2nd place in July

'Fine-tuning' and promotion help boost performance

By Steve McClellan

NBC *Nightly News*, the cellar dweller in the evening news race, ranked second for the month of July.

It was *Nightly's* first climb out of the basement for a whole month since October 1992 (when it had help from news pre-emptions for CBS's World Series coverage).

The program's improvement comes as all three networks have made major changes in their evening newscasts. At CBS, it was the heralded teaming of Connie Chung and Dan Rather. At NBC, it was the naming of ABC News emigrant Jeff Gralnick to manage *Nightly News*. And in May, Emily Rooney joined ABC's *World News Tonight* as executive producer, coming from WCVB-TV Boston.

For July, the Nielsens show *NBC Nightly News* averaging an 8.1 rating/18 share, up 5% from a year ago. *CBS Evening News* fell to third with an average 7.9/17, down 1% from a year ago.

Among the core viewership for the newscasts, adults 25-54, the race was tighter, with NBC squeaking into second with a 3.7 rating, just ahead of CBS's 3.6.

Meanwhile, ABC's *World News Tonight* continues to hum along in first place, increasing its lead as it goes. The broadcast averaged a 9.6/21 in July, up 8% over last year. Among adults 25-54, the program averaged a 4.4, up 5%.

According to Gralnick, who took the helm of *Nightly News* about three months ago, a lot of little changes have made the difference. The two most obvious are the addition of a new periodic segment called the *Insider's Report*, and the reworking of *America Closeup*. The first is an investigative segment on stories such as "how the government spends money stupidly," says Gralnick. *Closeup*, he says, now

Broadcasting & Cable

Week of Jul 26-Aug 1

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,412

2.3/4.2

TBS 1,334

2.2/4.1

ESPN 1,156

1.9/3.5

TNT 796

1.4/2.5

NICK 768

1.3/2.3

All prime time 8-11 p.m. data supplied by outside sources based on Nielsen

Media Research. Ratings and shares based on coverage households of each network.

focuses more on solutions to problems, as opposed to being "just a long piece in the broadcast."

Nightly News has also received support from the network, which has doubled its on-air promotion time, says Jeff Kreiner, an NBC advertising and promotion vice president. Most of that time is devoted to upcoming *Insider* and *Closeup* segments.

Gralnick says that he is tightening the pace of the broadcast, which will mean shorter stories and a wider variety of topics. He is also working on the program's graphics, which he described as both "awful" and "clutzy" when he arrived. "There was a lot of

stuff on the screen that was too big and too hard to see through," he says.

Gralnick notes another, minor change: the NBC peacock in the bottom right corner of the screen is now semitransparent and less intrusive. "There are lots of little things that make for a clumsy look that you can clean up."

Meanwhile, CBS is clearly concerned about July's ratings trend, despite repeated statements by officials that the Dan and Connie pairing was not a ratings-driven move. A CBS executive confirmed a report that the network is talking to advertising agencies about ways to better position the *Evening News*.

HIGH DEFINITION TV
HOW DO WE GET THERE?

Information and CD-ROM
VOL. 9 NO. 8

Jim Carnes
President and CEO
David Samoff Research Center

Dick Wiley
Senior Partner
Wiley, Rein & Fielding

Howard Miller
Senior Vice President
Broadcast Operations, PBS

Joe Flaherty
Senior Vice President Technology
CBS, Inc.

Robert Graves
AT&T Vice President
Video Technology and Infrastructure

THE KMB VIDEO JOURNAL
as Telecommunications Policies and Practices
for Leaders in Industry, Government and Education

Published quarterly
and available to
KMB Associates
members only
also available to
other industry

Mike Beils
Executive Director
and Managing
Editor
347 West 14th Street
New York, NY 10011
(212) 644-1155

The KMB VIDEO JOURNAL is proud to present five distinguished guests who have had a lot to do with the development of HDTV and discuss for you the implications and outlook for America's future image revolution.

Jim Carnes
President and CEO
David Samoff Research Center

Dick Wiley
Senior Partner
Wiley, Rein & Fielding

Howard Miller
Senior Vice President
Broadcast Operations, PBS

Joe Flaherty
Senior Vice President Technology
CBS, Inc.

Robert Graves
AT&T Vice President
Video Technology and Infrastructure

To buy this VHS Tape (RT 60) Call **Mike Beils** at 813-864-2983
or write to
KMB Associates, Inc.
437 3rd Avenue North, Tierra Verde, Florida 33715

Broadcasting
& Cable

Top Cable Programs

July 26-August 1

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

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,382	3.9	NFL (Philadelphia-New Orleans)	Sat. 10-p	ESPN
2.	2,091	3.5	Murder, She Wrote	Tue. 8-p	USA
3.	2,054	3.4	Saved by the Bell	Thu. 5:30-6p	TBS
4.	1,897	3.2	Baseball (Atlanta-Houston)	Thu. 8-p	TBS
5.	1,860	3.1	Murder, She Wrote	Mon. 8-p	USA
6.	1,837	3.0	WWF Monday Night Raw	Mon. 9-p	USA
7.	1,771	3.0	The Villain (movie)	Sun. 10:30-a	TBS
8.	1,744	2.9	Baseball (Atlanta-Colorado)	Tue. 9-p	TBS
9.	1,694	2.8	Murder, She Wrote	Thu. 8-p	USA
10.	1,672	2.8	Murder, She Wrote	Wed. 8-p	USA
11.	1,661	2.8	Baseball (Atlanta-Colorado)	Mon. 9-p	TBS
12.	1,605	2.7	Ren & Stimpy	Sun. 11-a	NICK
13.	1,604	2.7	Ren & Stimpy	Sat. 9-p	NICK
14.	1,602	2.7	Perry Mason: Lady in the Lake	Sun. 7-p	TBS
15.	1,582	2.7	Rugrats	Sun. 10:30-a	NICK
16.	1,572	2.6	Psychic (movie)	Wed. 9-11p	USA
17.	1,553	2.6	Saved by the Bell	Wed. 5:30-6p	TBS
18.	1,552	2.6	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK
19.	1,550	2.5	Baseball	Wed. 7:30-10:40p	ESPN
20.	1,542	2.6	Silk Stalkings	Sat. 10-11p	USA
21.	1,532	2.6	Saved by the Bell	Thu. 5-5:30p	TBS
22.	1,522	2.5	Saved by the Bell	Tue. 5:30-6p	TBS
23.	1,469	2.6	Real World	Thu. 10-10:30p	MTV
24.	1,466	2.5	Salute Your Shorts	Tue. 5:30-6p	NICK
25.	1,451	2.4	Silk Stalkings	Mon. 10-11p	USA
26.	1,444	2.4	Silk Stalkings	Sun. 11p-12m	USA
27.	1,428	2.4	Saved by the Bell	Fri. 5:30-6p	TBS
28.	1,420	2.4	WWF: All American Wrestling	Sun. 12n-1p	USA
29.	1,418	2.4	Baseball (Atlanta-Houston)	Fri. 8-11p	TBS
30.	1,414	2.3	Top Rank Boxing	Thu. 9-11p	ESPN
31.	1,387	2.3	Professional Boxing	Tue. 9-11p	USA
32.	1,385	2.4	The Statler Brothers	Sat. 9-10p	TNN
33.	1,373	2.3	Skin Game (movie)	Sun. 12:30-2:30p	TBS
34.	1,363	2.3	Blues Brothers (movie)	Wed. 8-10:45p	TBS
35.	1,362	2.3	Saved by the Bell	Mon. 5:30-6p	TBS
36.	1,359	2.3	Wild & Crazy Kids	Tue. 6:30-7p	NICK
37.	1,358	2.3	Clarissa Explains It All	Sun. 12n-12:30p	NICK
38.	1,345	2.2	MLB Tonight	Wed. 10:40-11:10p	ESPN
39.	1,337	2.3	What Would You Do?	Tue. 6-6:60p	NICK
40.	1,333	2.2	Baseball (Atlanta v. Houston)	Sun. 2:30-5p	TBS

'YMTV' targets Generation X

Video version of magazine for teens/young adults targeted for fall '94 launch

By Mike Freeman

Move over, baby boomers. "Generation X" marks the spot for a new development project from Colossal Pictures.

Colossal is planning a TV adaptation of *YM* magazine, owned by Gruner & Jahar USA Publishing, for a possible network or syndication entry in fall 1994.

YM, originally known as *Young Ms.* and later *Young & Modern*, has more than 1.7 million subscribers, most of whom fit the 12-29 demographic age group of "Generation X."

"There really is a huge hole in the youth market, where there really isn't anything more than *Beverly Hills, 90210* and animation," says Colossal's Joe Kwong, vice president of creative affairs. "Most of those other shows [*Wavelength*, *Guess? Television*] are talk shows. *YMTV* will be something a little more energetic."

Colossal plans to use *YM*'s New York editorial offices as home base for the in-studio anchor segments. The emphasis, however, will be on an array of field pieces covering subjects regularly explored in the magazine, such as social issues, relationships, entertainment, style, fashion and beauty aids.

While the accent will be on producing "fast-paced" live-action features, Kwong says Colossal will also produce animated segments illustrating reader letters.

Colossal, based in San Francisco, is best known for its production of computer-generated effects and animation, but it recently branched out into program production with *Liquid Television*, the MTV animation showcase that provided a launch for emerging cult icons *Beavis & Butt-Head*.

There is no pilot for the show, but Colossal has already retained veteran program packager Mark Itkin of The William Morris Agency to begin pitching it.

	ABC	CBS	NBC	FOX
MONDAY	12.9/22	8.7/15	9.1/16	6.2/11
8:00	26. Day One 9.2/17	39. Evening Shade 8.4/16	21. Fresh Prince 9.8/18	
8:30		41. Major Dad 8.0/15	29. Blossom 8.9/16	62. Fox Night at the Movies—Downtown 6.2/11
9:00	1. ABC Monday Night Movie—Small Sacrifices, Part 2 14.8/25	20. Murphy Brown 9.9/17		
9:30		31. Love & War 8.8/15	29. NBC Monday Night Movies—Tremors 8.9/15	
10:00		37. Northern Exposure 8.5/14		
10:30				
TUESDAY	11.9/21	9.4/16	7.5/13	5.6/10
8:00	22. Full House 9.7/18	16. Rescue: 911 10.5/19	54. NBC Movie of the Week—Maid for Each Other 6.9/12	78. Martin 5.2/10
8:30	37. Hangin' w/Mr. C 8.5/15			69. Martin 5.7/10
9:00	7. Roseanne 13.0/23	31. CBS Tuesday Movie—Posing: Three Real Stories 8.8/15		69. America's Most Wanted 5.7/10
9:30	10. Coach 12.0/20			
10:00	4. Turning Point with Barbara Walters 14.1/25		35. Dateline NBC 8.7/15	
10:30				
WEDNESDAY	8.1/15	8.4/16	10.0/19	5.6/11
8:00	51. Wonder Years 7.3/15	75. Family Dog 5.4/11	9. Unsolved Mysteries 12.3/24	71. Martin 5.5/11
8:30	60. Street Match* 6.3/12	67. Family Dog 5.8/11		66. Martin 6.0/12
9:00	6. Home Improvmt 13.5/24	43. In the Heat of the Night 7.9/14	22. The Brokaw Report 9.7/17	75. Beverly Hills 90210 5.4/10
9:30	26. Delta 9.2/16	11. 48 Hours 11.7/22	41. Law and Order 8.0/15	
10:00	65. Sirens 6.1/11			
10:30				
THURSDAY	7.4/14	8.5/16	10.0/19	7.0/13
8:00	47. Matlock 7.7/15	59. Top Cops 6.4/13	60. Mad About You 6.3/13	31. The Simpsons 8.8/18
8:30			48. Mad About You 7.6/15	46. Martin 7.8/15
9:00	89. Taco Bell Battle of the Bands 3.7/7	13. Eye to Eye with Connie Chung 11.1/20	16. Cheers 10.5/19	62. ILC: 1st Season 6.2/11
9:30			7. Seinfeld 13.0/23	81. Down the Shore 5.0/9
10:00	14. Primetime Live 10.7/19	43. Picket Fences 7.9/14	12. Dateline NBC 11.3/20	
10:30				
FRIDAY	10.8/23	5.6/12	5.5/12	3.9/8
8:00	24. Family Matters 9.3/21	71. Golden Palace 5.5/12	82. Mancuso, FBI 4.9/11	87. Fox Friday Movie*—Nuns on the Run 3.9/8
8:30	18. Step By Step 10.2/23	83. Brooklyn Bridge 4.7/10		
9:00	26. Dinosaurs 9.2/20	52. Street Stories 7.0/15	67. NBC Movie of the Week—Jackie Collins' "Lucky/Chances", Part 1 5.8/12	
9:30	31. Perfect Strangers 8.8/18	83. Johnny Bago 4.7/9		
10:00	5. 20/20 13.7/28			
10:30				
SATURDAY	6.2/13	7.5/16	5.7/13	6.2/14
8:00	71. ABC Saturday Night Movie—My Brother's Wife 5.5/12	62. Dr. Quinn, Medicine Woman 6.2/14	75. Super Bloopers 5.4/13	55. Cops 6.8/16
8:30			56. Empty Nest 6.7/14	43. Cops 7.9/18
9:00		40. Circus of the Stars XVII 8.2/17	57. Nurses 6.5/13	79. Front Page 5.1/11
9:30			79. Reasonable Doubts 5.1/11	
10:00	49. The Commish 7.5/16			
10:30				
SUNDAY	10.4/20	11.4/22	7.0/13	4.1/8
7:00	88. Life Goes On 3.8/8	2. 60 Minutes 14.5/32	57. NBC Sunday Night Movie—Problem Child 6.5/13	90. Parker Lewis 2.8/6
7:30				90. Danger Theater 2.8/6
8:00	24. Am Fun Hm Vid 9.3/18	14. Murder She Wrote 10.7/21		83. In Living Color 4.7/9
8:30	36. Am Fun People 8.6/16			86. Roc 4.4/8
9:00	2. ABC Sunday Night Movie—The Dead Pool 14.5/26	18. CBS Sunday Movie—In Sickness and in Health 10.2/18	50. NBC Sunday Night Movie—Lucy and Desi: A Home Movie 7.4/13	52. Married w/Childn 7.0/13
9:30				71. Herman's Head 5.5/10
10:00				92. Tribeca 2.6/5
10:30				
WEEK'S AVGS	9.7/18	8.6/16	7.8/15	5.3/10
SSN. TO DATE	11.6/20	12.2/21	10.6/18	7.1/12

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER (OF TIME SLOT)

Radio

What's next for New York's Z-100?

Shamrock 'evaluating interest' in its merger-acquired station; format fine-tuning likely

By Peter Viles

Even before Shamrock and Malrite completed their \$300 million merger, the industry was buzzing with speculation that the new group was ready to sell its New York station, WHTZ-FM.

While Shamrock denies that it has decided to sell the station or even solicited offers for it, the group acknowledges that it has been approached by several groups interested in the property.

"We're evaluating the interest in the station and how the station fits in

with what we want as a company," says Shamrock President Marty Loughman. "I believe that decision will be made in a relatively short period of time."

The Shamrock-Malrite merger, which closed July 30, creates a 21-station group that includes only one duopoly—in San Francisco, where Shamrock will own four stations. Shamrock Chairman Bill Clark says that the company will move to create more duopolies, probably by swapping stations rather than by buying them.

"It was never our intention that this would be the final form of the group," Clark says. "Our strategy generally involves gravitation to larger markets and duopoly situations."

WHTZ, promoted as Z-100, has been the subject of intense speculation. One of three contemporary hit radio stations in New York, the station drew a respectable 3.4 share (AQH, total week, 12-plus) in the spring Arbitron survey, and billed an estimated \$10.2 million in 1992, according to *Duncan's Radio Market Guide*. Its closest rivals are ABC's WPLJ-FM, which

CBS and Cox in Tampa-for-Dallas swap

By Peter Viles

CBs Radio and Cox Enterprises last week swapped stations in Dallas and Tampa, leaving both groups with new FM-FM combinations and vaulting CBS into the duopoly game.

CBS traded its Tampa station, WYNF-FM, for Cox's Dallas station, KLRX-FM, giving CBS two FM's in Dallas and Cox two FM's and an AM in Tampa. Although terms of the deal were not disclosed, a source said CBS added roughly \$4.5 million in cash to make the swap even.

The trade highlighted the growing trend toward station swaps in major markets. Such swaps have tax advantages over outright purchases or sales, and also make it possible for station groups to consolidate their holdings into fewer markets without increasing their debt or their total investment in radio.

Other groups that have engineered

swaps recently include Viacom, Group W, EZ Communications and Noble Broadcast Group. And Shamrock Broadcasting Chairman Bill Clark said last week that Shamrock will probably use swaps, rather than outright purchases or sales, as it starts

to assemble more FM-FM combos.

Under the CBS-Cox swap, which was brokered by Gary Stevens, both companies have tentatively agreed to begin managing their new stations through local marketing agreements, effective Aug. 16.

Who gets what?

CBS gets:

Station	Format	Spring AQH 12-plus share	Rank 25-54	Est. '92 Rev.	Mkt. Rnk. in Rev.	% Mkt. Rev.
KLRX-FM Dallas *	A/C	2.8	15	\$4.7 Mil.	10	3.4%
KTXQ-FM Dallas **	AOR	4.1	7	\$8.1 Mil.	6	5.9%

Cox gets:

WWRM-FM Tampa **	A/C	7.9	4	\$6.1 Mil.	4	10.4%
WYNF-FM Tampa *	AOR	3.3	11	\$5.5 Mil.	5	9.3%
WSUN(AM) Tampa **	Talk	1.7	12	N/A	N/A	N/A

* Newly acquired station

** Previously owned station

Sources: Ratings, © 1993, Arbitron. Revenue estimates from *Duncan's Radio Market Guide*.

drew a 4.0 share, and Emmis Broadcasting's WQHT, which drew a 3.6.

Shamrock has hinted at some changes at the station, although a complete format switch seems unlikely.

Morning man Gary Bryan has left and there has been much discussion about the future of a late-night call-in show featuring explicit sexual advice from Dr. Judy Kuriensky. Many observers say that the show seems too risqué for the tastes of the Disney family, which controls Shamrock.

Loughman says that the show will be evaluated first on a business basis. He notes that it is somewhat expensive to produce, and although it garners good ratings, it runs during a daypart with low ad rates. He adds that the content of the program scares off some advertisers.

As to the bigger question of a possible format change, Loughman says it is likely that the format will be fine-tuned to cater to "Generation X" listeners (those in their 20's), with an emphasis on being "more leading edge than CHR, but not quite alternative."

He notes that the station has already moved in that direction and may simply need to step up its marketing efforts to highlight its differences from New York's other CHR stations. ■

Radio revenue 9% ahead of '92

Radio revenue rose 9% in the first half of 1993, with national spot and network revenues posting surprisingly strong performances, the Radio Advertising Bureau reported last week.

Through June, national spot was outpacing 1992 performance by 7%, network was up 6.5% (including a 7.8% jump in the second quarter) and local, easily the largest category, was up 9%. For the month of June, local was up 10% and national was up 14%.

"The kind of growth we've seen this year is no fluke," says RAB President Gary Fries. "In a world where new advertising and consumer media options continue to materialize at an alarming rate, the fact remains that radio advertising works." —PV

Imus ailing; Stern feud healthy

Nationally syndicated morning man Don Imus was hospitalized in New York last week with a collapsed lung, but true to form, the bedridden jock was hardly silenced. In fact, the occasion of Imus's illness served to rekindle his long-running feud with crosstown morning man Howard Stern.

The trouble started Monday morning (Aug. 2) when Imus, having complained of difficulty in breathing during his show, checked into Cornell Medical Center. The diagnosis was a collapsed lung, a condition probably not helped by Imus's cigarette habit.

"It's not serious, and he'll be back to work probably in the middle of next week," said WFAN(AM) General Manager Joel Hollander. "He's been calling in to the show at the top of each hour, and will continue to do that."

The morning show, syndicated by Unistar, was filled in for Imus partly by replaying "greatest hits" from previous programs.

Among the many well-wishers who phoned Imus was President Clinton, who has been a repeat guest on *Imus in the Morning*. Among the not-so-well-wishers was Stern, who gleefully reported Imus's illness by remarking on his syndicated morning show, "I hope he dies." Stern made similar remarks when then-FCC Chairman Al Sikes disclosed that he had cancer.

Imus, phoning his show from the hospital, responded with a choice remark or two about Stern's wife.

Stern and Imus, who once worked for the same station (WNBC(AM) New York) and now work for Infinity Broadcasting, have feuded for years, chiefly over which of them pioneered the brand of shock humor they both employ. —PV

RIDING GAIN

Infinity revenue, stock up

Infinity Broadcasting reported net income of \$5.7 million, or \$.31 per share, for the second quarter, a considerable increase over 1992's second-quarter earnings of \$1.2 million, or \$.07 per share. Infinity reported second quarter revenues of \$53 million (up 32%), broadcast cash flow of \$27 million (up 30%) and operating income of \$15.2 million (up 31%). While much of the growth came from Infinity's recent acquisitions, the company said its same-store revenues were up 15%. In announcing the earnings, Infinity also announced a three-for-two stock split, with a stock dividend payable to shareholders of record on Aug. 9.

Houston format flip

After more than 45 years of full-service news and music programming, KNUZ(AM) Houston has flipped to news/talk. The station will air CNN News, ABC Radio News and

Westwood One's Pat Buchanan program during middays.

Radio on-line

Mark Kassof & Co., a Michigan-based research firm, has launched a computer bulletin board system devoted to the radio industry. *Radio Free PC*, provided free of charge to PC users, will include interactive discussions on programming, engineering and audience research, as well as help-wanted and situations-wanted listings. *Radio Free PC* can be reached at (313) 662-4748.

Talk America expands

Talk America Radio Network, which distributes Morton Downey Jr.'s show, has added another national talk show, *The Earl Jackson Program*, beginning today (Aug. 9). Jackson, a lawyer, businessman and ordained minister, is considered one of the more prominent black conservative commentators.

FCC case making lenders nervous

Decision on Tak licenses could weaken bankrupt stations' claims to renewal expectancy

By Geoffrey Foisie

Sharad Tak has been effectively kicked out of bankrupt Tak Communications. That, says a competing applicant for the four Tak TV stations whose licenses are up for renewal, means the company should have no "renewal expectancy."

Tak creditors, primarily financial institutions such as Chemical Bank and Heller Financial, are worried the FCC will accept the competing applicant's argument and conduct a full-scale comparative hearing without granting renewal expectancy to Tak.

The FCC, in doing so, might decide the current licensee is the creditors, who gain no preference in a comparative hearing for prior broadcast experience, unlike competing applicant Terry Shockley, who ran the stations in question before Tak purchased them in 1985. At the least, the creditors fear having their reorganization plan delayed; at the worst, the company could lose the licenses.

Within the next few weeks the

At the least, the creditors fear having their reorganization plan delayed; at the worst, the company could lose their licenses.

FCC's Mass Media Bureau is expected to decide whether to grant renewal expectancy, which one communications lawyer described as, "a normally decisive preference awarded to an incumbent licensee which has provided a substantial amount of programing in the public interest."

The commission's decision may turn on the question of whether the

current licensee is the same licensee that established the programming record of the Wisconsin stations: WAOW-TV Wausau, WKOW-TV Madison, WXOW-TV LaCrosse and satellite WQOW-TV Eau Claire.

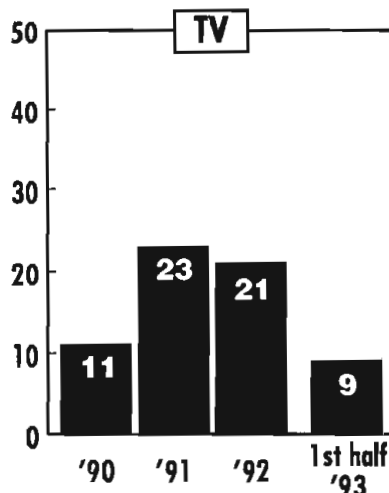
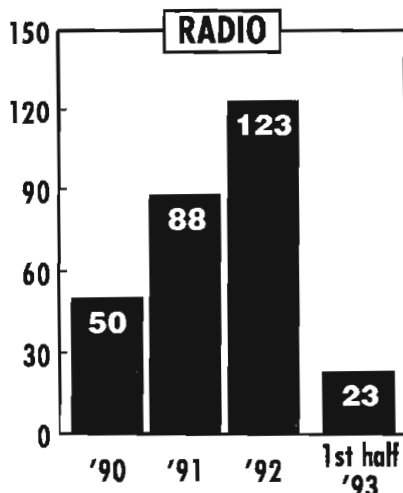
Frank Martin Jr. of Sutherland, Asbill & Brennan, which represents the creditors, says that although former NBC executive Michael Eskridge is now running the stations, he is doing so for the benefit of the creditors and Sharad Tak, and doing so under the bankruptcy court's oversight, just as Tak himself had done when he was debtor-in-possession. Therefore, said Martin, there has been only a pro forma transfer of control, for which a short-form application was filed and approved by the FCC in January.

Eskridge does not represent the same interests as Tak, says Shockley. As proof that Eskridge really is an agent of the creditors, Shockley submitted a future management contract already negotiated between Eskridge and the creditors to take effect once Tak emerges from reorganization. Sharad Tak will completely lose his equity in the company once the FCC proceedings are completed, which is the only thing holding up "consummation" of the reorganization plan.

It may be that the FCC's decision will turn on the question of Eskridge's role and title as "operating agent." If the FCC determines that an operating agent is similar to a "trustee" (also court appointed, which handles a company's liquidation in Chapter 7 bankruptcies), then renewal expectancy may not be forthcoming. An FCC official told BROADCASTING & CABLE that renewal expectancy for a license is rarely granted to a court-appointed trustee or receiver.

How much applicability the Tak case will have to other broadcast reorganization/license renewal overlaps is

BANKRUPTCIES AND REORGANIZATIONS



Source: Dun & Bradstreet

uncertain. In most Chapter 11 cases, the management at the time of the bankruptcy filing continues to operate the company even after the reorganization plan is adopted. In the Tak case, however, acrimony between creditors and Sharad Tak contributed to his being removed (although, nominally, he continues as chairman). "The banks may now wish they had never kicked Sharad Tak out," says one lawyer involved in the case.

Even in bankruptcies where management is left in place there can be conflicts between a bankruptcy reorganization and a simultaneous license renewal. Richard Miller and several partners have continued to run KTVD (TV) Denver as it proceeds through Chapter 11 reorganization. Nonetheless, Miller's company, Twenver, two Fridays ago filed an appeal in federal district court seeking to block a competing application for KTVD's license, arguing that any action that diminishes the value of a company in bankruptcy

is in violation of the bankruptcy code. Tak's creditors are also citing the same bankruptcy code provision to bolster their argument that the FCC should grant renewal expectancy to the four stations' current licensee.

Much of Tak Communications' value lies in other stations; even if all four licenses were lost, more than 80% of the company's roughly \$200 million value would probably still remain.

But the pending license renewal case is being nervously watched by broadcast lenders who have already suffered a legal defeat in the Tak bankruptcy. Last year a federal court said Tak's FCC licenses couldn't be claimed as security collateral by creditors. An adverse decision on renewal expectancy would further reduce the certainty of their collateral, particularly if they decide to throw out existing management. It would thus strengthen a debtor's bargaining position vis-à-vis creditors in a reorganization. ■

SOLD!

WMCZ-FM, Montgomery, Alabama from **Clinton Enterprises, Inc.** McDavid Flowers and Charles H. Chapman, III, Principals to **Capital Communications, F.E. Holladay, Principal.**

Randall E. Jeffery
Broker

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

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

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

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION
BROKERAGE • APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval

Changing Hands

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

KITN-TV Minneapolis ■ Sold by Nationwide Communications to Clear Channel Communications for \$36 million. **Seller** is headed by Steve Berger and owns two AM's, 11 FM's and three TV's. **Buyer** is headed by L. Lowry Mays and owns 31 radio and seven TV's (see box, page 42.)

WMQX-AM-FM Greensboro/Winston-Salem, N.C. ■ Sold by EBE Communications to Max Radio Inc. for \$2.5 million. **Seller** is headed by Dick Lamb, Larry Saunders, John A. Trinder, F. Gray Kiger Jr. and A.E. Loving Jr. and has interests in WWDE (FM) and pending FCC approval, WNVZ-FM, both Norfolk, Va. **Buyer** is Ralph Guild, who has interests in WYJE-FM Buffalo, N.Y., and KFRE(AM)-KNAX-FM Fresno, Calif. WMQX(AM) has oldies format on 1340 khz with 1 kw full time. WMQX(FM) has oldies format on 93.1 mhz with 100 kw and antenna 1,050 ft. **Broker:** Blackburn & Co.

KZMG-FM New Plymouth, Idaho ■ Sold by PTI Broadcasting Inc. to Richard M. Reider for \$750,000. **Sell-**

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$0 □ 1

FM's □ \$1,013,585 □ 2

AM-FM's □ \$900,000 □ 3

TV's □ \$0 □ 0

Total □ \$1,913,585 □ 6

So far in 1993:

AM's □ \$38,283,091 □ 136

FM's □ \$426,021,894 □ 217

AM-FM's □ \$455,116,958 □ 123

TV's □ \$1,185,355,866 □ 38

Total □ \$2,104,777,809 □ 514

For 1992 total see Feb. 1, 1993 BROADCASTING.

er is headed by Roy Robinson and has interests in KZMG(FM) New Plymouth, Idaho; KQLO(AM) Reno and KWNZ(FM) Carson City, both Nevada, and KDUK (AM) Eugene and KLCZ(FM) Florence, both Oregon. **Buyer** has interests in

KIZN-FM Boise and KFSB(AM)-KIXQ(FM) Joplin, Mo. KZMG has top 40 format on 93.1 mhz with 50 kw and antenna 2,630 ft.

KQHN(AM)-KQXY-FM Beaumont, Tex. ■ Sold by Better Broadcasting Corp. to Ninety-Four Point One Inc. for \$700,000. **Seller** has no other broadcast interests. **Buyer** is headed by Henry Ash and has interests in KAYC(AM)-KAYD-FM Beaumont, Tex., and WQRF-TV Rockford, Ill. KQHN is 10 kw daytimer with easy listening format on 1510 khz. KQXY has adult contemporary format on 94.1 mhz with 100 kw and antenna 600 ft. *Broker: Whitley Media.*

WJXN(AM) Jackson, WJXN-FM Utica and WJNS-FM Yazoo City, all Mississippi ■ Sold by St. Pe' Broadcasting Inc. to Willis Broadcasting Corp. for \$625,000. **Seller** is headed by Edward St. Pe' and has no other broadcast interests. **Buyer** is headed by L.E. Willis and has interests in six AM's and 11 FM's. WJXN(AM) is 1 kw full-timer with news/talk format on 1450 khz. WJXN-FM is on 92.9 mhz with gospel format, 6 kw and antenna 465 ft. WJNS has country format on 92.1 mhz with 20 kw and antenna 300 ft.

WMFL(AM)-WJPH-FM Monticello, Fla. ■ Sold by Webster Broadcasting Inc. to PCG of Tallahassee Inc. for \$275,000. **Seller** is headed by Mary Webster and has interests in KGDD(AM)-KBUS(FM) Paris and KKHR(FM) Anson, both Texas. **Buyer** is headed by John E. Rayl and has interests in WDZD(FM) Ocean Isle, N.C.; WKKB(FM) Key Colony Beach, and, pending FCC approval, WGMX(FM) Marathon, both Florida. WMFL is 1 kw daytimer on 1090 khz with country format. WJPH has MOR format on 101.9 mhz with 6 kw and antenna 249 ft. *Broker: Satterfield & Perry Inc.*

WPME-FM Topsham, Me. ■ CP sold by Kirkley P. Beal to Coastal Broadcasting Inc. for \$263,585. **Seller** has no other broadcast interests. **Buyer** is headed by Robert J. Cole and has interests in WCME-FM Bath/Boothbay Harbor and WPRG-FM Howland, both Maine, and WAAW-FM Williston, S.C. WPME is 95.5 mhz with 3 kw and antenna 456 ft.

Errata: In Aug. 2 item on sale of WSDR(AM)-WSSQ-FM Sterling and WZZT-FM Morrison, both Ill., Howard Q. Murphy was incorrectly listed as heading buyer, LH&S Communications. Larry Sales is head of LH&S.

Clear Channel's latest: KITN-TV

Clear Channel Communications Inc. added to its collection of TV stations last week with the purchase of KITN-TV Minneapolis from Nationwide Communication Inc. for \$36 million.

It is Clear Channel's eighth television purchase, its seventh Fox affiliate. "Fox has the most creative programming minds in the business right now," says Randall Mays, vice president and treasurer of the San Antonio-based group broadcaster. "That's probably what draws us to them more than anything else."

Nationwide President Steve Berger says its stations are not on the block, but Clear Channel made "an offer we couldn't refuse."

Minneapolis will be the largest market for the publicly traded company, which also owns 31 radio stations. Clear Channel has looked at large markets before, Mays says, but had never found a deal that fit the company's investment strategy, which is to pay no more than five times cash flow projected for three years.

"We don't think this is a case where there are a lot of expense reductions, but we do think that we can dramatically increase the revenues," Mays says.

His response to questions about changes in management or programming: "Our plan is to let [Clear Channel Television President] Dan Sullivan do what he does best—running television stations better than anyone else in the country."

—JAZ

2nd-quarter pick up for TV groups

Additional second-quarter financial results for TV station group owners portrayed a generally good picture. Local, as opposed to national, advertising was given most of the credit.

■ At Gaylord Broadcasting, operating cash flow almost doubled to \$9 million on a 15% revenue increase, to \$42.7 million. The company says that the improved performance was due primarily to "increases in local advertising sales and declining programming costs."

■ BHC Communications says that revenue at the seven TV stations it has held for more than one year increased 6%. Earnings for those seven stations, says the company, were "further improved by a 4% reduction in their programming expenses."

■ For stations owned more than one year, Tribune Co. says that TV revenue increased 8% for the quarter.

■ The Washington Post Co. says that its second-quarter revenue rose by 7%.

■ A.H. Belo says that recent U.S. Senate elections and strength in the Houston market helped boost advertising revenue, which increased 11% in the quarter. Operating income jumped 29%.

—GF

Fox and Frito-Lay push Chase

Fox Broadcasting and Frito-Lay are teaming in a promotional campaign for the launch of *The Chevy Chase Show*, which debuts on Sept. 7.

The campaign, "Watch-N-Win with Doritos Tortilla Thins on Fox," features in-package game pieces and displays in more than 40,000 supermarkets across the country. Another element is spots on national radio.

Grand prize winners will receive a three-day, two-night trip to Hollywood, two tickets to *The Chevy Chase Show* and \$500. Grand prizes will be awarded during each of the first four nights of the show. Game pieces will be available in more than 5 million packages of Doritos.

The radio element will be heard on more than 150 stations Aug. 30-Sept. 10.

—SC

Washington

Clinton takes budget case to stations

President uses satellite news conferences to appear in variety of markets

By Christopher Stern

If your TV or radio station has not had an interview recently with a senior administration official, cabinet level or higher, you'd better have a talk with your news director.

By the time the final budget vote was cast, key White House players, including President Clinton himself, had made personal appearances on radio and television in hundreds of markets.

Since the summer budget season began, administration officials and even friends of the administration have done thousands of phone, radio and satellite interviews, according to Democratic National Committee Communications Director Kiki Moore. Moore

herself has averaged at least two radio interviews a day in recent weeks.

The DNC and the White House also set up electronic press appearances with senior officials, including President Clinton, Budget Director Leon Panetta and Treasury Secretary Lloyd Bentsen.

Las Vegas CBS affiliate KLAS-TV was one of several stations around the country to host a satellite press conference with President Clinton. Reporters from other Las Vegas stations (including NBC affiliate KVBC and ABC affiliate KTNV-TV) were able to ask the President questions over the two-way satellite hook-up. Radio and print reporters were also invited to the press conference by the White House.

Despite pre-empting *The Guiding Light*, KLAS received no calls protesting the live press conference, according to News Director Emily Nielson. She said that past pre-emptions of soap operas had wreaked havoc on the station's switchboard. This time the station prepared viewers with promotions highlighting that KLAS was the host station for the presidential press conference. "They tooted their own horn a bit," says a rival news director.

As it had in other markets, the White House called the affiliated stations in Las Vegas to notify them that the President would be available for a satellite press conference. The stations were told that whichever replied first would be the host station. ABC affi-

GOP, Dems spend big on budget battle

By Christopher Stern

Democrats and Republicans spent liberally in recent weeks to get out their messages on the federal budget.

Since the beginning of the summer, the Republican National Committee has been buying radio time around the country, sending out its message that the Democratic budget is nothing more than "tax and pretend."

Television stations in six states benefited from the budget controversy, garnering last-minute spot dollars from the Democratic National Committee. The DNC targeted states represented by senators it believed would play a critical role in the fate of the budget vote. The areas covered by the DNC buy included Arizona, Nevada, Wisconsin, Nebraska, Georgia, Oklahoma and the Washington market.

The DNC spent more than \$200,000 on radio, according to a



A DNC spot urges passage of the President's budget package

Clinton goes local

Continued from page 43

ate KTNV responded first, but did not have an uplink truck available to send video back to Washington, so KTNV ceded its host status to KLAS in return for the right to ask the first question. The order of other questions was determined by lottery, as was suggested by the White House.

While stations had been led to believe that the satellite hook-up would consist primarily of questions from reporters, the President's opening statement lasted nearly 10 minutes—almost a third of his available time.

Clinton was five minutes late for the New Orleans satellite press conference hosted by ABC affiliate WVUE. After Clinton made his five-to-seven-minute "brief" introductory remarks, just over 20 minutes remained for local reporters to ask questions. "The White House's description of 'brief' and our understanding of 'brief' are two different things," says News Directory Andy Barton.

The press conference ended before several reporters were able to ask questions. Barton estimates that "four or five" questions were asked.

Response from viewers was mixed. Some were happy to hear directly

from the President, while others complained that the station handed over half an hour of airtime for the administration to further its own agenda, Barton says.

In addition to the satellite press conferences, the White House also invited local media from California, Oklahoma and Louisiana to Washington to meet with high-level administration officials.

Barton's station opted against traveling to Washington for more comment on the budget, but New Orleans ABC affiliate WDSU-TV did make the trip for a slate of interviews with top administration officials. ■

Budget battle

Continued from page 43

DNC spokesperson who refused to discuss the television ad budget. It spent at least \$8,000 on 29 spots on Las Vegas CBS affiliate KLAS(TV). The spots will run two days, said a station salesman.

The American Conservative Union spent \$70,000 in Wisconsin on TV spots last week to back its anti-budget message. It was joined by fellow conservative special-interest group Citizens for a Sound Economy, which bought ads urging voters to tell Senator Herbert Kohl (D-Wis.) to vote against the budget.

Kohl felt the heat and decided to buy \$100,000 worth of his own ads to explain his ye vote. "We are not going to let that kind of negative discussion go unanswered," said a Kohl campaign aide. The aide estimated total media expenditures by the two conservative groups totaled more than \$140,000. Kohl is up for re-election next year.

Last Tuesday, the ACU added Nevada to its buy—home state of Democratic Senator Richard Bryan, who objected to a portion of the budget bill that would have reduced deductions for business meals from 80% to 50%.

Despite Oklahoma Senator David Boren's declaration that he would vote against the budget, stations in the area also were targeted for the buy. The firm that scheduled the buy, Grunwald, Eskew and Donilon, decided to keep the Oklahoma buy in place: "Most of the stations busted their butts to get us on." ■

This is only a test?

NCTA argues that US West's true intention in Omaha is not video dialtone trial but full-blown commercial venture

By Sean Scully

The planned Omaha video dialtone trial by US West is a blatant attempt to get around the rules, says the National Cable Television Association.

US West has asked the FCC for permission to run a two-stage test, in part of its Omaha service area, in which it would pass 10,000 homes to test video dialtone equipment and 60,000 homes to test consumer demand.

The NCTA claims the sample size is too large to be anything but a commercial venture, and is asking the FCC to reduce the size of the samples and to define limits for future trials and commercial ventures.

US West denies NCTA's claims.

Mary Hisley, director of public relations, points out that, although the technical trial will pass 10,000 homes, only about 1,500 are expected to participate. "We don't believe 1,500 customers participating is too large a sample."

US West also denied that it is offering the technical trial free as a way to lure customers, as the NCTA charges. During the technical trial, Hisley says, program providers will be free to charge subscribers, although the telephone company will not assess its own charges. During the commercial trial, US West plans to charge a fee to both subscribers and program providers.

Hisley said US West would respond in more detail in comments to be filed with the commission Aug. 12. ■

Tough competition at FCC

The FCC was flooded with more than 500 applications for 60 attorney positions to help administer the 1992 Cable Act. The FCC's personnel office is accepting applications until Aug. 20. The salary range for those jobs is posted at \$33,623-\$62,293. In order to implement the Cable Act, the agency must hire an additional 242 staffers, including 29 supervisors and managers, 117 technicians and clerical positions, 14 accountants, 18 economists and four engineers. The agency accepted applications for 22 secretarial positions until Aug. 6; it received 200 applications with salaries listed at \$20,173-\$21,805. Last week, the FCC began advertising for supervisors and managers.

—KM

If you acquire a license for a new broadcast station, you had better be prepared to run it for at least three years. The FCC is considering extending the ownership requirement for stations granted through the comparative hearing process, which is used to allocate a station when two or more people are competing for it. It is hoped the change would discourage speculators, who beat out competitors for a station, then turn around and sell at a profit when the current one-year ownership period expires, the commission says.

The commission is collecting comments on the proposal (which would actually be a return to former policy) and could act this fall, says FCC attorney adviser David Senzel.

Stations not granted in a comparative hearing (i.e., where there is only one applicant) are not covered by any ownership rule. Applicants granted stations under the commission's minority ownership preference must hold the station for one year. Senzel says there is no talk of changing either of these cases.

Until 1982, the commission required that all licensees grant a station, no matter the method, hold it for three years. That changed as part of a broader deregulation.

And if you covet the non-Democratic seat on the FCC, you'd best be Hispanic and female. Those are two of the principal attributes the White House is reportedly looking for in its renewed search for a nominee, according to industry and government sources. The agency has been without a Hispanic since the departure of the Reagan-appointed Democrat Patricia Diaz Dennis in 1989.

The longer the White House searches for new names, the less likely it becomes that it will eventually settle on one-time front-runner Gina Keeney, minority counsel on the Senate Commerce Committee. Aside from being "too Republican," the sources say, she has suffered from opposition or, at best, a lack of support from cable and telephone circles.

The three FCC commissioners are wrestling over how much to fine stations for skirting their EEO obligations to hire or at least recruit minorities. The three now have on their desks staff recommendations to sanction some 14 stations, which got caught when they applied for renewal.

According to agency sources, Acting Chairman James Quello has been urging his colleagues to moderate the fines. An EEO violation is supposed to draw a \$12,500 fine, although it can be raised or lowered depending on specifics of the case.

Quello has run smack up against Andrew Barrett, who wants tough measures except in hardship cases. In the middle is Ervin Duggan. To break the impasse, Duggan has floated some compromise ideas. Among them: fine the station, but allow it to use the money to hire minorities. That way, the blow to the station is softened by the fact it can hire additional help. And, just as important, EEO's goals are promptly advanced.

Among the EEO-renewal cases facing sanctions is that of WTGS-TV Hardeeville, S.C. What distinguishes it from the pack is its principal owner, Coy Eklund, who is, ironically, one-time chairman of the National Urban League, an

organization dedicated to advancing minority causes.

It was the NAACP that routinely challenged the station's EEO record in late 1991 when it came up for renewal without bothering to check its ownership. The NAACP complaint was quickly settled, but the FCC staff in its own routine review also found fault and has recommended a stiff fine.

David Honig, the Miami attorney representing NAACP in the case, says the FCC should drop its case against the stations as the NAACP has. Eklund inherited the EEO problems when his Trivest Financial Services Corp. assumed control of the station and has since "worked hard to rectify them," Honig says.

Eklund has dedicated his life to the cause of civil rights, Honig says. "There is no reason to fine a station Coy Eklund runs."

FCC Chairman James Quello was toasted and roasted by the Michigan Association of Broadcasters at a banquet last week. Quello, who ran WJR Detroit before his appointment to

the FCC in 1974, received the MAB's Lifetime Service Award at the association's annual meeting in Harbor Springs, Mich. Slated to poke fun at the chairman were Energy and Commerce Committee Chairman John Dingell, NAB President Eddie Fritts, broadcasting statesman Ward Quaal, lawyer Bill Green of Reed, Smith, Shaw & McClay, and Matt Surrel of Northern Michigan University. Also scheduled to attend: Hubbard Broadcasting's Stanley S. Hubbard, Minnesota broadcaster Jim Wychor, Michigan Supreme Court Justice Bob Griffin and TV violence activist Terry Rakolta.

It's August and vacation time for FCC Chairman James Quello and Commissioners Andrew Barrett and Ervin Duggan. Quello spent most of last week at the Michigan Broadcasters Association meeting (see above) and part of this week visiting family and friends in the Detroit area; he was slated to return Aug. 12. Barrett is spending the week of Aug. 23 in St. Michaels on Maryland's Eastern Shore. Duggan would not say where he was headed, only that he planned to spend two weeks vacationing with his family.

Country diva Reba McEntire is doing more than singing these days. McEntire, who performed in Washington last week, stopped by Capitol Hill to promote a performance rights bill. The bill has raised radio broadcasters' hackles because it would require stations to pay a performance rights fee for any digital transmission of sound recordings. Songwriters don't like it because it gives record companies final say over what happens to their product. McEntire apparently called on House and Senate members who handle copyright issues, including Utah Republican Senator Orrin Hatch. Hatch and Senator Dianne Feinstein (D-Calif.) are expected to introduce a performance rights bill.

Colorado Democrat Patricia Schroeder is the keynoter at a Women In Cable salute to the "collective contribution of women in Congress." Slated for Sept. 20, the fundraiser is sponsored by WIC's D.C. chapter and the Women In Cable Foundation. Judy Woodruff, CNN anchor and senior correspondent, will be the MC. ■

Washington Watch

Edited By Harry A. Jessell

Advertising & Marketing

Spot cable: safe bet vs. retrans gamble

Cable rep survey suggests cable networks will not be affected by carriage battle

By Christopher Stern

Cable Networks Inc. hopes confusion caused by the battle between cable operators and broadcasters over retransmission consent will push advertisers to take a closer look at the spot cable market.

In an effort to position itself as a leader on the issue of retransmission consent, CNI has commissioned an ongoing study of the status of negotiations in the top 100 markets. CNI refused to disclose the name of the company conducting the survey of more than 400 broadcast stations.

The survey, completed between July 19 and July 30, does not reflect some already announced information, such as the Tele-Communications Inc.-Craft Industries retransmission agreement. CNI acknowledges early problems with the survey but will fine-tune as it progresses. The firm plans to update the survey every two weeks.

The overwhelming message of the survey is that the status of negotiations is in flux, according to Senior Vice President Peter Moran. More than 54% of stations are both requesting must carry and seeking retransmission-consent deals. Only 17% of broadcast stations are seeking the must-carry status that will guarantee their carriage by cable operators.

CNI says the survey also indicates that most stations seeking cash for retransmission consent "realize it is an unrealistic goal and will probably opt for some form of value-added compensation."

Under retransmission consent, broadcasters require cable operators to pay some sort of compensation for the broadcast signal. The compensation can come in a variety of forms, including cash, an extra channel or carriage

of a network owned by the broadcaster. If the parties fail to reach a settlement, the broadcast signal is eliminated from the cable system's distribution.

Moran says that the message to advertisers is "buy spot cable upfront" because cable networks will not be affected by the retransmission-consent/must-carry controversy. But, at

[those who cancel cable] are broadcast viewers," he says.

Moran acknowledges that broadcasters are in a good position because the Oct. 6 deadline for retransmission-consent deals coincides with the fall broadcast season, baseball's World Series and the beginning of the football season.

However, Moran says the prospect

Positions of 312 TV stations on Retransmission Consent/ Must Carry

No
Comment
8%

Retransmission
Consent
21%

Must
Carry
17%

Retrans/
Must Carry
54%

least two other surveys indicate a majority of cable homes will cancel their subscriptions if a broadcast network signal is dropped by their cable system. One of the surveys, commissioned by TCI, indicates 59% of cable subscribers "would cancel their cable subscriptions if their cable system did not carry ABC, CBS and NBC."

Moran discounts the belief that cable cancellations would affect cable networks. "It shouldn't be a dramatic impact on cable viewership, because

of broadcast stations being dropped from cable systems will push advertisers toward spot cable. He estimates that approximately \$25 million worth of spot business could migrate to the cable market because of concern over cable systems dropping some broadcast stations. Moran says CNI expects to sign at least six new deals by October, specifically because of advertisers' related concerns. CNI plans to mail the survey to the top 1,000 spot broadcast advertisers in the country. ■

PSA's envision new view of the blind

Pro bono TV and radio campaign developed and launched by BSB

By Jim Cooper

A public service campaign introduced last week is trying to show the nation's sighted the vision of the blind.

Developed and launched on a pro bono basis by Backer Spielvogel Bates Inc., the mixed-media campaign was introduced by the American Foundation for the Blind (AFB), a nonprofit organization that has supported the blind and visually impaired for the past 72 years.

The campaign consists of television, print and radio advertising and is being coordinated with a public relations campaign by the AFB. The broadcast portion consists of one 30-second TV ad and four radio spots.

Liz Greco, AFB communications director, says the ads, which cost about \$125,000 to produce and distribute, have been sent to more than 1,600 media outlets, including 300 TV stations, 150 national, regional and local cable systems and 500 radio stations.

USA and MTV cable networks are included in the distribution, and Greco says the announcement has received clearance from ABC and NBC. She has not heard from Fox or CBS regarding the spots.

"We want to reach out to the American public and demonstrate how capable blind people can be," says Carl R. Augusto, AFB president and executive director. He says the campaign will give the general public an understanding of the value blind people can bring to society and, in doing so, stem the "staggering unemployment and underemployment statistics among the blind."

"Our goal for the PSA campaign is to give the public a massive dose of blindness education," says Augusto.

The campaign revolves around the tag line: "The American Foundation for the Blind. We can help those who cannot see, live like they do."

The television spot opens with 24-year-old teacher and wrestling coach Erik Weißenmayer scaling a mountain face. The spot reveals that the climber is visually handicapped only when he stands atop the mountain describing the view. In the voiceover the climber



Erik Weißenmayer scales mountain face in AFB spot. The 24-year-old teacher and wrestling coach is blind.

says: "I'll know how steep it is, what kind of grip to use. Some people think

I'm crazy. But, hey, just because I'm blind doesn't mean I can't see."

Greco says that the group began distributing the TV and radio ads to the national media last week and that the Advertising Council will feature the announcement in its August bulletin.

Thomas C. Cotton, a BSB senior vice president and a member of the AFB board of trustees, says the campaign is geared to demonstrate that investment in the blind community will benefit the country as well.

"But to get the point across, we have to confront the sighted community with its prejudices," says Cotton. ■

Dorna launches overseas Olympics marketing unit

Venture aims to assist sponsors with foreign advertising

By Jim Cooper

Madrid-based Dorna Promocion del Deporte, S.A., one of the world's leading sports and entertainment marketers, has formed an Olympics marketing unit.

The group, Dorna USA, will reportedly consult corporate sponsors on de-

veloping a broadcast media buying strategy for foreign sports programming.

The marketing unit sees expanding foreign TV markets as a growing opportunity for U.S.-based sponsors of international sporting events, such as the Olympics, to reach audiences in Western Europe and the Far East.

Acting as an intermediary, the unit will also assist European and Asian broadcasters to capture more U.S. advertising dollars.

"The fact that the Olympic games are now held every two years only adds to these opportunities," says Harry L. Usher, president and chief executive officer of Dorna USA, one of three U.S. television executives hired to run the marketing unit. Usher was executive vice president and general manager of the Olympic Organizing Committee during the games held in Los Angeles in 1984.

Usher's unit is also run by James Burnette, a former vice president of both ABC's and NBC's sales departments, and J. Larre Barrett, former vice president of Olympic sales and marketing for the ABC and CBS broadcast groups.

Usher says that Dorna USA is enter-



Harry Usher, president and CEO, Dorna USA; executive vice president and general manager of the 1984 L.A. Olympic Organizing Committee, and commissioner of the U.S. Football League, 1985-87.

ing a growing trend toward niche marketing for an increasing number of companies with global vision.

"An Olympic sponsorship is no longer just a matter of buying network time in the U.S.," says Usher.

Barrett says most of the sponsors of the Olympic games are companies based in the U.S. that have a strong interest in maintaining global marketing connections. He refused to name any of the companies or categories that might be customers.

Barrett also refused to put a dollar figure on the global sports marketing/advertising, saying that a precedent does not exist to measure the potential marketplace.

Asked about other sporting events, beyond the Olympics and soccer's World Cup, that might attract global advertisers, Barrett points out that sporting tastes vary widely from region to region. "In the Pacific Rim, badminton attracts crowds of 40,000 and 50,000," he says.

"It's conceptual. We're looking at a changing world from an advertising and marketing standpoint," says Barrett, explaining that as the reach of television continues to grow globally, advertisers are "going to have to support marketing plans with broadcast advertising."

Dorna is 50% owned by Corporación Industrial y Financiera Banesto, Spain's largest private holding company, accounting for about 1% of the Spanish economy. ■

CBS affiliates, AdvantEdge agree to use recycled TV spots

High-quality spots and campaigns made available to local markets

By Jim Cooper

CBS and AdvantEdge Television Advertising have reached an agreement to distribute recycled ads exclusively to the network's affiliates. The ads, originally produced for other advertisers, are tweaked and reused with local advertisers' names and copy replacing the original while leaving intact the remaining high-quality creative.

The agreement between CBS and AdvantEdge runs through Labor Day.

Turning old ads into new ones allows advertisers to use high-budget spots—and even campaigns—in local markets, an advertising strategy most local businesses can't afford, said AdvantEdge's president, Randy Hecht.

"Imagine a station going to its local and regional advertisers and presenting a great \$200,000 TV commercial designed to build the retailer's business," says Hecht, whose company obtains the commercial licenses for the spots they reuse.

Hecht and his staff spend hours watching advertisements in search of spots with creative that is generic enough to reuse. He says that out of about 8,000 ads they have watched, roughly 300 have been universal enough to tweak.

The spots are presented to local stations, which use them to woo advertisers. "AdvantEdge brings CBS affiliate stations a powerful sales tool to increase their local ad sales by attacking and cracking the print budgets of



An AdvantEdge spot for use by department stores shows kids who have outgrown their clothes. The humorous ad urges viewers to shop at the particular store.

local newspaper advertisers and converting it to the affiliate station," says Jeff McIntyre, CBS director of marketing services.

In its first year of business, AdvantEdge has developed about 50 spots and 13 campaigns for advertisers in

local markets at an average production cost of about \$150,000 per ad. The price tag of the spots, depending on the market, runs between \$2,000 and \$5,000 per ad.

Used ads for large companies such as Rickels, Rhodes Furniture and the now-defunct Alexander's are matched with equivalent businesses in local markets. AdvantEdge's inventory of categories, says Hecht, includes spots for department stores, drugstores, home and hardware centers, supermarkets, audio/video stores, hospitals, business supply stores and others.

"AdvantEdge is a great concept to access Madison Avenue advertising at bargain prices. To produce them ourselves would have cost a couple of hundred thousand dollars at least," says Jeff Fugit, director of advertising for the 68-store True Quality drugstore chain. ■

M-E picks CBS to win 4th quarter

An annual McCann-Erickson report says that CBS will come out on top of the other three networks in overall household ratings and shares at the end of the fourth quarter.

The report, written by Joel Segal, executive vice president, director, national broadcast, has ABC the winner among adults 18-49 and says that the big three networks are expected to lose a share point from last year's cumulative of 60; Fox is expected to drop one share point, from 13 to 12.

The report also notes that the networks' fall prime time schedules are showing fewer reality-based programs, an expanded list of news magazines and eight new series featuring single parents. —JC

Technology

Primestar buys compression for \$250M

GI gear would expand DBS service's capacity from 12 channels to 70

By Sean Scully

Primestar Partners is paying a quarter billion dollars to secure its place in the direct-broadcast satellite market (DBS).

The direct-to-home satellite company agreed to pay that sum to General Instrument's DigiCipher division last week for compression equipment, including 500,000 consumer receivers.

The move to digital, scheduled to be completed in mid-1994, would allow Primestar to jump from its current 12 channels to more than 70, in time to meet the challenge from Hughes's DirecTv and Hubbard's United States Satellite Broadcasting, which plan to offer 150 or more channels of digital video in the spring of 1994.

The size of the order may put to rest speculation that Primestar would no longer be a significant player in the DBS market when its current satellite, GE's K1, expires in 1996. Primestar President John Cusick says that the investment will be underwritten by the cable companies that own Primestar: Comcast Cable, Continental Cablevision, Cox Cable, Newhouse, TCI, Time Warner and Viacom, along with satellite operator GE American Communications.

Cusick confirmed that Primestar intends to exercise its option to acquire the DBS license of Tempo Satellite, a division of cable operator TCI. Primestar is widely rumored to be eyeing a jump from its current medium-power direct-to-home service, using one-meter-wide receiving dishes, to high-power DBS, competing directly with DirecTv and USSB, which use 18-inch-wide receiving dishes.

Acquiring Tempo's option, though, is no guarantee that Primestar is committed to high-power DBS. Tempo recently ordered two satellites from Space Systems/Loral, but did not say

whether they will be geared toward high- or medium-power service. Primestar could acquire the Tempo satellites and then launch them as medium-power replacements for its current satellite.

Cusick downplays the importance of the difference between high- and medium-power transmissions to the home. Consumers are more interested in programming than in technology, he says, making the difference between a one-meter dish and an 18-inch dish a relatively minor issue.

The larger question, he says, is programming. With 70 channels, Primestar could offer a significant variety of channels. Plus, Cusick adds, the company plans to make its service easier to use than other DBS companies, adopting the model created by the cable companies that own Primestar. Instead

of consumers owning the dish and the receiving equipment, Primestar will lease the equipment, as a cable company does with converter boxes. A consumer simply has to call and order the service; installation will be handled by Primestar or a local cable company.

As part of the conversion to digital, Primestar will replace the equipment for all 60,000 of its current subscribers, leaving it with an extra 440,000 consumer units on order. Cusick says that Primestar plans to launch a promotional campaign. He points out that the company has traditionally covered only about 60% of the country and by expanding to the remaining 40% and pushing harder in its current service area, Primestar expects to see huge expansion of the subscriber list to use the extra units. ■

New satellite source for Continental

Direct-broadcast satellite licensee Continental Satellite will buy its birds from a newcomer to the commercial satellite business, Intraspace. Continental chose Intraspace after its contract with Space Systems/Loral expired in July.

Intraspace, based in North Salt Lake City, Utah, says it has built satellites for the Navy but that this is its first commercial contract. It promises to use a proprietary method to deliver the satellites in half the time—and at substantially lower cost—than any other manufacturer.

William Welty, Continental's president, says the price for the four DBS satellites has not been set but that it will be less than the \$500 million price tag under the Loral contract.

Continental's future remains murky despite news of the contract. The company is locked in a legal battle with Loral over Loral's ability to exercise an option to take a controlling interest in Continental.

Continental also appears to be battling cable operator Cablevision. The two entered into an agreement two years ago that gives Cablevision the option of either taking control of Continental's CP or leasing its capacity. Continental now says that that agreement constitutes an illegal transfer of control of a license. Cablevision says that the first option, which gives it control over Continental's license, is legal and that it intends to seek FCC permission to pursue it.

—SS

Cutting Edge

Edited by Sean Scully

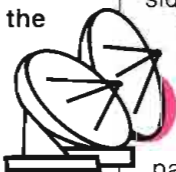
Apple Computer's new digital personal assistant, known as the Newton MessagePad, debuted to mixed reviews this month. At introductory demonstrations, the Newton reportedly displayed some bugs, including difficulty in recognizing handwriting. Apple also raised some eyebrows by revealing that the first version of Newton does not include an internal modem or a cellular phone, features included in a similar unit offered by AT&T. The company promises these will be included in later versions. On the other hand, observers say, the Newton's "reduced instruction set computer" technology is remarkably fast and adaptable, allowing the unit, unlike competing devices, to learn about its user and become better at doing certain tasks. Apple says major companies, including Coca-Cola and American Express, are developing applications and services for Newton. Apple, facing a recent slide in sales and a popular perception that it has lost direction, is banking on Newton to restore its image as a high-tech innovator. Earlier this year, Chairman John Sculley, the prime mover behind Newton, stepped aside as Apple's CEO claiming he



wanted to devote more time to his role as chairman and push high tech projects. Later reports indicate that Sculley may have been pressured to step down and there has been widespread media speculation that may on his way out as chairman as well.

AT&T is touting the perfect service record of its Telstar 301, which turned 10 years old last month. The company says 301 has never suffered any lost time nor has it required the use of backup components. The satellite, which was the first commercial satellite used by broadcasters and syndicators, is scheduled to retire later this year when AT&T launches Telstar 401, the first of its new generation of telecommunication satellites. Telstar 401, built by Martin Marietta, is a hybrid C-band and Ku-band satellite. It will cover all 50 U.S. states and Puerto Rico from the 97 degrees west longitude orbital slot.

The National Association of Broadcasters is seeking papers for its 1994 conference, including the Broadcast Engineering, HDTV World, and MultiMedia World conferences. NAB '94 conferences will run March 20 to 24



in Las Vegas, Nev. To submit a paper proposal, write the NAB Technical Conference Committee, 1771 N Street N.W., Washington, D.C. 20036; or call (202) 429-5346 by Sept. 1.

Motorola says it's raised the first \$800 million for the the planned Iridium project, a fleet of satellites in low earth orbit that promises to offer instant planet-wide wireless communications. This first round of funding allowed Motorola to spin off Iridium as a separate company. Besides Motorola, investors include Canada's BCE Mobile, Lockheed, Raytheon, Sprint, and six major companies or consortia in Europe and Asia.

Comcast Communication plans to offer a video-news-on-demand service to New Jersey news outlets. First coverage will be of 1993 gubernatorial race in that state. Comcast's "New Jersey Election Channel" is a joint venture of 10 major companies, including Vyvyx, New Jersey Bell, Bell of Pennsylvania, GTE Space-net, Reuters, and Silicon Graphics. It will be headed by ESN Media Lab, an outgrowth of New York-based Election Satellite Network. Using fiber optic networks of Bell companies, Vyvyx, MFS Data-net and Eastern Tele-logic, Comcast will make available to editors and producers of video and text information on the election. Following the election, Comcast says, the channel will be retained as general on-

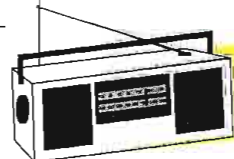
demand news resource.



TCA Cable TV says it will buy 50,000 of Scientific-Atlanta's

new 8600X cable boxes. The new boxes include several features touted as transitions between analog and digital cable systems, including electronic program guides and near-video-on-demand capability. TCA Cable does not say how much it plans to spend.

New York entrepreneur Michael Kammerer is offering to provide what he calls the "license-plates of the information superhighway," through new company ISCI Program Systems. The company will use Industry Standard Coding Identification, a coding standard for television commercials, to identify interactive transactions and other information packages travelling across future high-speed data conduits.



Broadcast Electronics is a bit bigger this week, following the purchase of Seattle-based Broadcast Programming and Sentry Systems. Broadcast Programming specializes in automation for radio stations.

Fujitsu is about to introduce the AG-1600, a device to speed up high-end 3-D computer animation. It will be available in Japan in late August.

Classifieds

See last page of classifieds for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

GSM: We're looking for the best to lead a great sales staff at an excellent facility. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be well organized, disciplined, and experienced in sales management and promotions. Vendor experience a plus. Your response is guaranteed confidential. Send resume, salary history and references to: GM, WWSF-FM, 38 Miracle Strip Parkway SE, Ft. Walton Beach, FL 32548; or fax to 904-664-2552. EOE/MF.

Sales planning/manager: Major national radio network located in New York. 2+ years experience in buying, planning, and/or network planning. Lotus 123 required other computer skills a plus. Salary commensurate with experience. Reply to Box N-1. EOE.

General manager: Seeking experienced sales oriented general manager for medium market in the northeast. Must have sales management experience with a proven track record. Good leadership skills with a bottom line focus a must. Send resume and salary history to Box N-2. EOE.

GSM for WYUU, U92 Tampa/St. Petersburg. Owned by Entercom, we're building a great team and we want "experience" to head this Oldies leader's sales department. Looking for an aggressive, intelligent, team-oriented, "I can get it done" veteran manager with energy, creative ideas and strong leadership skills. No 1st-timers please. Minorities encouraged. EOE. Send resumes to S. Godofsky, WYUU 92.5FM, 9721 Executive Center Drive, St. Petersburg, FL 33702.

Southern college market seeks GM: Resumes only c/o Sunny, 3360 Capital Circle, Tallahassee, FL 32308. M/F EEO.

Are you a person who gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answers to these questions are yes, we may have a job for you. We're NewCity Communications and we're looking for a talented GSM for K95-FM (KWEN) our Hot Country Station, that's been a market leader in Tulsa for years. Our candidate will be successful at selling priorities and developing strategies to help our talented sales staff continue to be a leader in the market. If you really conceptualize the importance of long-lasting customer relationships, and have the ability to sort out and hire the best sales talent we want to hear from you. You need to have a successful track record in agency and direct sales, as well as in sales management. Marketing knowledge, research knowledge, and training skills are also necessary. Computer skills desirable. Send your resume and letter to: Rod Krebs, VP/Gen. Mgr., KWEN Radio, 7136 S. Yale, Tulsa, OK 74136. KWEN is an equal opportunity employer.

Sales/station manager: Western Maryland AM/FM needs take-charge, sales-driven manager. Heritage stations with veteran owner and long-term commitment. Equity participation possible. Great lifestyles with lakes, skiing and mountains. Need a proven performer looking for a home. Send letters and resumes with references and salary history to President, PO Box 275, Glenelg, MD 21737. EOE. Replies confidential.

GSM for rapidly growing medium market Oldies AM in Wisconsin. Must have proven performance, strong leadership skills and eager to sell. Equity available to successful applicant. Call Steve 414-426-6220 between 10-Noon cdt. EOE.

HELP WANTED SALES

Goodrich Broadcasting with 7 properties in Michigan is seeking account executives for the Grand Rapids, Lansing, and Muskegon markets. Senior account executive and entry level positions are available. Compensation package based on experience and track record. Excellent opportunities for account executives who desire a career with a company that believes in promoting from within. Excellent benefits and health plan. Send resume addressed to: Account Executive Position, 2610 Horizon Drive, Suite F, Grand Rapids, MI 49546. EOE.

HELP WANTED TECHNICAL

Chief engineer sought for AM/FM combo in Madison, WI. Must have experience in AM directional antenna systems, FM systems and multi-track studios. Computer literacy a plus. Apply to: Mr. David Graupner, General Manager, WTOW/WZEE, 5721 Tokay Blvd., Madison, WI 53719. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Immediate opening for production director/afternoon drive. Good voice, creative copy writing, organizational skills, and 8 track experience a must. Rush T&R to Bill McCown, WMMZ, 3602 N.E. 20th Place, Ocala, FL 34470. M/F EOE.

HELP WANTED PERSONALITY/TALENT

All-night personality for American popular standards station. Familiar with American music from 40's to 60's — Sinatra, Cole, Bennett, Ella, etc. AFTRA membership required. Competitive salary. No phone calls, please. Send tape and resume to: Stan Martin, WQEW, 122 Fifth Avenue, 3rd Floor, New York, NY 10011. EOE.

SITUATIONS WANTED MANAGEMENT

Current GM, and former SM, AE and PD. Do you need a bottom line, local sales oriented, promotion minded, community involved take charge leader; not desk jockey? Present position 4 years, 6 years as GM. Lots of experience with local sales, promotions, presentations and Arbitron. Equity possible! Need someone to build a winning team? I will respond to every inquiry. Send your business card to Box N-11.

I do it all... Take charge professional with NY radio background seeks position as GM or GSM. Experience in retail/co-op sales, programing, promotion, community service. Available now on permanent or interim basis... stand alone, start-up, turn around stations. Northeast markets only. Call Rich 201-429-7323.

Results-driven GM: Sales-oriented winner with consistent successes. I work hard, shoot straight and play to win — a leader with a very stable track record. Looking for a class organization with commitment to win in a medium market with good quality of life. Confidentiality assured. 212-613-3164.

Michigan native with over 23 years experience seeking management opportunity with small or medium market station in Michigan or Midwest. Reply to Box N-6.

Looking for a mature, sales oriented general manager? Currently employed. Looking for management in medium to large market-Sun Belt. Excellent people person. Experienced administrator. Reply to Box N-4.

Seasoned professional seeks general manager or general sales manager position. Strong sales and managerial ability. Train and develop relatively inexperienced sales staff or take experienced staff to next economic level. Consistent and loyal, I have owned my own station, had very few jobs and strong track record. Six figure compensation level package. If group owner or own station in a reasonably sized market, will consider compensation package leading to ownership. Fly me to your market. Talk to me. You will be satisfied with what I will be able to do for your company. Reply to Box N-12.

GM/sales executive with 15 years of successful and increasingly responsible experience. Strong skill in management, marketing, and training motivational, community & public relations. Very creative looking for the right honest opportunity. 513-453-2262.

Rare success and expertise in new business development. Searching for GM/GSM position. 10 years proven experience delivering disproportionate shares of deserved revenue. Small/medium/large markets. Start-ups, turn-arounds. Promotions, event marketing, vendor/co-op, value-added, sports. Creative and energized. Excellent leadership skills. Bottom-line focused. Prefer equity share and/or high-end bonus based on performance. 407-240-3716.

SITUATIONS WANTED SALES

Twenty-five years' broadcasting veteran, twenty-three on-air, management, two sales, seeks sales position, with news/talk, adult formats. Will consider air/sales combo, if no interference with sales mission. 805-659-4794.

SITUATIONS WANTED NEWS

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

Award winning news professional with over twenty years experience doing it all. Looking for new challenge with news committed station. Jon Kent, Montgomery, AL. 205-286-9631.

You want an experienced, professional journalist. I want to get out of Alaska. Let's talk! 16-year pro, last 3 years in Alaska, has covered aftermath of Exxon Valdez, politics, you-name-it. All positions, markets, locations considered. National and regional award winner. Excellent attitude. Can lead your news department or be an invaluable member of the news team. Interested? Call Bob Schmalfeldt at 907-835-4665 or write PO Box 2212, Valdez, AK 99686.

Veteran play by play sportscaster seeking work. Either radio or TV for the Fall. Call Ron 718-934-3985.

MISCELLANEOUS

Top 20 suburban market, with significant Spanish population seeks joint venture partner with guts, cash and Hispanic programing experience to develop existing AM into full service Hispanic station. Reply to Box N-13. EOE.

TELEVISION

HELP WANTED MANAGEMENT

GM/GSM very small market in SW. Excellent opportunity for growth. Compensation based on your ability to perform. Reply to Box M-42. EOE.

Assistant business manager: Primary responsibilities include: Complete month-end closing and month-end account reconciliations and reports, ongoing maintenance of computerized payment records for film inventory and fixed asset records, communicate well with all departments to insure full information is obtained to generate accurate financial statements. Accounting degree or equivalent experience in similar position. CPA preferred. Familiarity with personal computer including spread sheets. Broadcast exp. helpful. Send resume to: WXIN-TV, Sarah Donner, 1440 N. Meridian St., Indianapolis, IN 46202. Application deadline 8/16/93. No calls please. Any job offer contingent upon results of substance abuse testing. EOE.

Deputy director, Arkansas Educational Television Network: Number-two position responsible for day-to-day operation of AETN, a statewide educational telecommunications network. This is a unique career opportunity for a public broadcaster who wants to make a positive difference in people's lives. Preferred qualifications include a degree in broadcasting or related field, 10 years related work experience and five years of supervisory responsibilities. Send a letter of introduction, two copies of your resume and the names and phone numbers of three professional references to: AETN, Personnel Office, PO Box 1250, Conway, AR 72032-1250. Closing date: August 20, 1993 or until filled. AETN is an AA/EOE.

General sales manager: For KWWI, NBC affiliate for Eastern Iowa. Requires sales, management, research and marketing track record, strong communications skills, computer literacy, clean driving record, significant travel. Letter and resume to: Jim Waterbury, GM, KWWI-TV, 500 East Fourth Street, Waterloo, IA 50703. EOE, M/F.

Director of programming & promotion: KDAF, Dallas-Ft. Worth's Fox O&O is seeking a director of programming & promotion. Individual should be a creative hands-on motivator that understands ratings, program scheduling and the synergy between programming and promotion. Must be able to conceptualize, create, plan, teach, present and successfully execute on-air and outside media. Minimum 5 years television experience with a successful background in managing promotion and programming. Send resume & promotion videotape to: Personnel Department, 8001 John Carpenter Freeway, Dallas, TX 75247. Fox Television Stations, Inc. Equal opportunity employer. No phone calls please.

HELP WANTED RESEARCH

Research director: Manage/executive research activities for sales, news, programming and promotion. Experience with Scarborough and TVSCAN strongly recommended. Candidate should possess strong writing, computer and organizational skills. Minimum two years experience as a research director and a Bachelor's degree in related area are preferred. Send resume: WDIV, 550 W. Lafayette, Detroit, MI 48231. Attn: Personnel - EOE.

Research director: Fox, WXIN-TV, Indianapolis is seeking a research director responsible for all areas of sales-related research including estimates, qualitative and quantitative sales presentations. Experience in NSI Data, Scarborough, Microsoft Word, Aldus Pagemaker, and/or Harvard Graphics. Must be creative thinker and work independently. College degree preferred. Send resume to: WXIN-TV, Randa Minkarah, 1440 N. Meridian St., Indianapolis, IN 46202. Application deadline 8/19/93. No calls please. Any job offer contingent upon results of substance abuse testing. EOE.

HELP WANTED FINANCE

COO wanted for small three station group. Must be fully versed in all phases of budgeting and financial controls and be able to motivate the managers and sales managers. An excellent opportunity with a solid group. Please send resume to Box N-15. EOE.

HELP WANTED MARKETING

Director of TV marketing: Innovative full-service television production company is seeking a creative, take-charge marketing professional to lead its burgeoning television expansion. Qualified person must have demonstrated ability to lead department's marketing efforts including station relations, promotions, local and national publicity, and advertising strategy. Syndication experience is required. Please send resume and salary history to: Box N-14. EOE.

Television marketing director: WKEF television is seeking resumes for the position of marketing director. Responsibilities will include formulation and administration of overall marketing programs for the station. This will include sales and community involvement campaigns, as well as audience participation contests. Applicants should have four to five years experience in television marketing, sales and promotion. No phone calls. Send resume to: Robert Vaughan, Business Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. EEO/M/F/H. Resumes must be received no later than August 27, 1993.

Marketing director: KING 5 TV is seeking a marketing director with proven leadership and management skills. As a member of the top management team, you will be responsible for developing and implementing marketing strategies to position our station as market leader. Will oversee marketing, creative services, public affairs, promotions, and graphics. Successful candidate will have a college degree with three years leading a television marketing department, excellent written and oral communication skills, strong interpersonal skills, creative ability, strategic thinker, and demonstrated management experience. Please forward two copies of your resume to: KING 5 Television, Human Resources Dept. 333 Dexter Ave. N. Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

HELP WANTED SALES

Local account executive: Central Florida independent TV station seeks aggressive, detail-oriented, innovative account executive. Prior outside broadcast sales essential. Drug-free environment, drug test required. EOE. No calls/walk-ins. Mail resume by 8/13/93 to: HR/MH, 602 Courtland St., Ste. 200, Orlando, FL 32804.

Account executive: Sales experience required. Must have a proven new and developmental background plus strong customer service and negotiating skills. Familiarity with marketing, research and/or broadcast sales experience a plus. Send resume and cover letter to: Cheri Parsons, Local Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

WSYX-TV is looking for an enthusiastic, highly motivated person to be trained as an entry level sales professional. Qualified candidate will have a college degree preferably in business or marketing. Limited sales experience acceptable. A great opportunity for the right person who can join this outstanding sales organization immediately. Send resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: Account Executive. No phone calls please. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

Sales manager: Texas ABC affiliate is looking for a sales manager, previous management of a sales staff is required. Strong company with good compensation package. Send resume, references and salary history to: Box N-16. EOE.

Small, but established distribution company seeks self motivated syndication sales person with at least three years experience. Will handle cash and barter sales of over one thousand hours of programming in a territory of one hundred markets. All expenses, generous commission and bonuses. Reply to Box N-17. EOE.

Local account executive: West Texas affiliate seeks local account executive. Requires excellent presentation and new development skills, and ability to service existing agency and direct accounts. Must be a self-motivator. Prior experience and/or degree preferred. Send resume to Personnel Director, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE.

HELP WANTED TECHNICAL

SNG engineer/operator: Fast growing Western market is seeking an experienced satellite truck operator. Have Centro Ku-band redundant uplink truck. We are aggressive in marketing our truck for revenue-based clients and applicant must be customer service oriented. Also provide uplink services for our number one news department. Must be able to drive, maintain and operate SNG truck and must be willing to travel. Applicants must have two (2) years experience in satellite uplinking and an engineering background is preferred. Send resume to Jeff Chesser, Production Manager, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. No calls please. EOE.

Director of engineering: Chief technical officer for public television station in top 25. Responsible for supervision, policy, planning, equipment purchase and system maintenance and design. New technical facility in the Rockies. Requires previous engineering administrative experience, knowledge of advanced technologies, B.A. plus 10 years experience, industry certification. Salary from \$45,000. Send cover letter, 3 references, salary history and resume to: Engineering Search Committee, KRMA-TV, 1089 Bannock Street, Denver, CO 80204. Credentials must be received no later than August 23, 1993. EOE.

Director of engineering: Advanced television (ATV) testing laboratory seeks a senior engineer with significant experience in video and audio to serve as director of engineering. Position requires: knowledge of RF, digital communications, and broadcast station/network operations; demonstrated experience in management of personnel, hands-on familiarity with analog and digital test and measurement equipment, techniques. Responsibilities in three major areas: *Engineering & testing support*—assistance in testing and evaluating ATV technology, design and/or implementation of new tests, and providing assistance to customers using facilities, etc.; *operations & maintenance*—ensuring that physical plant/laboratory and all equipment are performing according to technical specifications, including ensuring timely and proper calibration of all equipment and systems, quality control, proof of performance, modification of existing plant/equipment, etc.; and, *management, training and supervision*—supervising, scheduling and training staff of technicians and video/audio operators who perform various functions in the engineering department. Successful candidate will work closely with other senior science/engineering and technical staff, ATC member companies, contractors, customers, and government officials. **Qualifications:** Minimum: Undergraduate in Electrical Engineering and/or Computer Science. Advanced degrees desirable. Knowledge of HDTV systems, production, compression desirable. 10+ years experience with expanding responsibilities. Mail or fax resume and salary requirements to: Advanced Television Test Center, Attn: Joseph Widoff, 1330 Braddock Place, Suite 200, Alexandria, VA 22314. Fax: 703-739-3230. No calls please. ATC is an equal opportunity employer.

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-45. EOE, M/F.

Assistant chief engineer: West Texas affiliate seeks an assistant chief engineer. FCC or SBE license required. Knowledge of Sony BVU and VP 3/4-inch tape systems, proficiency in trouble-shooting, and repair of broadcast equipment a must. Degree and/or prior experience required. Send resume to Personnel Director, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE.

Maintenance engineer: Full time position available for person with minimum three years broadcast TV experience. Individual must be familiar with all phases of broadcast equipment. Send resume to Keith Townsend, KADN-TV, 1500 Eraste Landry Rd., Lafayette, LA 70506. KADN TV is an EOE.

Sales/tower inspector: Nat'l telecommunications co. seeks tower inspector/sales with exp. pref. in all phases of tower maintenance & erection. Great travel opp'ty & bnfts. Call 215-699-6284 or fax resume to 699-6285. EOE.

Chief engineer: We're looking for a motivated "hands-on" manager responsible for the overall operation and technical performance of WOWK-TV. Must be able to develop and maintain budgets, effectively lead our technical staff and manage sizeable projects. Requires an ASEE (BSEE preferred) and an FCC General Class license and/or SBE certification, as well as five years progressively responsible supervisory and hands-on maintenance experience. Send resume and salary history to: General Manager, WOWK-TV, 555 Fifth Avenue, Huntington, WV 25706. EOE.

Television/video editor: Seeking experienced video technician with computerized video editing experience for a television ministry. Experience with BVE 910 Editor, GVG Switcher. Will be responsible for post production services. Send resume to: WCM, PO Box 490124, College Park, GA 30349, Attn: Personnel Department. EOE.

TV maintenance engineer: WNYC Radio & TV currently seeks a maintenance engineer to work in the TV maintenance department. Responsibilities include troubleshooting and repair of all TV electronic & mechanical equipment; maintain spare parts inventory; insure that all equipment meets FCC & broadcast specifications; & respond to emergency repair requests. Requirements include a degree in electronics or satisfactory equivalent and a minimum of two years experience maintaining broadcast facility equipment, including GVG switchers, editors, Betacam and 1-inch VTRs. A valid drivers license is necessary. Salary: \$33,498 + 3 wks vac, incl bnfts. If interested, please send resume to WNYC, Human Resources, Dept. 13-M, 1 Center St., New York, NY 10007. Only those candidates under further consideration will be contacted. EOE M/F/H/V.

KCOP-TV Los Angeles "Very Independent" television station, has an immediate opening for a chief engineer. The qualified candidate should have a minimum of five years technical management experience in a broadcast/post production environment. Must be a team player with proven technical and leadership skills and knowledge of FCC rules and regulations. Will supervise the engineering and production staff, plan and implement station engineering projects, develop and administer a yearly budget in excess of two million dollars. The successful candidate must possess strong labor relations and interpersonal skills for the day to day administration of union contracts. BSEE desirable. If you have these qualities and skills, submit your resume to: KCOP-TV, Inc. Human Resources Dept. 915 N. La Brea Ave. Los Angeles, CA 90038. KCOP is an equal opportunity employer.

HELP WANTED NEWS

Producer: Two producers for main newscasts. 2-5 years producing/production experience. Send non-returnable tape and resume to Carolyn Kane, WCMH, 3165 Olentangy River Road, Columbus, OH 43202. No calls. 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.

Medical reporter: Great station seeks long-lasting relationship with seasoned medical journalist. You must have personality, plus demonstrated ability to run, gun, and stun the competition. Licensed health care professional preferred. Rush creative letter, resume, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

Meteorologist: Weather animal needed for weather powerhouse. Do you eat, breathe, and sleep weather? Show us why you're the one. Degreed meteorologist with AMS Seal preferred. Rush letter, resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

#1 CBS affiliate in Southeast looking for smooth, likeable anchor to pair with female co-anchor at 6:00pm and 11:00pm. Small market with larger market look and approach to coverage. 3/4" or VHS tapes and resumes to Box N-18. EOE.

Assignment manager: Leading Gulf Coast NBC station wants top newsroom manager. Need creativity on the desk; ability to supervise series, and; work with reporters and producers to develop top-notch broadcasts. At least three years experience as a producer or manager preferred. Resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE, M/F.

Senior assignment editor: Experienced editor to coordinate busy desk. Must be well organized, possess strong news judgement and a creative approach to developing news stories and special segments. Three years experience in a medium market required. Send resume/tape to: PO Box 999-TDS, Woodbury, NY 11797. An equal opportunity employer.

News director: WPSD-TV, an NBC affiliate in the 76th market (Paducah, KY; Cape Girardeau, MO; Harrisburg, IL). Will oversee all news and related departments, maintain constant awareness of content consistent with station goals and industry standards. A broad range of experience in broadcast journalism and employee relations required. Degree from accredited 4-year college and significant experience. No tapes or phone calls. Send resume and statement of news philosophy to Station Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. M/F, ADA, EOE.

Reporter: Aggressive station in 48th market is seeking an energetic, enterprising general assignment reporter. Must be able to generate stories and possess excellent live abilities. Minimum two years commercial television experience required. Send tape and resume to Bill Sandefur, News Director, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. Equal opportunity employer.

Videographer: WXII-TV, Winston-Salem, NC has an immediate opening for a top-notch photographer. Individual must be creative, have a minimum of 3 years commercial television experience and be proficient in all aspects of ENG. Send tape and resume to Don Holland, Chief Photographer, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. Equal opportunity employer.

Sportscasters: Tired of getting your 3:00 cut to 2:15 every night? SportsChannel Chicago, the regional all-sports cable television network serving the Midwest, is looking for an anchor/reporter for our nightly half-hour SportsChannel Report. Minimum 5 years sportscasting experience. Strong writing skills and live shot experience required. Send resume and current, non-returnable demo tape to Executive Producer, The SportsChannel Report, SportsChannel Chicago, 820 West Madison, Oak Park, IL 60302. No phone calls please. EOE.

News promotion producer: Top 15 CBS affiliate is seeking a creative and energetic promotion producer. Strong writing and post-production skills are a must. Primary responsibilities include producing topical news promos and news image promos. Reply to Box N-19. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer animator: News in Motion, the nation's only daily animated graphics service for television news, has an opening for an experienced computer animations artist. The ideal candidate will have a background in designing daily news graphics on deadline for broadcast, plus Macintosh experience in 3-D modeling and animation, using programs such as Infini-D, Macromind Director, and Photo-shop. News in Motion is a growing division of Knight-Ridder Tribune Graphics in Washington, D.C. We produce daily satellite feeds for subscribers in local TV markets around the nation. Our graphics are ready for broadcast, state of the art, dramatic 3-D animations that explain elements of the top news stories of the day. For this position, Knight-Ridder Tribune offers competitive benefits, a comfortable work environment in the National Press Building in the nation's capital, and the chance to break new ground in broadcasting. Salary will be based on experience. Send resume, samples of work, and a letter explaining your interest to: Brian Seifert, Executive Producer, News in Motion, 774 National Press Building, Washington, DC 20045. EOE.

Promotion manager for Midwest affiliate. Must be able to design market strategy as well as inspire effective advertising in all media. Handle daily operations of department; create ad concepts and write for radio, TV and print. Must have strong creative and writing skills to develop and produce image promotions, news topicals, PSAs, and commercial copy. Previous management experience in stations or ad agencies essential. BA desired, experienced only. Send resume, market and salary range. Reply to Box N-20. EOE.

Series producer: KTCA-TV, Minneapolis/St. Paul, is looking for a dynamic experienced producer for its national science series, *Newton's Apple*. This is an extraordinary opportunity to lead an established and successful production team at one of the most creative stations in public broadcasting. The position requires familiarity with field and studio production, and proven staff management ability. Science or educational television experience is a plus. A minimum of seven years of production experience is required. Send reel, cover letter and resume by August 28, 1993 to Box 77, KTCA-TV 172 E. 4th Street, St. Paul MN 55101. Tapes will not be returned without SASE. No phone calls please. EOE.

Commercial photographer: KTVE (NBC) in Monroe, Louisiana is seeking to fill production photographer position. Must have 2 years of commercial television experience. A college degree or equivalent experience is preferred. Editing experience is necessary. Send resume and tape to Steve Furrer, Production Manager, KTVE-TV, 2909 Kilpatrick Blvd., Monroe, LA 71201. No phone calls, please. EOE.

Veteran television producer with strong saltwater fishing experience wanted for new national show. Send resume and reel to: Robert Orick, CPN Television, 14375 Myerlake Circle, Clearwater, FL 34620. EOE.

Quantel paintbox artist wanted: King World Productions is looking for two freelance artists for various short-term design projects, vacation relief and other assignments. Candidates should be familiar with Quantel Paintbox, Dubner Turbo & Animation Stand and enjoy working under pressure on a range of assignments. TV news experience a plus. Please send reel (Beta if possible) and resume to John M. Newhouse, KING WORLD, 402 East 76th Street, New York, NY 10021. No calls, please. KING WORLD is an equal opportunity employer.

Video archivist: Major market East Coast station seeks a video archivist. Candidate should be a highly organized self-starter who pays close attention to detail. The ability to work unsupervised is a necessity. Familiarity with IBM PS2 and newsroom operations a plus. Send resume to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

High energy, organized promotions director needed for one of the fastest growing FOX affiliates in the country. Must be able to execute extensive marketing plans including Kids Club, On-Air, Radio, Print and Outdoor. Will be working closely with Manheim Advertising. Need creative abilities for developing sales promotions. Prior station experience is essential. Call or send resume to WXTX Fox 54, PO Box 12188, Columbus, GA 31907. Phone 706-561-5400, fax 706-561-6505. EOE.

WNWO-TV is seeking a TV production director. Previous experience in directing and technical directing of newscasts, and directing of studio and remote commercial and promotion production required. Degree preferred. Submit resume and cover letter by August 16 to Marketing Director, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615. WNWO-TV is an equal opportunity employer.

SITUATIONS WANTED NEWS

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

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

Wait a minute! A TV weathercaster with a meteorological broadcast seal AND a personality? (and 5 yrs. experience). For weathercasts that are accurate, easy to understand and fun call John at 315-682-8987 before somebody else does.

Fresh college grad will work hard at entry level job in ENG. Metro NYC, NJ, Eastern PA. Wants to eventually shoot news. Great college reel and internships. Jeff 908-390-6164.

Physician with broadcast experience seeks medical news opportunity. Warm, friendly personality with an aggressive work ethic. Ratings builder. Mike 404-455-1756.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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

Producer/director, 22 years experience. Television stations, production houses. Concept to completion. Commercial, corporate. Video, film, graphics. Client oriented. Call Jim 303-377-9501.

MISCELLANEOUS

Are you searching for that 1st or 2nd job in TV news? Together... we will put your best-self forward. Professional consultants with a new approach. Send VHS tape, resume, cover letter, also any journalistic experiences, plus \$50 check to C... Marketing Works, 18 Lisa Drive, Suite B, Nashua, NH 03062. Allow 3 weeks.

Job hunting? We publish broadcasting's most comprehensive employment-listings journal. Our high-quality leads and superior service set us apart from "all those other guys." From major market to entry level, television, radio, corporate communications — including Disney, Universal, etc. Now in our 9th year! Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476. Fast-fax: 813-787-5808.

CABLE

HELP WANTED SALES

Large cable TV system is looking for an ambitious self-starter to take part in the fast paced growth of cable TV. To qualify you must have sales experience, preferably in the advertising industry. Ability to cold call is also essential. If you believe you are the person we are seeking and want to explore this outstanding opportunity, send resume and salary history to: Monmouth Cablevision, Human Resources Dept., PO Box 58, Belmar, NJ 07719. EOE M/F/V/D.

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

ALLIED FIELDS

HELP WANTED SALES

Account executive, media development: Industry leading Barter Company and Media Buying Service seeks individual with 3-5 yrs. station, rep, or syndication experience to call on stations, distributors, and service providers in broadcast industry. Additional participation in print, cable and outdoor likely. Broad industry awareness and familiarity with "players" is important. Sales ability, professionalism, and ambition essential. Attractive compensation and advancement opportunity. Moderate travel. New York base. Reply to Box N-8. EOE.

HELP WANTED FINANCIAL

Financial analyst sought by largest broadcasting and mobile communications appraisal firm. Applicant should possess strong analytical and computer skills and radio, TV, cable, paging or cellular industry experience. MBA or candidate preferred. Great benefits, comfortable Northern Virginia office and smoke free environment provided. Send resume to BIA Consulting, PO Box 17307, Washington, DC 20041. EOE.

FINANCIAL SERVICES

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

Sale/lease backs: Sell your equipment to Carpenter for cash. Carpenter leases your equipment back to you. You write off the monthly payments and put the cash to work. Carpenter & Associates, Inc. Voice 501-868-5023, fax 501-868-5401.

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

EMPLOYMENT SERVICES

Attention TV personnel: Newest TV jobs updated daily on THE OPPORTUNITY LINE. Openings for anchors/reporters for news, sports, weather, and syndicated shows. Top positions for producers, writers, engineers and technicians. Information on the hottest openings for upper level management positions, and excellent paying jobs in the cable TV industry. Call 1-900-680-5111. Only \$1.95 per min. 24 hr. service. All jobs listed immediately. Get the jump on the competition.

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

HELP WANTED INSTRUCTION

Faculty positions, School of Communications, Penn State. Applications are invited for faculty members with the ability to contribute to the broad intellectual and/or creative life of an interdisciplinary communications school, beginning August, 1994. The school offers five undergraduate programs: Advertising, Broadcast/Cable, Film and Video, Journalism, and Media Studies. It offers master's degrees in Media Studies and Telecommunications Policy and participates in an intercollegiate Ph.D. program. Total enrollment is 1,800, of whom approximately 11 percent are from underrepresented groups. There are more than 45 full-time equivalent faculty engaged in scholarly and professional pursuits which bring significant diversity to all school programs. One tenured full professor and two tenure-track positions, with competitive salaries and support for research and creative activities are available in the following areas: **Broadcast/cable:** Two tenure-track positions. Candidates should be qualified to teach, conduct research and/or engage in professional activity in one or more of the following areas: **Position one—** Television/radio production and/or television/radio writing. This position will entail substantial responsibilities for working with students outside of class on field and studio production assignments and in laboratory situations. **Position two—** Broadcasting, cable and/or telecommunications management and/or economics. One position could be filled at the associate professor level. Candidate should have a graduate degree and/or extensive professional experience. Faculty within the program teach 4-5 sections per year at the undergraduate levels. The ability to teach across the school's program disciplines will be considered a plus. **Journalism:** One tenure full professor position. Each candidate should have a graduate degree and be qualified to teach, conduct research and/or engage in professional or creative activity in print and/or broadcast journalism. Each candidate must have extensive professional experience, a strong record of research and/or creative accomplishment, national recognition in his/her field, and demonstrated teaching ability in journalism skills and theory courses. The ability to teach across the school's program disciplines will be considered a plus. Please specify the position for which you are applying on your letter of application. Send a letter describing qualifications/position interest, resume and the names of three references to: Chair, Search Committee, School of Communications, Penn State University, 201 Carnegie Building, Box BCI, University Park, PA 16802. Screening of applications will begin November 1, 1993 but will continue until the position has been filled. The university places a high priority on the creation of an environment of the promotion of women, minorities, and persons with disabilities. We are committed to an aggressive program of affirmative action. An affirmative action/equal opportunity employer. Women and minorities encouraged to apply.

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.

Tax-exempt organization needs cameras, 3/4" VCRs, tripods, editing system, or any other TV equipment you would like to write off your taxes call 800-569-8767.

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.

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

TELEVISION

HELP WANTED PERSONALITY/TALENT

SPORTS ENTERTAINMENT PRODUCTION COMPANY SEEKING EXPERIENCED VOICEOVER/ON CAMERA TALENT TO DO COMMENTARY/NARRATION FOR INTERNATIONAL TV PRODUCTIONS IN GERMAN, ITALIAN, SPANISH, AND SWEDISH. NATIVE SPEAKERS ONLY, PLEASE. SPORTS EXPERIENCE A PLUS. PLEASE FORWARD PICTURE AND RESUME (NO TAPES) TO:

International Talent
P.O. Box 3857
Stamford, CT 06902
(EOE)

HELP WANTED PROGRAMING PROMOTION & OTHERS

DIRECTOR OF CREATIVE SERVICES

KSDK, NBC St. Louis affiliate, the #1 news station in the top twenty markets, offers excellent opportunity. Must have a strong background in news promotion and production, as well as marketing and graphic design. Four to six years experience required with prior management experience preferred. No calls please. Send resume and tape to:

Director of Human Resources
KSDK, 1000 Market Street
St. Louis, MO 63101
EOE



HELP WANTED NEWS

TV News Executives

CNN wants TV managers with business news knowledge. Must be willing to train young, highly motivated journalists and manage a rapidly growing newsroom. Line producing experience preferred.

Anchor

CNN Business News is looking for TV anchors who understand business news and enjoy the chase of a good financial news story. Send resumes to:

Bill Tucker
5 Penn Plaza, 20th Floor,
New York, N.Y. 10001
No calls. EOE.

HELP WANTED MARKETING

TV/AD MKTG EXECUTIVE

Publicly held, prestigious television production company seeks veteran exec. with broad television industry and corporate sponsorship contacts for development, packaging and marketing of high quality children's and family television programming. Opportunity to become part of the team. Excellent salary and option package available.

Reply to Box N-21. EOE.

HELP WANTED TECHNICAL

**WANTED:
Technical Director**

If you're the hottest TD in town, KDFW-TV has an immediate opening, just for you. With 3-5 years experience on GVG 300 and K-Scope and the desire to work for a growing station, you could be enjoying Texas. Send your resume and tape today.

Mark LeValley, Mgr. Studio Ops
KDFW-TV
400 N. Griffin St.
Dallas, TX 75202
EOE, no phone calls, please.

**HELP WANTED TECHNICAL
CONTINUED**

2010 Calls.....

WPIX, New York's leading independent station, is building the station of the future. We are looking for a project supervisor to join our design group. The WPIX project management team will join with one of this country's hottest systems integration and design crews: Sony's SID Group. We are looking for a dynamic experienced broadcasting engineer who can make things happen quickly through experience and vision. This may be a long term opportunity for a person who is up to a fast track project. Resumes may be faxed to (212) 697-6095 or mail to:

WPIX, Inc.
220 East 42nd Street
New York, NY 10017
Employment S

WPIX is an Equal Opportunity Employer
A Tribune Broadcasting Station

RADIO

HELP WANTED MANAGEMENT

**Opportunity with ABC Radio Networks,
America's leading radio network.**

SENIOR VICE PRESIDENT OF PROGRAMMING

ABC is looking for an outstanding individual to take on the responsibility of all syndicated, 24-hour, and formatic line programming. Additional responsibilities include strategic management and direction of all existing programs, as well as the creation and development of new product. This position will work closely with Affiliate Marketing and Advertising Sales.

The ideal candidate should have a minimum of eight years programming experience, demonstrate successful profit and loss experience, and show success at managing.

This position is based in our Dallas office. Send resumes to:

David Kantor, ABC Radio Networks

12655 N. Central Expressway, Suite 600 • Dallas, Texas 75243

An EOE M/F/H.



CABLE HELP WANTED TECHNICAL

VIDEO TECHNICIAN

CVI is seeking a self-motivated, Sony trained maintenance and repair technician for cable television studio. Minimum of two years experience in repair of all types of video equipment. Experience with wiring and installation of equipment. Familiarity with set-up and operation of remote production vehicle. Candidate must have supervisory and leadership abilities.

Call Operations Manager:
(914) 692-6781

or send resume to:

**CABLEVISION
INDUSTRIES**
25 Industrial Drive
Middletown, NY 10940

Cablevision Industries is an
Equal Opportunity Employer
and complies with the
Drug Free Workplace Act.

ALLIED FIELDS EMPLOYMENT SERVICES

1-900-40-RTNDA

Updated Daily

RTNDA Job Service

85 cents a minute. Listings free.

Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036

**Resume Tape
CRITIQUES**
Make your tape stand
out. Get feedback from
the job leaders.

MediaLine
THE BEST JOBS ARE ON THE LINE

800-237-8073
Since 1986

TV JOBS

— Anchors • Reporters • Producers
— Videographers • Editors • Personalities

DIRECT VIA SATELLITE

Your Tape Uplinked Nationwide to
News Directors • Agents.

Head Hunters • Programmers

ENTRY LEVEL TO MAJOR MARKET

High Impact • High Visibility
Low Cost • Tremendous Value

TALENT/INK

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

EMPLOYMENT SERVICES CONTINUED

TELEVISION JOURNALISTS

MediaTalent provides
job placement and
career management
for news and sports
anchors/reporters. Phone: 408-446-3323



JOBPHONE
Inside Job Openings, Nationwide

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

1-900-726-JOBS
\$1.99 Per Minute (5027)

FOR SALE STATIONS

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

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

SHERWOOD INC.
4171 Dundee Rd., Suite 289, Northbrook, IL 60062
708-272-4970



FOR SALE STATIONS

Ocala FL-5,000 W.A.M. asking 5X
trailing cash flow.
Small group in S.W. MO Great potential
trailing cash flow.
A.M. covering Madison, WI Rising billing,
trailing cash flow.

Call Don Roberts
813-966-3411

OPPORTUNITIES FOR SALE

ABC TV VHF Southwest Cash Flow Excellent Equip \$2.2
AM/FM Solid Indiana Market Owner says sell now \$1.6
FM CP New Hampshire Resort Ski Swim Mountains offer
FM Coastal N.C. upgrade note holder take back offer
FL small market Lakes-Great Living-AM/FM Ex Equip-Bldg. W. Texas
100,000 W. FM Billing Up Monthly Country Giant
Key West Exotic Fishing/Scuba/Heavenly/Island in the Sun.
Power AM/FM Great technical equipment-Building-Miss. \$2.3

The Connelly Company
(603) 522-6462 FAX (603) 522-6348

FOR SALE STATIONS CONTINUED

ARIZONA AM AND FM's

AM AND FM VACATIONLAND: 217K
AM 1K DAYTIME TUCSON: 900K
FM w/CP FOR 100K GREAT: 500K
AM 5K PHX MET. ALL SPORTS: 600K
AM/FM VACATIONLAND, CP 100K: 1M
BRUCE NORMANDIN BROADCAST BROKER
1 (602) 451-1000

FLORIDA

* Major AMs, Hispanic, Urban, Country
* FM, gem in attractive area, Keys
* Combos, Panhandle and Central
* AMs, East & Central, growth areas
* Also exceptional combo in Texas
BECKERMAN ASSOCIATES
Box 82784, Tampa, FL 33682
813-971-2061

FOR SALE

AM/FM Combo, Youngstown Warren, Ohio
WHTX FM - 3KW, can go to 6 KW Country
WRQQ AM - 1 KW D 500 KW N Sports Talk

National Communications
215-664-6460

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted \$1.60 per word, \$32 weekly minimum. Situations Wanted, 30¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

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

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

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

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

Datebook

AUGUST

Aug. 10-15—Association for Education in Journalism and Mass Communication national convention. Hyatt Regency Crown Center, Kansas City, Mo. Information: Fred Williams, (803) 777-2006.

Aug. 11-13—"Regulating the Cable Industry," seminar sponsored by *Women in Cable, Chicago chapter* and *The Cable Management Education Program*. Chicago. Information: Tracy Mitchell, (312) 661-1700.

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: Aiane 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. 27-29—North Carolina Association of Broadcasters annual convention. Grove Park Inn, Asheville, N.C. Information: Teresa Calton,

(919) 821-4711.

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

SEPTEMBER

Sept. 1-2—Regional career seminar sponsored by *National Association of Broadcasters*. Atlanta. Information: Karen Hunter or Hatim Hamer, (202) 429-5498.

Sept. 1-3—Sports Careers fifth annual national conference. New York Hilton and Towers, New York. Information: Kimberly Rose, (800) 776-7877.

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

Sept. 15-17—AFCOM '93, second U.S.-Africa Telecom and Broadcasting conference. Hyatt Regency Crystal City, Arlington, Va. Information: Dorinda White-Halbert, (703) 691-3570.

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.

Sept. 20—Second annual Millennium Awards and gala sponsored by *Women in Cable, Washington D.C. chapter, Women in Cable Foundation* and *CableForce 2000*. Hyatt Regency Capitol Hill, Washington. Information: Jeanine Taylor, (703) 378-3420 or Tracy Mitchell, (312) 661-1700.

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

Sept. 21—National Academy of Cable Programming eighth annual fall forum luncheon. Waldorf Astoria Hotel, New York. Information: Jay Galvan, (202) 775-3611.

Sept. 21—Television Bureau of Advertising board of directors meeting. New York. Information: Jennifer Squires, (212) 486-1111.

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

MAJOR MEETINGS

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 Jour-

nalists national convention, Miami. Information: (317) 653-3333.

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. 23-24, 1994—Association of Independent Television Stations 21st annual convention. Intercontinental Hotel, Miami. Information: (202) 887-1970.

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

Jan 29-Feb. 1, 1994—National Religious Broadcasters convention and exposition. Sheraton

Washington, Washington. Information: (703) 330-7000.

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

March 18-21, 1994—Broadcast Education Association annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

March 20-24, 1994—Television Bureau of Advertising annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: (212) 486-1111.

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 24-28 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WMFL(AM)-WJPH-FM Monticello, FL** (AM: BAL930702HE; 1090 khz; 1 kw-D; FM: BAL930702HF; 101.9 mhz; 6 kw; ant. 249 ft.)—Seeks assignment of license from Webster Broadcasting Inc. to PCG of Tallahassee Inc. for \$275,000. **Seller** is headed by Mary Webster and has interests in KGDD(AM)-KBUS(FM) Paris and KKHR(FM) Anson, both Texas. **Buyer** is headed by John E. Rayl and has interests in WDZD(FM) Shalotte, NC; WKKB(FM) Key Colony Beach, and WGMX(FM) Marathon, both Florida, pending FCC approval. Filed July 2.

■ **KZMG-FM New Plymouth, ID** (BALH930702HD; 93.1 mhz; 50 kw; ant. 2,630 ft.)—Seeks assignment of license from PTI Broadcasting Inc. to Richard M. Reider for \$750,000. **Seller** is headed by Roy Robinson and has interests in KZMG(FM) New Plymouth, ID; KQLO(AM) Reno, and KWNZ(FM) Carson City, both Nevada; and KDUK(AM) Eugene, and KLCZ(FM) Florence, both Oregon. **Buyer** has interests in KIZN-FM Boise, ID, and KFSB(AM)-KIXQ-FM Joplin, MO. Filed July 2.

■ **WPME-FM, formerly WLLB(FM), Topsham, ME** (BAPH930709GE; 95.5 mhz; 3 kw; ant. 456 ft.)—Seeks assignment of CP from Kirkley P. Beal to Coastal Broadcasting Inc. for \$263,585. **Seller** has no other broadcast interests. **Buyer** is headed by Robert J. Cole and has interests in WCME-FM Bath/Boothbay Harbor, an WPRG-FM Howland, both Maine, and WAAW-FM Williston, SC. Filed July 9.

■ **WJXN(AM) Jackson, WJXN-FM Utica, and WJNS-FM Yazoo City, all Mississippi** (AM: BAL930714ED; 1450 khz; 1 kw-U; FM: BALH930714GE; 92.9 mhz; 6 kw; ant. 465 ft.; WJNS: BALH930714GF; 92.1 mhz; 20 w; ant. 300 ft.)—Seeks assignment of license from St. Pe

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt—alternate; ann.—announced; ant.—antenna; aural—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.

Broadcasting Inc. to Willis Broadcasting Corp. for \$625,000. **Seller** is headed by Edward St. Pe and has no other broadcast interests. **Seller** is headed by L.E. Willis and has interests in 6 AM's and 11 FM's. Filed July 14.

■ **WEYZ(AM) Erie, PA** (BAL930707GJ; 1330 khz; 5 kw-U, DA-2)—Seeks assignment of license from Rambaldo Communications Inc. to Heart Broadcasting Inc. for an undisclosed price. **Seller** is headed by Richard Rambaldo and has interests in WRKT-FM North East, PA. **Buyer** is headed by Christopher J. Hagerty and has interests in WFLP(AM) North East, PA. Filed July 7.

■ **WERL(AM)-WRJO-FM Eagle River, WNB(AM)-WCQM-FM Park Falls, and WBDK-FM Algoma, all Wisconsin** (WERL: BTC930624GK; 950 khz; 1 kw-D, 51 w-N; WRJO: BTC930624GL; 94.5 mhz; 50 kw; ant. 492 ft.; WNB: BTC930624GM; 980 khz; 1 kw-D, 105 w-N; WCQM: BTC930624GN; 98.3 mhz; 3 kw; ant. 275 ft.; WBDK: BTC930624GO; 96.5 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control within Nicolet Broadcasting Inc. from Roger L. Utneher to Mary Jo B. Utneher for \$1 and transfer of 50% stock. **Buyer** and **seller** are spouses, and will continue operating company as it now functions. Filed June 24.

Actions

■ **WKMW(AM) Madison, AL** (BAL930604ED; 730

khz; 1 kw-D, 123 w-N)—Granted assignment of license from Phoenix Capital Corp. to Madison Radio Company Inc. for \$102,000 ("Changing Hands," June 28). Action July 19.

■ **WAVH-FM Mobile, AL** (BALH930401GE; 96.1 mhz; 100 kw; ant. 1,342 ft.)—Granted assignment of license from WAVH-FM Inc. to Franklin Communications Partners LP for \$2,000,000 ("Changing Hands," March 15). Action July 1.

■ **KCHT-FM Bakersfield, CA** (BALH930421GE; 99.3 mhz; 6 kw; ant. 154 ft.)—Granted assignment of CP from Elgee Broadcasting Co. to Grapevine Radio Inc. for \$650,000 ("Changing Hands," May 24). Action July 16.

■ **WWCO(AM) Waterbury, CT** (BAL930323EA; 1240 khz; 1 kw-U)—Seeks assignment of license from Winthrop Broadcasting to Mattatuck Communications Inc. for \$75,000 ("For the Record," April 19). Action July 14.

■ **WMEL(AM) Melbourne, FL** (BAL930518ED; 920 khz; 5 kw-D, 1 kw-N, DA-2)—Granted assignment of license from Elyria-Lorain Broadcasting Co. to Twin Towers Broadcasting Inc. for \$350,000 ("Changing Hands," May 31). Action July 21.

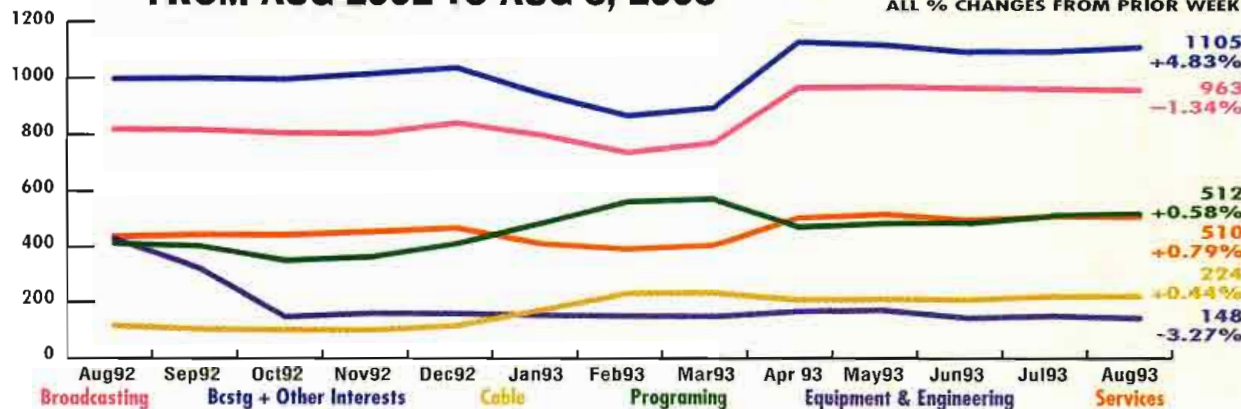
■ **KWBG(AM) Boone, IA** (BAL930519EF; 1590 khz; 1 kw-D, 500 w-N, DA-N)—Granted assignment of license from Radio Ingstad of Iowa Inc. to G.O. Radio, Boone Inc. for \$435,000 ("For the Record," June 14). Action July 19.

■ **WLYV(AM) Fort Wayne, IN** (BAL930521EC; 1450 khz; 1 kw-U)—Granted assignment of license from Fairfield Broadcasting Company of Indiana to Fort Wayne Gospel Broadcasting Co. for \$45,000 ("For the Record," June 21). Action July 14.

■ **WYPI-FM Lagrange, IN** (BAPH930315GH; 105.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Northern Indiana Broadcasters Inc. to Lake Cities Broadcasting Corp. for \$26,000 ("For the Record," April 12). Action July 14.

■ **KVPO-FM, formerly KBZE(FM), Berwick, LA** (BALH921008HU; 105.9 mhz; 1.8 kw; ant. 403 ft.)—Granted assignment of license from Guidron Broadcasting Corp. to HubCast Broadcasting Inc. for \$105,500. **Seller** is headed by Mary Frances Doiron. **Buyer** is headed by Howard John Castay, Jr. and has no other broadcast interests. Action March 5.

STOCK MARKET PERFORMANCE AVERAGES FROM AUG 1992 TO AUG 3, 1993



■ **WCEM(AM) Cambridge, MD** (BAL930604EB; 1240 khz; 1 kw-U)—Granted assignment of license from M. Belmont VerStandig Inc. to MTS Broadcasting for \$1,800,001 ("Changing Hands," June 28). Action July 10.

■ **WUMC-FM Old Town, ME** (BAPH921009GT; 107.3 mhz; 38.3 kw; ant. 560 ft.)—Granted assignment of CP from the Penobscot Indian Nation to Eclipse Broadcasting Inc. for \$55,000. **Seller** is headed by Nicholas Dow and has no other broadcast interests. **Buyer** is headed by David J. Turek and has no other broadcast interests. Action July 12.

■ **KCMQ-FM Columbia, MO** (BAPLH921015EB; 96.7 mhz; 3 kw; ant. 155 ft.)—Granted assignment of CP from the Greenfield Group, receiver, to Zimmer Radio of Mid-Missouri Inc. for \$625,000. Action July 15.

■ **KTGR(AM) Columbia, MO** (BAL921015EA; 1580 khz; 250 w-D, 19 w-N)—Granted assignment of license from The Greenfield Group, receiver, to Zimmer Radio of Mid-Missouri Inc. for \$625,000. **Seller** is headed by Al Greenfield and has interests in KCMQ(FM) Columbia, MO and WCCY(AM)-WOLF(FM) Houghton, MI. **Buyer** is headed by Jerome R. Zimmer and has interests in WOZZ-FM Harrisburg and WKXX-FM Jerseyville, both Illinois; KWOC(AM)-KKL-FM Poplar Bluff, KCLR-FM Boonville, and KZIM(AM) Cape Girardeau, all Missouri. Action July 15.

■ **WTCN(AM) Stillwater, MN** (BAL930525EC; 1220 khz; 5 kw-D, 254 w-N)—Granted assignment of license from A B Communications Inc. to Smith Broadcasting Co. Inc. for \$75,000 ("For the Record," June 21). Action July 19.

■ **WZFL(AM) Centerville, MS** (BAL920730GN; 1580 khz; 250 w-D)—Granted assignment of license from Radio Reading Services Corp. to Port Allen Educational Broadcasting Foundation for \$1,000. **Seller** is headed by Phil Tittle and has no other broadcast interests. **Buyer** is headed by Willie F. Kennedy and has interests in KPAC-FM Erwinville, LA. Action July 15.

■ **KGWB-FM Wahpeton, ND** (BTCH930426GK; 107.1 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from Guderian Broadcasting Inc. to Dean Aamodt for \$65,000. **Seller** is headed by Les Guderian. **Buyer** has interests in KBMW(AM) Wahpeton, ND. Action July 14.

■ **WKLX-FM Rochester, NY** (BALH930518GF; 98.9 mhz; 50 kw; ant. 560 ft.)—Granted assignment of license from WKLX Inc. to WBBF Inc. for \$4,300,000 ("Changing Hands," May 31). Action July 21.

■ **WDCW(AM) Syracuse, NY** (BAL930601EB; 1390 khz; 5 kw-U, DA-N)—Granted assignment of license from WFBL-Syracuse Inc. to Kimtron Inc. for \$425,000. **Seller** has interests in WDCX(FM) Buffalo and WDCZ(AM) Webster, both New York. **Buyer** is headed by Donald B. Crawford and has interests in KPBC(AM) Garland, TX; WYCA-FM Hammond, IN; KBRT(AM) Avalon, and KCBC(AM) Riverbank, both California; WNUZ-FM Detroit, MI; WDCX-FM Buffalo and WDCZ-FM Webster, both New York; WDJC-FM Birmingham, AL; KPHP(AM) Lake Oswego, OR; KLZ(AM) Denver, CO. Action July 21.

■ **WONO-FM Walterboro, SC** (BAPH930412GN; 93.7 mhz; 6 kw; ant. 345 ft.)—Granted assignment of CP from TBJ Broadcasting Partnership to Greene Communications of S.C. Inc. for \$220,000 ("For the Record," May 17). Action July 13.

■ **WCLE-AM-FM Cleveland, TN** (AM: BAL930406EA; 1570 khz; 5 kw-D, 84 w-N; FM: BAPH930406EB; 104.1 mhz; 3 kw; ant. 325 ft.)—Granted assignment of license and assignment of CP from Carroll, Carroll & Rowland to Randal W. Sliger for \$200,000 ("For the Record," April 26). Action July 19.

■ **KCAR(AM)-KCBZ-FM Clarksville, TX** (AM: BAL930430EC; 1350 khz; 500 w-D; FM: BALH930430ED; 98.5 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license from Riley Broadcasting Inc. to Basso Broadcasting Inc. for

\$120,000 ("For the Record," May 24). Action July 14.

■ **WCAW(AM)-WVAF-FM Charleston, WV** (AM: BAL921230EA; 680 khz; 50 kw-D, 250 w-N, DA-2; FM: BALH921230EA; 99.9 mhz; 50 kw; ant. 490 ft.)—Granted assignment of license from Franklin Communications Partners LP to West Virginia Radio Corporation of Charleston for \$1,100,000. **Seller** has interests in WKSJ-AM-FM Mobile, AL; WRKA(FM) Louisville, KY, and the Alabama Radio Network. **Buyer** is headed by Dale B. Miller and has interests in WCHS(AM)-WKWS-FM Charleston, and WAJR(AM)-WVAQ-FM Morristown, both West Virginia. Action July 14. **Seller**: Tel. no. (201)898-0290

■ **WAVH-FM Mobile, AL** (BALH930401GE; 96.1 mhz; 100 kw; ant. 1,342 ft.)—Granted assignment of license from WAVH-FM Inc. to Franklin Communications Partners, LP for \$2,000,000 ("Changing Hands," March 15). Action July 1.

NEW STATIONS

Actions

■ **Shafter, CA** (BPED891113ME)—Granted app. of Shepherd Communications Inc. for 90.90 mhz; 50.00 kw; ant. 86 ft. Address: 35225 Ave. A, Suite 204, Yucaipa, CA 92399. Applicant is headed by William Gebeau. Action July 15.

■ **Silverton, CO** (BPH921019MB)—Granted app. of Kenneth B. Kendrick for 103.7 mhz; 26 kw-H; ant. -582 ft. Address: 1906 Brenwood Dr., Farming-

ton, NM 87401. Applicant has interests in KENN (AM)-KRWN-FM Farmington, NM. Action July 15.

■ **St. Pauls, NC** (BPED880727MN)—Granted app. of Lumbee Regional Development Assn. Inc. for 106.90 mhz; 3 kw; ant. 100 m. Address: P.O. Box 68 Pembroke, NC 28372. Applicant is headed by James A. Hardin.

■ **Rogue River, OR** (BPH921030MB)—Granted app. of Shirley M. Bell for 94.7 mhz; 0.13 kw; ant. 623 m. Address: P.O. Box 1091, Grants Pass, OR 97526. Applicant has no other broadcast interests. Action July 14.

ALLOCATIONS

■ **Bentonville, AR** Effective September 10, allotted ch. 239A to Bentonville as its second FM service. Filing window opens September 11, closes October 12. (MM Docket 93-27 by R&O [DA 93-834] adopted July 9 by Chief, Allocations Branch, Mass Media Bureau)

■ **Bentonville, Mountain Home and Yellville, AR** Effective September 10, substituted ch. 252C2 for ch. 252C3 Bentonville, and conditionally modified license of KOLZ(FM) accordingly; substituted ch. 250C2 for ch. 252A Mountain Home, and conditionally modified license of KTLO-FM accordingly; substituted ch. 269A for ch. 249C2 Yellville, and modified license of KCTT-FM accordingly. (MM Docket 92-176 by R&O [DA 93-837] adopted July 9 by the Chief, Allocations Branch)

■ **Glenwood Springs, CO** Effective September 10, allotted ch. 224A to Glenwood Springs as its sec-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

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

* Includes off-air licenses.

¹ Construction permit.

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

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

ond FM service. Filing window opens September 11, closes October 12. (MM Docket 93-34 by R&O [DA 93-835] adopted July 9 by Chief, Allocations Branch)

■ **Howe, TX** Effective September 10, substituted ch. 237C3 for ch. 237A Howe, and conditionally modified construction permit of KHYI-FM accordingly. (MM Docket 93-92 by R&O [DA 93-836] adopted July 9 by Chief, Allocations Branch)

■ **Temple, TX** Effective September 10, substituted ch. 269C3 for ch. 269A Temple, and conditionally modified construction permit of Progressive Communications, Inc. (MM Docket 93-29 by R&O [DA 93-833] adopted July 9 by Chief, Allocations Branch)

ACTIONS

■ **Calexico, CA** Federal Communications Commission's San Diego Office has fined International Warehouse & Trucking, Calexico, California, \$10,000 for operating an unlicensed two-way radio communications system near U.S./Mexico border in United States and causing harmful radio interference to Sheriff's Department of Imperial County.

■ **Modesto, CA** In proceeding involving four mutually exclusive applications for new FM at Modesto, granted Modesto Communications Corp.'s (MCC) petition to withdraw its petition for reconsideration; dismissed MCC's petition; denied motion by MCC for referral to Commission; dismissed petition by MCC to reopen record, admit additional evidence and reclose record; decided to refer informally petition to reopen to Commission. (MM docket 90-68, by Order [FCC 93R-35] adopted July 13 by Review Board.)

■ **Clearwater, FL** Reinstated petition by Christian Television Corporation Inc. to change the designation of Tampa-St. Petersburg, FL, television market to "Tampa-St. Petersburg-Clearwater, FL;" comments due August 27, replies September 13. (MM docket 93-218, by MO&O and NPRM [DA 93-931]

BROADCASTING & CABLE is available via Hand Delivery in the following cities on Monday by 8 a.m. If you presently receive your issue via U.S. Mail delivery at your home or office, you may qualify for Hand Delivery at either location.

**Atlanta
Boston
Chicago
Dallas
Denver
Detroit
Houston**

**Los Angeles
Miami
New York
Orlando
Philadelphia
San Francisco
Washington, D.C.**

To inquire about a possible switch please call **1-800-554-5729**.

adopted July 16 by Chief, Mass Media Bureau.)

■ **Thomasville, GA** Notified Southern Broadcasting Companies Inc. of an apparent liability for a forfeiture in amount of \$17,500 for violating Commission's rules for an unauthorized discontinuance of service and for violation of public file rules. (By Letter [DA 93-926] adopted July 16 by Chief, Mass Media Bureau.)

■ **Southfield, MI** Notified WKBD Inc., licensee of WKBD(TV) Southfield, that it is apparently liable for forfeiture of \$15,000 for repeated violation of Commission's rule limiting amount of commercial matter that may be aired during children's programming. (By Letter [DA 93-928] adopted July 19 by Chief, Mass Media Bureau.)

■ **Billings, MT** Notified Big Horn Communications, Inc., licensee of KCTZ(TV) Billings, that it is apparently liable for forfeiture of \$15,000 for repeated violation of Commission's rule limiting the amount of commercial matter that may be aired during chil-

dren's programming. (By Letter [DA 93-929] adopted July 19 by Chief, Mass Media Bureau.)

■ **Dallas, TX** Notified KEVN Inc. licensee of KEVN-TV and KIVV-TV Dallas, that it is apparently liable for forfeiture of \$15,000 for repeated violation of Commission's rule limiting amount of commercial matter that may be aired during children's programming. (By Letter [DA 93-927] adopted July 19 by Chief, Mass Media Bureau.)

■ **Decatur, TX** Denied petition by Word of God Fellowship Inc. Inc. to change designation of Dallas-Fort Worth television market to include community of Decatur. (By Order [DA 93-920] adopted July 16 by Chief, Mass Media Bureau.)

■ **Hornsby and Austin, TX** Granted applications of Texas Educational Broadcasting Co-Operative Inc. and University of Texas at Austin for authority to construct new noncommercial educational FM station on ch. 219A at Hornsby and Austin, subject to their share-time agreement. (MM docket 90-639, by MO&O [FCC 93R-36] adopted July 21 by Review Board.)

■ **FCC announces new cable information line.** In order to provide consumers, franchising authorities, cable companies, and other interested parties with information on cable regulation, Commission has created Cable Information Telephone Line. This line will be available to call 24 hours a day, 7 days a week beginning Monday, July 26, 1993. Cable Information Phone Line—English: (202) 632-0004; Spanish: (202) 632-0100. Telecommunications Device for Deaf (TDD): (202) 632-6999

■ **Granted** request by ch. 5 Public Broadcasting Inc., licensee of educational TV KNPB, ch. 5, Reno, NV, and ordered WestStar Cable to commence carriage of KNPB on its cable television systems in Truckee, CA. (By MO&O [DA 93-896] adopted July 13 by Chief, Mass Media Bureau.)

■ **Granted** request by San Mateo County Community College District, licensee of educational TV KCSM-TV, ch. 60, San Mateo, CA, and ordered Televents of East County Inc. to commence carriage of KCSM-TV on its cable television systems in Brentwood, CA. (By MO&O [DA 93-899] adopted July 13 by Chief, Mass Media Bureau.)

SERVICES

BROADCAST DATABASE dataworld[®] MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

LEDS[®] BROADCAST DATA SERVICES

A Div. of Muffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

dataworld[®] LPTV/TV Translator Detailed Interference Studies Regional Directories Maps — Terrain — Popcount 301-652-8822 800-368-5754

DSI[®] COMMUNICATIONS, INC.

• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc. Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

104th Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL[®] COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

Broadcast Video Tape Great Service • Excellent Prices

CoarcVideo[™]
New Quality Stock • Custom Reels
BETACAM • U-MATIC • VHS
1-800-888-4451

IDB[®] FOR WORLDWIDE SATELLITE TRANSMISSION SERVICES CONTACT:

IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904

TNS[®] TOWER NETWORK SERVICES NATIONWIDE SERVICE

(305) 771-7180
WE
SERVICE • STROBE LIGHT SYSTEMS
TOWERS AND ANTENNAS

AM FM TV

Addresses, Mailing lists,
Data Discs, Mailings to P.D.'s
& General Managers. For
details, call The Radio Mall
1-800-759-4561!

Phone 202-452-1422 Fax 202-296-3780

DATA COMMUNICATIONS COMPANY Telecommunications Consultants

ANN VOGT 1990 M Street, NW, #640
Washington, DC 20006

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.

A Subsidiary of A.D. Ring, P.C.

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611

MEMBER AFCCE

CARL T. JONES CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Since 1944

Member AFCCE

COHEN, DIPPELL AND EVERIST, P.C.

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN

8601 Georgia Ave. #910
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

MLJ Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6861 Elm St., McLean, VA 22101 (703) 356-9765

C.P. CROSSNO & ASSOCIATES

CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124



LAWRENCE L. MORTON ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93046

LAWRENCE L. MORTON, P.E.

AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793



Radio/TV Engineering Company

"Serving Broadcasters over 35 Years"

Consultants: Burwood, J. Fanning, Fred,
1410 H. Hester Lane, Los Angeles, Ca. 90042
Ph. (805) 528-1996 & Fax: (805) 520-1982

STEVEN J. CROWLEY, P.E.

Consulting Engineer
1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 383-2906
Member AFCCE

DON'T BE A STRANGER

To Broadcasting & Cable's 117,323 Readers
Display your Professional or Service Card here.
It will be seen by station and cable TV system
owners and decision makers
1989 Readership Survey showing 3.7 readers
per copy.

contact BROADCASTING MAGAZINE

1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCE

Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion
26 weeks - \$60 per insertion
13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

Monday Memo

"Even though it's off the air, the U.S. is pumping some \$60,000 a day into TV Marti."

Fat Albert ended his career ingloriously, washing up flat as a pancake on Little Knock 'em Down Key. The giant helium-inflated airship, bobbing aloft like a Macy's Day happy-face float, had sprung a leak and belched its way three miles east, plummeting into a mangrove swamp on March 4.

From its tethered perch 10,000 feet above the Florida Keys, Fat Albert had beamed U.S. government video programs toward Havana, 110 miles away, through a TV transmitter in its nose. Although it's "off the air" indefinitely, the U.S. pumps some \$60,000 a day into the TV service that isn't seen by anyone.

TV Marti went on the air three years ago to bring the "truth" to Cuban viewers and to undermine Castro. So far, Congress has appropriated \$65.3 million for TV Marti, which fewer than 1% of the Cuban population has seen uninterrupted. It has a budget this year of \$21 million.

To avoid interfering with Cuban TV channels during the day, and violating U.S. international commitments, TV Marti has been transmitted while Cuba snoozes, from 3:30 to 6 a.m. Leaving nothing to chance, in case some insomniacs turn up, Castro has also successfully "jammed" TV Marti's signal so it can't be seen at all.

TV Marti went on the air despite warnings from experts that Castro could jam the weak signal with a 50 watt light bulb. Congressional leaders, pandering to the Cuban lobby from whom they receive generous campaign donations, rammed through TV Marti legislation without a hearing.

Because TV signals travel in a straight line, to get pictures to Havana over the Earth's curvature the transmitter had to be high enough to peer over the horizon. It was decided to go with the aerostat at a height of 10,000

feet although weather data showed that thunderstorms would frequently ground the balloon. Both severe weather and technical problems have kept the aerostat from transmitting about half the time.

This last crash was not the first. The original Fat Albert blew away and landed in the Everglades in 1990, damaged beyond repair. Its \$2 million payload of TV transmitting equipment was also mangled, and a backup unit had to be purchased. This time the Air Force, which operates the airship, found a design flaw in the tail assembly. TV Marti got back up last Wednesday (Aug. 4).

TV Marti officials argue that the program service is not being transmitted by space satellite. However, to receive the signal, a private satellite dish is required, and they are

banned in Cuba. Castro and other government leaders may have such equipment, but do they get up at 3:30 to watch *Wrestlemania*, 1971 *World Series Highlights* and a Spanish version of *Lifestyles of the Rich and Famous*?

There is an informative, daily TV news broadcast produced in Spanish by the talented TV Marti staff, but it serves no useful purpose if it cannot be seen. This staff should be redirected to where it's needed, toward Eastern Europe where U.S. government "how-to" TV programs on democratization find a ready audience.

Some say the U.S. would suffer a humiliating defeat by Castro if TV Marti went dark. The fact is the Congress is afraid to bite the bullet. The Cuban lobby funds those who vote for it, and contributes to the opponents of those who don't. President Clinton also promised to back TV Marti.

The White House and the Congress must cut their losses now, or offer a full accounting of TV Marti's cost-effectiveness to the U.S. taxpayer. ■



By Alvin Snyder, Annenberg Washington Program

Founder and Editor Sol Taishoff (1904-1982) **Broadcasting & Cable**

1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 or Administrative Fax:
202-331-1732 or Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, senior vice president and editor
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene (special projects), John S. Eggerton,
assistant managing editors
David R. Borucki, art director
Washington
Kim McAvoy, bureau chief
Patrick Watson, assistant editor
Sean Scully (technology), staff writer
Marsha L. Bell, Julie A. Zier, editorial assistants
Winslow Tuttle, Catharine Garber, proofreaders
Denise P. Smith, Kenneth Ray, production

New York

475 Park Ave. South 10016: 212-340-9860;
Editorial Fax: 212-340-9874;
Advertising Fax: 212-340-9869
Geoffrey Foisie, bureau chief
Stephen McClellan, chief correspondent
Rich Brown, Peter Viles (radio), assistant editors
Christopher Stern, Jim Cooper, staff writers

Hollywood

1680 N. Vine St., 90028: 213-463-3148;
Fax: 213-463-3159
Steve Coe, bureau chief
Mike Freeman (syndication), Joe Flint,
assistant editors

London

76 Brewer St., W1R 3HP: 44-71-287-2462;
Fax: 44-71-287-2085
Meredith Amdur, international editor

Advertising

New York

212-340-9860
Lawrence W. Oliver, advertising director
Randi T. Schatz, international sales director
William C. Schenck, account executive
Antoinette Fasulo, executive assistant
Joan Miller, executive secretary

Hollywood

213-463-3148
Gary Rubin, national marketing director,
director of syndication advertising
Nancy Logan, West Coast sales manager
Sandra Klausner, editorial-advertising assistant

Washington

202-659-2340
Doris Kelly, sales service manager
Mitzi Miller, classified advertising manager
Advertising Representatives
Lewis Edge & Associates (Southwest regional
and equipment advertising)
609-683-7900; Fax: 609-497-0412
Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax: 714-366-9289
Yukari Media Inc. (Japan): (06) 925-4452
Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager

Circulation

800-554-5729
Michael Borchetta, subscription promotion director

Production

Harry Stevens, production manager
Rick Higgs, assistant production manager

Corporate Relations

Patricia A. Vance, director

Broadcasting & Cable Yearbook

Editorial 908-464-6800 or Circulation 800-521-8110
or Advertising 212-340-9860

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Taishoff, adviser
Phyllis Ehrlich, director of customized
communications

Cahners Publishing Company

Robert L. Kraskoff, chairman-CEO

Reed Publishing (U.S.A.) Inc.

Robert L. Kraskoff, chairman-CEO

Fifth Estater

Curt Arnold Rawley

In 1971, Duke Blue Devil defensive tackle Curt Rawley responded to a questionnaire from the National Football League, saying that he just wasn't interested in going pro. Instead, he told them, he wanted to be an engineer.

Today, Rawley is president of Avid Technologies, one of the companies leading the charge into the digital future. In just four years, the company's revenue has jumped from \$1 million to more than \$50 million. It seems set to double that revenue this year.

"Avid is positioning itself to lead the transition in the broadcast industry—at least in the tools sold to the broadcast industry—from an analog solution set to a digital solution set," he explains.

Rawley set out to be a mechanical engineer. Two years after graduation from Duke, he added an MBA from Harvard, thus establishing himself as one of the rare bridges between the engineering and the business worlds. A few years later, he landed a job at computer manufacturer Digital Equipment Corporation. What he saw there helped to determine the direction of his career.

"It [didn't] take long working at DEC to realize that computers [were] going to change people's lives in a dramatic way," he says.

During the next decade, Rawley moved through a series of jobs at Massachusetts computer companies. He briefly toyed with starting his own computer-related venture, but in the late 1980's he ran across Bill Warner. Warner suggested that computers could be used to create non-linear video editing, meaning that an editor could instantly access any part of a film without having to shuttle back and forth on a videotape.

"Quite honestly, I thought his idea was better than mine," Rawley says.

Rawley signed on with Avid, Warner's new company, first as a consultant and fundraiser and later as a vice president. By late 1991, Rawley



headed the company.

In the few years of Avid's existence, the technological world—and computers in particular—has changed dramatically, Rawley says, which has allowed the company to move far beyond its original dedication to editing. Avid recently unveiled a system that allows a video image to go through almost its entire life as a digital computer signal, from the point where it enters a studio, through editing, and finally through the transmitter. Such a system virtually eliminates the need for videotape.

The possibilities offered by computers mean a new way of looking at business, Rawley says. Computer users demand the ability to move information between different devices and locations. Since no company can make every possible piece of equipment, no company can afford to

restrict its customers to using only its products. Realizing this, Rawley and Avid gathered a group of businesses

together to develop the Open Media Framework, a voluntary programming standard that allows software and equipment from different companies to communicate freely. Major OMF partners include AT&T, Chyron, Hewlett-Packard, DEC, Apple, Abekas and Kodak.

"We'd rather play with them...than play against them," Rawley says.

In no case will a company be forced to expose proprietary information about its products or services as part of the OMF; such privacy means that companies can compete even as they cooperate. The competition can actually boost everyone's fortunes, Rawley explains, by making it easier for consumers to buy and use computer equipment of all kinds. "If I feel threatened by companies that are OMF partners, I guess that's my problem," he says. "I don't feel threatened."

Rawley sees the willingness to cooperate, even with potential competitors, as part of a widening of the marketplace. Computers have brought the world closer together, he says, forcing companies to compete in a global marketplace.

"It's no longer the case that you can look at what's in commuting distance by car and build a business with that."

Unlike the computer entrepreneurs of the last generation, Rawley is not bound to California's Silicon Valley. He lives in rural New Hampshire and commutes to Massa-

chusetts. "I spent considerable time out in Silicon Valley," he says. "I'm glad to be a New Englander."

President, Avid Technologies; b. May 23, 1949, Haverhill, Mass.; BS, mechanical engineering, Duke University, Chapel Hill, N.C., 1971; MBA, Harvard, 1973; project manager, Sea Pines, Hilton Head, S.C., 1973-74; line manager, Ogden Food Services, Boston, Mass., 1974-77; financial controller, Computer Systems Development Group, Digital Equipment Corp., Maynard, Mass., 1977-81; operational controller, engineering and manufacturing, Applicon, Burlington, Mass., 1981-83; CFO, Pixel Computers, Wilmington, Mass., 1983-84; president, Rascal Design Services, Lowell, Mass., 1984-88; Avid Technologies, Tewksbury, Mass.: consultant, 1988; vice president, operations, 1989; vice president, sales, 1990; vice president, sales and marketing, 1990; present position since May 1991; m. Kathleen Lawlor, 1984; children: Matthew, 14; Michael, 8; Andrea, 6.

Fates & Fortunes

TELEVISION

Preston Padden, senior VP, affiliate relations, Fox Broadcasting Company, Beverly Hills, Calif., named executive VP; retains title, senior VP, government relations, News Corporation.



Preston Padden
Fox



Jacqueline Lyons
TriStar TV



Hamilton Cloud
QDE



Jeffrey Weiss
Genesis Entertainment



Sandi Yost
WRC-TV

Jacqueline Lyons, director, current series programs, ABC Entertainment, Los Angeles, joins TriStar Television there as VP, creative affairs.

Bruce Heller, attorney, Mayer, Katz, Baker, Leibowitz & Roberts, New York, joins Laurel Entertainment there as VP, business affairs.

Hamilton Cloud, VP, production, Playboy Entertainment Group, Los Angeles, joins Quincy Jones David Salzman Entertainment Company there as VP.

Jeffrey Weiss, VP, business affairs, Group W Productions, Los Angeles, joins Genesis Entertainment, Agoura Hills, Calif., as senior VP, business, legal affairs.

Peter Traugott, development associate, Fox Television Stations Productions, Beverly Hills, Calif., named manager, current programming, Fox Broadcasting Company, there.

Jeffrey Wolf, account executive, King World, New York, joins Columbia Pictures Television Distribution there as manager, northeast region.

Sandi Yost, VP, programming, pro-

motion, KTSP-TV Phoenix, Ariz., joins WRC-TV Washington as director, advertising, promotion.

Robert Smigel, writer, NBC's *Saturday Night Live*, New York, named producer/head writer, NBC's new Conan O'Brien late-night show.

Jeff Ross, VP, production, Broad-

ly Hills, Calif., as publicist.

Appointments at KPIX-TV San Francisco: **Carol Tweedle**, local sales manager, named sales marketing manager; **Russell Postell**, local sales manager, named national sales manager; **Linda Moss**, national sales manager, named local sales manager.

way Video Entertainment, New York, named producer, NBC's new Conan O'Brien late-night show.

Bryant Gumbel, anchor, NBC News's *Today*, New York, named journalist of the year by National Association of Black Journalists.

Robin Sproul, director, Washington news coverage, ABC News, Washington, named VP.

Appointments at Group W Television Sales, New York: **Mike Pendergast** and **Marc Rosenberg**, account executives, named group managers.

Diana Greenberg, editorial assistant/writer, Ingle Company's *Zoolife* magazine, Los Angeles, joins MTM Worldwide Distribution, Studio City, Calif., as assistant, ancillary, international sales.

Jorge Insua, associate producer, King World's *Oprah Winfrey Show*, Chicago, joins Univision's *Cristina Show*, Miami, as senior supervising producer.

Carolyn Prousky, account executive, Guttman Associates, Los Angeles, joins Fox Broadcasting, Bever-

Michael Carson, senior VP, Harrington, Richter and Parsons, New York, joins WHDH-TV Boston as VP/GM.

Appointments at WGN-TV Chicago: **Fran Perdisatt**, national sales manager, west, named local sales manager; **Mark Boe**, account executive, KTLA-TV Los Angeles, joins as national sales manager, west; **Mark Gall**, account executive, The Discovery Channel, New York, joins as New York Cable sales manager.

Vincent Giannini, senior financial analyst, WGN-TV Chicago, joins KTLA-TV Los Angeles as director, finance.

Appointments at Worldwide Television News, New York: **David Capello**, operations coordinator, named supervisor, broadcast operations; **Michael Marno**, staff engineer, named engineering manager; **Stephen Stennett**, network traffic coordinator, ABC Television Network, New York, joins as manager, broadcast operations; **James Benson**, director, broadcast services, Private Satellite Network, New York, joins as manager, commercial oper-

ations, Worldwide Television News Productions, there.

Bill Carroll, VP/director, programming, Katz American Television, New York, named VP/director, programming, Katz Television Group, there.

Jay Friesel, VP/GSM, Katz Continental Television, New York, assumes similar responsibilities for Katz American Television, there.

Maria Pessler, executive producer, WCBS-TV New York, joins KDFW-TV Dallas as executive producer, news.

Blair Television, Chicago, as sales manager.

Linda Hardin, national sales manager, KLOU-TV St. Louis, joins Blair Television there as account executive.

RADIO

Mark Mason, operations manager/program director, WFAN(AM) New York, joins ESPN Radio there as GM.

Eileen Thorgusen, national director, affiliate relations, Westwood One,

Neil McCarthy, executive VP, Capitol-EMI Music, Los Angeles, joins Falcon Cable TV there as executive VP, finance.

Pam van der Lee, director, marketing, Nickelodeon/Nick at Nite, New York, named VP, promotion marketing.

Appointments at ESPN, Bristol, Conn.: **Bruce Blair**, director, central region, Chicago; **Lee Durham**, director, Detroit; **Dennis Murphy**, director, Los Angeles, and **Evan Sternschein**, director, New York, named VP's, advertising sales; **Steve Levy**, weekend sports anchor/



Eileen Thorgusen
CBS Radio Ntwk.



Dennis Murphy
ESPN



Evan Sternschein
ESPN



Ellen Schned
Viacom Intl.



Ed Bell
Associated Press

Sharon Korn, sales executive, Katz American Television, New York, named sales manager.

Willie Chriesman, executive producer, Fox News Service, Washington, joins WCVB-TV Boston as assistant news director.

Jim Murtaugh, senior VP, client services, Seltel Inc., New York, joins Blair Television there as VP, corporate development.

Sandy Martin, director, marketing, creative services, promotion, KSHB-TV Kansas City, Mo., elected vice chairperson, treasurer, PROMAX International.

Ken Middleton, news director, WCNC-TV Charlotte, N.C., joins KMSB-TV Tucson, Ariz., as president/GM.

Don Mathews, production manager, WFXG-TV Augusta, Ga., named VP/production manager, Pezold Broadcasting, there.

Pam Guinn, sales manager, Blair Television, Seattle, named manager.

Mike Mougey, local sales manager, KXTV-TV Sacramento, Calif., joins

Los Angeles, joins CBS Radio Networks there as western regional district director.

Jeremy Coleman, marketing, creative services director, WJFK-FM Washington, named operations manager.

Appointments at National Public Radio, Washington: **Bruce Drake**, senior editor, Washington desk, named managing editor; **John Dinges**, managing editor, named editorial director; **Neal Conan**, correspondent, named correspondent-at-large.

CABLE

Appointments at Simmons Communications, Stamford, Conn.: **John Flanagan**, VP, finance, treasurer, Metro Mobile CTS Inc., New York, joins as CFO/senior VP; **Bruce Armstrong**, executive VP, operations, named president.

Edward Karr, former VP, merchandising, QVC, West Chester, Pa., joins ValueVision International Inc. as executive VP, merchandising, programming.

reporter, WCBS-TV New York, joins in same capacity, Bristol.

Appointments at Western Communications, San Francisco: **Christopher Lammers**, VP, administration, named president; **Carl Badger**, VP, operations, named executive VP.

Appointments at The Learning Channel, Bethesda, Md.: **Mike Nellums**, writer/producer, on-air promotion, named director; **Roger Marmet**, producer, WJLA-TV Washington, joins as writer/producer; **Caroline Ely**, manager, ad sales marketing, Discovery and The Learning Channel, named writer/producer; **Mike Boyd**, manager, affiliate marketing, named senior manager.

Madeleine Boyer, director, promotions, USA Networks, New York, joins Discovery Communications Inc., Bethesda, Md., as director, program partnerships.

Tom Burke, manager, custom choices, Prodigy Services Company, White Plains, N.Y., joins Discovery Communications Inc., Bethesda, Md., as director, new business marketing.

Rosenfield resigns from John Blair

James Rosenfield, chairman of the board, John Blair Communications Inc., announced his resignation last Thursday (Aug. 5). In a letter to Blair's president and CEO, Timothy McAuliff, he stated: "I have an opportunity to become involved in business projects which would cause me to have a conflict of interest with my responsibilities as chairman."



Rosenfield will retain his ownership interest in the company. McAuliff has been elected chairman in addition to his responsibilities as president/CEO.

Kyle O'Connor, senior manager, promotions, affiliate marketing, The Learning Channel, Bethesda, Md., named senior manager, new business marketing, Discovery Communications Inc., there.

Ellen Paultre, marketing executive, National Rural Telephone Cooperative, Washington, joins The Discovery Channel, Bethesda, Md., as manager, affiliate sales, marketing.

Janet Snyder, national promotions coordinator, Universal Pictures, Los Angeles, joins The Discovery Channel there as manager, western region, affiliate sales, relations.

Appointments at New England Cable News, Newton, Mass.: **Charles Kravetz**, news director, assumes additional responsibilities as station manager; **Ro C.S. Dooley**, marketing associate, named director, press, public relations; **Craig Treadway**, reporter/substitute anchor, KMSP-TV Minneapolis-St. Paul, joins as weekend anchor/reporter; **Alan Cohn**, reporter, WTIV-TV Hartford, Conn., joins as investigative/general assignment reporter.

Eric Liley, manager, affiliate incentives, Showtime Networks Inc., New York, named director, field operations.

Sheron Banks, training supervisor, Manhattan system, Time Warner Ca-

ble, New York, named manager, customer service, Manhattan system.

Wendy Walker, White House producer, CNN, Washington, named senior executive producer, *Larry King Live*, there.

ADVERTISING

Peter Himler, media director, Cohn & Wolfe, New York, joins Burson-Marsteller there as senior VP.

Fred Wray, media director, FCB North America, Chicago, assumes additional responsibilities as manager, television, radio media buying units.

Appointments at CME KHBB Advertising, Southfield, Mich.: **Catherine Salerno**, media buyer, McCann/SAS Advertising, Troy, Mich., joins in same capacity; **Kari Allcorn**, senior estimator, named assistant media buyer.

Jack Maley, associate publisher, Time Life Books, New York, joins Saatchi & Saatchi Direct there as executive VP/creative director.

Geri Rosman, assistant account manager, Creative Marketing Alliance, Princeton, N.J., named account manager.

TECHNOLOGY

Elected to board of directors, General Instrument, Chicago: **Daniel Akerson**, president/COO, MCI, Washington; **John Seely Brown**, chief scientist, corporate VP, Xerox Corporation; Palo Alto, Calif.; **Morton Meyerson**, chairman/CEO, Perot Systems, Dallas.

Jerry Mulder, project/mechanical engineer, Andrew Corporation, Grandview, Mo., joins FWT, Fort Worth, Tex., as director, technical projects.

**Help us help you
get your magazine
delivered on time**

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-323-4345 prior to 9:45 a.m. for a same-day replacement copy.

WASHINGTON

Ellen Schned, mass media legal adviser, office of legislative affairs, FCC, joins Viacom International Inc., Washington, as director, government affairs.

Ed Bell, regional television executive, broadcast division, Associated Press, named director, television marketing, broadcast division, Associated Press, Washington.

INTERNATIONAL

John Duff, account director, affiliate sales, marketing, MTV Networks, western region, Los Angeles, named director, affiliate sales, MTV Latino, Miami Beach.

DEATHS

James Patrick McCann, 63, former president, Top Market Television, a division of Post-Newsweek, died Aug. 3 from a stroke and a heart attack at Good Samaritan Hospital, West Islip, N.Y. McCann formerly served as VP/director, sales, WPIX-TV New York, and director, sales, Post-Newsweek stations. He most recently was senior VP for a media buying service, the La Marca Group.

Marsha Greenfogel Blum, 46, founder, Gala Enterprises of New York, and owner and publisher, *Extra, Extra* magazine, died Aug. 3 from complications of lupus at Cedars Sinai Hospital, Los Angeles. Blum previously worked for Blair Television before joining *TV Executive* magazine as a sales executive. Blum founded Gala in 1986. Survivors include an uncle and an aunt.

Walter Kerwin, 73, advertising executive, died from a cardiac arrest July 29 at South Miami Hospital. Kerwin's advertising career started in Washington as an account executive and art director with Ketchum, MacLeod & Grove and Lewis Edwin Advertising. In 1972 he joined the advertising department of Eastern Airlines in Miami, and later worked for various Miami advertising agencies. Survivors include four daughters and two sons.

Closed Circuit

LOS ANGELES

Stern rebuke

After a week focusing on TV violence, Terry Rakolta has turned her attention back to indecency and radio personality Howard Stern. The director of Americans for Responsible Television has filed a petition at the FCC to deny Stern's boss—Infinity Broadcasting—the \$110 million purchase of KRTH(FM) Los Angeles from Beasley Broadcast Group.

In the petition, Rakolta cites Infinity's refusal to pay previous indecency fines against Stern as proof that the company is unfit as a licensee. Rakolta wants Stern's morning show moved to late night.

WASHINGTON

HDTV delay

The FCC's HDTV Advisory Committee will not, as expected, give the "grand alliance" the go-ahead on Aug. 11 to build a prototype HDTV system. But Committee Chairman Dick Wiley says the green light will likely come in the fall, after the alliance has settled key technical issues.

TV Marti takes off again

TV Marti is back on the air. After almost five months, the station finally received a replacement for the Air Force balloon that crashed in March, taking with it the antenna from which TV Marti broadcasts to Communist Cuba. The balloon went back up Aug. 4, broadcasting for 30 minutes. On August 5, it resumed its normal broadcast day: 3:30 a.m. to 6:00 a.m. It's likely few saw the broadcasts, however, as Cuba has jammed the signal since it first went on the air three years ago. During the five-month break, TV Marti was hardly quiet: it continued to pump programming to Cuba over satellite 24 hours a day. Few in Cuba are likely to have seen any of that, either: It's illegal for Cuban citizens to own satellite dishes. Meanwhile in Washington, TV Marti seems likely to survive the budget-cutter's axes once again.

As a result, Wiley says, testing of the prototype could be delayed a month, getting under way next June. Further delays could arise from the Aug. 11 meeting with the alliance.

TAMPA

CEA branches out

Tampa-Fla.-based broadcasting and cable broker Communications Equity Associates, among the top two or three firms doing cable system deals,

is expected to announce next week that it will open its first Denver-area office in Englewood, Colo. Bob Berger, previously with Cable Investments, will head CEA's new office as vice president, western operations.

NEW YORK

Odds-on favorite

Bob Costas is expected to repeat as prime time host of the 1996 summer Olympic games in Atlanta. Biggest hurdle: his contract with NBC is up for renewal this year. NBC Sports President Dick Ebersol says he's confident Costas will be re-signed, with a contract that will put him in the Atlanta anchor chair.

DENVER

PPV with a punch

Semaphore Entertainment Group, the pay-per-view company backed by media giant Bertelsmann Inc., is planning a Nov. 12 fight that goes a step—make that a kick—further. Dubbed *The Ultimate Fighting Championship*, contenders will compete on a "knockout or surrender" basis using various disciplines, including karate, sumo, boxing, jujitsu, kick-boxing and tae kwon do. The live event will carry a \$14.95 suggested retail price and will be held in Denver because Colorado is the only state that allows fighting without gloves.

Rakolta, Charren trade barbs

At first glance, Americans for Responsible Television Director Terry Rakolta and Action for Children's Television founder Peggy Charren would appear to be allies. They are, in fact, far from it, with Charren accusing Rakolta of advocating censorship and jumping on the bandwagon and Rakolta countering that Charren is a "hypocrite and an industry flack." "We've never had a piece of legislation passed regarding programming practices or content," says Rakolta. "Peggy got the Children's Act passed, which is vague and could cause broadcasters to lose their license and not even know why." Charren, Rakolta says, fights for indecent programming and violence and thinks that if "she gives us 20 minutes of *Sesame Street* it negates everything else children see." Counters Charren: "Rakolta's first concerns were sex, and that did not play too well, and now she has switched to violence." If Rakolta leads ad boycotts of shows with advisories, Charren says, it will be counterproductive and mean that shows won't get advisories. "I care tremendously about the relationship of TV and kids. But I want to find other ways for change. Attacking speech is a worse problem than children seeing some violent programming."

—JF

In Brief

Park Communications Inc. bought NBC affiliate **KALB-TV Alexandria, La.**, from Lanford Telecasting Co. The price was not disclosed. The seller is headed by Bill Fox, Sylvan Fox and the estate of T.B. Lanford and also owns KALB(AM)-KCMZ-FM Alexandria, La., and KLST-TV San Angelo, Tex. The buyer is headed by Roy H. Park and owns 11 AM's, 11 FM's and 8 TV's. *Broker: Kalil & Co.*

Jacor Communications Inc. bought **WGUL(AM) Dunedin-Clearwater, Fla.**, from Gulf Atlantic Media for a price estimated to be in excess of \$1 million. Seller is headed by

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 25. Numbers represent aggregate rating average: stations % coverage)

1. Wheel Of Fortune	12.7/223/87
2. Jeopardy!	11.5/215/96
3. Oprah Winfrey Show	9.1/236/99
4. Star Trek	7.9/244/99
5. Star Trek: DS 9	7.6/236/99
6. Wheel Of Fortune-wknd	7.5/186/85
7. Married...With Children	7.2/193/95
8. Entertainment Tonight	7.0/186/95
9. Inside Edition	6.4/175/96
10. Designing Women	5.7/209/98
11. Baywatch	5.5/178/95
11. Current Affair	5.5/183/95
11. Sally Jessy Raphael	5.5/214/99
14. Roseanne	5.4/141/84
15. Hard Copy	5.2/162/93

Carl Marcocci and owns **WGUL-FM** Newport-Richey, Fla., and **WZAT-FM** Savannah, Ga. Buyer is headed by David Reinhart and owns 5 AM's and 8 FM's.

Strong investor demand resulted in doubling of debt raised last week by MSO Continental Cablevision.

The billion-dollar offering, through Morgan Stanley, Lazard Freres and J.P. Morgan, consisted of \$200 million of 8½% eight-year notes, \$275 million of 8½% 12-year debentures and \$525 million of 9½% 20-year debentures. Net proceeds are being used "primarily to repay shorter-maturity bank indebtedness," the company said.

NBC spreads out fall launch

NBC's rollout of its fall schedule begins Aug. 18 with *Now with Tom Brokaw* and *Katie Couric* and wraps up just over two months later when *The NBC Friday Night Mystery* debuts Oct. 22.

New shows with special preview airings before they debut in their regular time slots include *The John Larroquette Show*, with a special preview on Thursday, Sept. 2, 9:30-10 p.m., *I Witness Video* on Sunday, Sept. 12, 10-11 p.m., *The Mommies* on Saturday, Sept. 18, 9-9:30 p.m., *Cafe Americain* on Saturday, Sept. 18, 9:30-10 p.m., and *Against the Grain* on Friday, Oct. 1, 8-9 p.m. *SeaQuest DSV* will debut with a special two-hour movie Sept. 12, 8-10 p.m., before premiering in its regular one-hour length the following Sunday.

Given special one-hour debuts are *Saved by the Bell: The College Years* on Tuesday, Sept. 14, and *The Fresh Prince of Bel Air* on Monday, Sept. 20. *Blossom* opens the season with a two-hour movie on Friday, Sept. 24, before premiering in its regular Monday time slot on Sept. 27.

The following are the debut dates for NBC's fall season:

Monday □ 8-8:30: *Fresh Prince of Bel Air*, Sept. 20, 1-hr. debut ■ 8:30-9: *Blossom*, Sept. 27 ■ 9-11: *NBC Monday Night Movie*, Sept. 20

Tuesday □ 8-8:30: *Saved by the Bell: The College Years*, Sept. 14 ■ 8:30-9: *Getting By*, Sept. 21 ■ 9-9:30: *The John Larroquette Show*, Sept. 7 ■ 9:30-10: *The Second Half*, Sept. 7 ■ 10-11: *Dateline NBC*, Sept. 21

Wednesday □ 8-9: *Unsolved Mysteries*, Sept. 22 ■ 9-10: *Now with Tom Brokaw and Katie Couric*, Aug. 18 ■ 10-11: *Law & Order*, Sept. 22

Thursday □ 8-8:30: *Mad About You*, Sept. 16 ■ 8:30-9: *Wings*, Sept. 16 ■ 9-9:30: *Seinfeld*, Sept. 16 ■ 9:30-10: *Frasier*, Sept. 16 ■ 10-11: *L.A. Law*, Oct. 7

Friday □ 8-9: *Against the Grain*, Oct. 1 ■ 9-11: *The NBC Friday Night Mystery*, Oct. 22

Saturday □ 8-8:30: *The Mommies*, Sept. 25 ■ 8:30-9: *Cafe Americain*, Sept. 25 ■ 9-9:30: *Empty Nest*, Sept. 25 ■ 9:30-10: *Nurses*, Sept. 25 ■ 10-11: *Sisters*, Sept. 25

Sunday □ 7-8: *I Witness Video*, Sept. 19 ■ 8-9: *SeaQuest DSV*, Sept. 19 ■ 9-11: *NBC Sunday Night Movie*, Sept. 26

In the first sweeps for the recently-launched 6-9 a.m. news block on Fox O&O's **KTTV(TV) Los Angeles** and **WFLD-TV Chicago**, both stations faced tough sledding against incumbent news competition. KTTV's *Good Day L.A.* finished last at 7-9 a.m., with a 0.9 rating/4 share average (NSI, July 8-Aug. 4), dropping 59% of rating compared to year-ago July sweeps with a cartoon programming. KTLA(TV)'s two-year-old morning news continued to beat all affiliate newscasts with 5.0/21 average, improving 61% in rating from last year. In Chicago, WFLD's 7-9 a.m. news averaged a 0.7/3, a 63% rating decline in the time period, largely due to WLS-TV's *Good Morning America* (6.9/31).

Sign-on to sign-off ratings in July sweeps for the NBC O&O's in New York and Los Angeles fell off considerably compared to year-ago sweeps when all NBC stations benefited from the 1992 summer Olympics.

The finish in the Nielsen sign-on to sign-off race in New York (NSI, July 8-Aug. 4): WABC-TV, 6.4 rating/18 share (+10% rating); WCBS-TV, 4.4/12 (+11%); WNBC-TV, 4.3/12 (-31%); WNYW(TV), 3.7/10 (-3%); WWOR-TV, 3.4/10 (-3%). In Los Angeles: KABC-TV, 5.9/16 (+12%); KNBC-TV, 4.3/12 (-38%);

KCBS-TV, 3.9/11 (even); KTTV(TV), 3.8/10 (+6%); KTLA(TV), 3.4/9 (+6%); KCOP(TV), 3.0/8 (+8%); KCAL(TV), 2.9/8 (even).

Veteran talk show producer **Bonnie Kaplan** has been named executive producer of Twentieth Television's *The Bertice Berry Show*, which launches in syndication next month. Kaplan replaces Steve Clements, who wants to return to his family in Los Angeles after helping set up production in Chicago. The show also announced that Sol Feldman is senior producer, moving up from producer.

ABC is shooting a sequel to *The Thorn Birds* miniseries that aired 10 years ago and still ranks as the second-highest-rated miniseries (behind *Roots*). No word yet on whether Richard Chamberlain and Rachel Ward will reprise their roles in the sequel, set for the 1994-95 season. David Wolper, who produced the original (as well as *Roots*), will produce the sequel.

NAB last week urged Senate members not to support a performance rights bill expected to be introduced by Orrin Hatch (R-Utah) and Dianne Feinstein (D-Calif.). In a letter to senators, NAB President Eddie Fritts said that broadcasters will "vehemently" oppose the measure. "The idea of a government-sanctioned penalty on stations that are the promotional lifeblood of the recording industry boggles the mind," wrote Fritts.

Joachim Blunck, executive producer, WNYW(TV) New York's *Good Day New York*, has been named executive producer of the new Fox production company, **Fox Circle Productions**, with offices in New York and Los Angeles. Blunck is charged with producing programs for various outlets, including Fox Broadcasting Co., the company's new cable service, and first-run syndi-

International Wire

Reuters Television reports a 39% revenue increase to £37 million for the first six months of 1993 over the same period last year. The broadcast news agency, which changed its name from Visnews this year, also holds an 18% stake in ITV and Channel 4 news service Independent Television News, which is syndicated worldwide.

German pay TV service **Premiere** is expected to launch two new sports and children's channels by late next year. The pay movie channel, co-owned by Canal+ and German media barons Bertelsmann and Kirch Group, will apply for a license with Hamburg authorities this fall.

Leading German commercial networks **RTL Television** and **SAT1** have been given permission to begin regional programming services in Bavaria in 1994. Such a move toward regional broadcasting could mean more competition for Berlin start-up service 1A Brandenburg, owned in part by Time Warner.

Canal+ España says it intends to run a subscription classic film channel if it gets a slot on Spain's recently launched Hispasat 1B satellite. Currently transmitting its movie channels Cinemania and Documania aboard the Astra satellite, a complementary channel on Hispasat would join Spanish commercial broadcasters Tele 5 and Antenna 3, which have also applied to join the national satellite group. Public broadcaster TVE will get four transponders on the bird: two for DBS services and two that will target Latin America.

—MA

cation. No word on his replacement at *Good Day*.

Joshua Sapan has been named president/COO of Rainbow Programming Holdings Inc. Sapan previously headed Rainbow's American Movie Classics, Bravo and soon-to-be-launched, Romance Classics. Now he will oversee all 14 Rainbow programming services, including Primesports Channel Network and local cable news channel News 12 Long Island. Sapan replaces Sharon Patrick, who left Rainbow last month.

The FCC fined Diamond Broadcasting of California \$25,000 for EEO violations at its KKIS-AM-FM Pittsburg, Calif. It then gave Diamond a short-term renewal for the station, subject to reporting conditions.

ABC News has named two new senior producers to *World News*

Tonight. Kathryn Christensen, who is rejoining the broadcast from the *Baltimore Sun*, will be based in Washington and will direct news coverage there. In New York, Stu Schutzman has been promoted to a similar post.

A Turner Broadcasting System spokesman says that the company has no comment on rumors that **Ted Turner is considering acquisition of Castle Rock Entertainment and New Line Cinema.**

Errata: Due to a typographical error in the Aug. 2 issue, it was erroneously reported that MCA TV is going to distribute four syndicated telefilms next season as part of its first-run Universal Action Network. Six major theatrical directors are going to produce four made-for-syndication action films, equaling 24 original telefilms in the UAN package.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting ■

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$2.95 US. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Editorials

When it rains...

Paul Simon and company demonstrated last week why we have always argued for keeping the government at arm's length (preferably Manute Bol's arm) from decisions on media content.

It was Simon, you'll recall, who defended his antitrust exemption for the networks with the explanation that it was voluntary and no threat to the First Amendment. So, broadcasters voluntarily agreed to a violence warning system—to which cable then subscribed—and agreed to participate in last week's conference to discuss the issue of reducing violence on television. Perhaps, we thought fleetingly, the industry can take a voluntary (sort of) step without its necessarily becoming the proverbial slippery slope we've always argued it would be. Perhaps Congress would not push for more, and still more control of content.

Enter Simon with his call for the formation of an industry advisory committee...or else. In fact, the "or else" couldn't wait to see if the industry would dance to Simon's tune. By the end of the week, Ernest Hollings had introduced a bill that would require broadcasters to ban violence from programming during hours when children are likely to be in the audience, taking a page from the indecency censorship manual. Then John Bryant of Texas weighed in with a bill that would make efforts to reduce violence one of the benchmarks for license renewal and would allow the FCC to craft a set of violence standards. Stations could pay up to \$25,000 for running afoul of those standards. And if that weren't enough, Ed Markey was beating the drum for his V chip bill that would require TV sets to be manufactured with the capacity to block out programs at will. (We thought they all had on/off switches already.)

Simon sounded like the good cop half of an investigating team working its suspect when he said last week that "many of my colleagues want to go much further than is healthy for a free society... The surest solution is governmental intervention, but it is also the most dangerous."

Frankly, we have always seen much more danger than solution in governmental intervention. Last week, unfortunately, only reinforced that impression...in spades.

Failing grade

We give the Maryland Campaign for Kids' TV an A for timing and an F for objectivity. You know those official-looking envelopes "official" (in case you had any doubt) and "open immediately" so you'll think they are tax returns or other government business but are only a 10%-off coupon for drapery clean-

ing? If so, you already have a sense of what credence to give the "report card" issued to Washington and Baltimore area TV stations by the group (BROADCASTING & CABLE, Aug. 2). The packaging has "impact" but the contents fall apart under inspection.

Unfortunately, the fact that it was an unscientific study by a little-known group that would not release any statistical data gets lost amid the broadcaster bashing that is so mediagenic these days. The D+ that the stations received as an overall grade should be dismissed out of hand. Unfortunately, it has the danger of showing up in some genuinely official document. Legislators, in particular, love such juicy tidbits no matter how suspect their origins.

Broadcasters should be on the lookout for this group, which vows to start similar efforts in other states and to widen its net to include violence.

Mismanaging money

User fees are coming. The \$82 million the government will now charge broadcasters, cable operators and others for the privilege of jumping through regulatory hoops appears unavoidable, as the industry itself seems to have conceded. The fees were barnacled—at the last moment—onto the Clinton budget bill, reminding us of the Murdoch waiver block and the 24-hour indecency bans similarly attached to budget bills. Those were later struck down in the light of judicial reason.

Meanwhile, TV Marti continues to pump out programming that no one can receive (see "Monday Memo" and "Closed Circuit," this issue) at a cost of millions of dollars that the country obviously can't afford to waste. It's hard to take the administration's cries of penury seriously while it continues to fund this balloondoggle.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I'm all for reality TV, but this is going too far."

The Freedom Forum Media Studies Center at Columbia University proudly announces the appointment of its 1993-94 Residential Fellows...

SENIOR FELLOWS:

Sig Gissler

Former editor, *Milwaukee Journal*
Project: *The Media's Defective Coverage of Race*

Robert Jeffrey

Dean, College of Communication,
University of Texas at Austin
Project: *The Journalism Administrator as Guerrilla: A Polemic for Change*

Robert Kotlowitz

Editorial advisor and former senior vice president, Thirteen/WNET
Project: *Forging a National Community: The Impact of Public Broadcasting*

Donald W. Shriver Jr.

President emeritus and William E. Dodge Professor of Applied Christianity, Union Theological Seminary (New York)
Project: *Religion and the Media*

FELLOWS:

Alan Brinkley

Professor of history, Columbia University
Project: *A Biography of Henry Luce*

James Clad

Foreign correspondent and South Asia expert
Project: *The Impact of Western Media in Asia*

Donna Demac

Attorney and director,
Program on Copyright and the New Technologies, New York University
Project: *Copyright and the New Electronic Media*

Oscar Gandy Jr.

Professor of communication,
Annenberg School for Communication,
University of Pennsylvania
Project: *Statistical Reality: The Role of the Press in the Communication of Risk*

Richard J. MacDonald

Director, Wasserstein Perella Securities (New York)
Project: *Entrepreneurship in the Media Industries*

Johanna Neuman

Senior diplomatic correspondent, USA TODAY
Project: *The Impact of Media Technology on Diplomacy and Military Strategy*

J. Kendrick Noble

Financial consultant and former newspaper analyst, PaineWebber
Project: *U.S. Daily Newspapers, 1958-2008*

John Tierney

General assignment reporter,
New York Times
Project: *The Planet and the Press*

RESEARCH FELLOWS:

Mark Alleyne

Assistant professor-designate of communication, Loyola University (Chicago)
Project: *The Political Economy of Communication in International Relations*

Don Guttenplan

Media critic and former reporter,
New York Newsday
Project: *The Last Muckraker: The Life and Times of I.F. Stone*

Anne Matthews

Lecturer in nonfiction,
Princeton University
Project: *Slow Learners: Higher Education and the Media*

Dai Qing

Reporter, *Guang Ming Daily* (China) and former Nieman fellow, Harvard University
Project: *From Seeker of Freedom to Party Mouthpiece: How Modern Journalism in China Was Cut Short*



**The Freedom Forum
Media Studies Center**

At Columbia University in the City of New York
(Formerly Gannett Center for Media Studies)

Columbia University
2950 Broadway
New York, New York 10027

DETERMINED AGGRESSIVE TENACIOUS INNOVATIVE

Qualities that make a winning team as well as a winning tradition.

**Thank you WNDU-TV, South Bend, Indiana and
the University of Notre Dame for appointing Blair Television
your National Sales Representative.**



BLAIR TELEVISION